

STRATEGIC PLAN 2021 - 2025



CCCI

Chinchilla Community
COMMERCE & INDUSTRY INC.

ACTING NOW FOR
OUR COMMUNITY'S FUTURE

EXECUTIVE SUMMARY

Early in 2020 the CCCI sought community consultation to envision what the future may look like for our local community over the next two decades. After consulting with our members, community, council and schools through workshops, we were able to identify a compelling vision for Chinchilla over the next 20 years. This is a shared vision and brings with it a sense of optimism that has been driven by ideas that aim to prepare us for a transition from single industry reliance. This vision is aimed to align passions and efforts to achieve a liveable and thriving region into the future.

Our community's engagement at the 2040 Vision workshops was inspiring and some great ideas for what this region could become were put forward. A strong desire to celebrate our identity and preserve our history was evident. Our people want to live in a modern town that maintains its rural feel by keeping us grounded to our country roots.



CCCI President Shannon McDermatt addresses attendees at 2020 Strategic Planning Workshop

This Strategic Plan provides a framework for the initiatives the CCCI (Chinchilla Community Commerce & Industry Inc.) have in place to assist members, our partners and the Chinchilla community in achieving the 2040 Chinchilla Vision.

The future of our region is in our hands and we are excited that, as your local chamber, we can now focus on making your vision a reality. It is with great enthusiasm we look to advocate on behalf of our community to make Chinchilla an even greater place to live, work and play.

This strategic plan will outline our goals for the future and offer our members an understanding and opportunity to be a part of a team that sets forward to achieve these outcomes over the next 5 years.



As we get closer to 2040: We get a clearer, narrower and more certain vision of what Chinchilla will look like in 2040.



Proudly Partnering



This document has been developed in consultation with CCCI members, partners, organisations and community members deemed as significant stakeholders and influencers in the future of Chinchilla. This was conducted during two publicly advertised open invitation Chinchilla 2040 Vision Workshops, a follow-up online survey and ongoing community conversations.

Outcomes observed from workshops, surveys and member conversations

- We have enthusiastic and creative students and community members who are keen to make a difference and help Chinchilla thrive.
- It can take many years to turn an idea into a reality. This can be achieved through a long-term vision and commitment with lots of complementary short, medium and long term goals and associated actions.

Outcomes observed as a result of COVID-19:

- Nothing is certain, things can change in an instant.
- Without a clear plan and structures in place, people can get distracted and go off on tangents.
- Even with a great vision and plan, things will still not go 100% to plan, there will be unplanned and unexpected issues and opportunities that need to be worked on.
- Members support one-another to get through challenging times.
- Together we can overcome adversity, reset, rebuild and achieve great things.

Strategic goals for the future

Goals of this plan as identified by our Members (businesses, schools, organisations, individuals) and other community representatives:

- To develop pride in our town and community.
- To create a safe community to raise a family.
- To create a healthy, collaborative community.
- To provide recreational, sports, art and entertainment opportunities for local residents and visitors
- To retain our local talent and also attract new talent to the area.
- To ensure our youth have; a sense of community, real world/business focused skills and mindset and have local career pathways available to them.
- To make Chinchilla a more inviting place to visit and stay over.
- To make it easier, cheaper and faster for people to connect with Chinchilla and the region (digital and transport).
- To provide progression opportunities for our workforce through access to training, education and quality local job opportunities
- To create a whole-of-life experience from birth to twilight year living.
- To ensure water security.
- To attract investment.
- To ensure long-term financial prosperity.
- To have a shared and aligned vision of a self-supportive, sustainable future.



CHINCHILLA'S 2040 VISION

Participants at the 2040 Vision workshops were asked to imagine what their ideal Chinchilla community would look like in 20 years' time. Their visions for future included;

We celebrate our identity and what we have accomplished as an aligned community. There is a sense of optimism, shared goals and belonging, we have successfully transitioned into a diverse economy.

We have modern and well-maintained facilities (hospital, aged care, ambulance, education, sporting and entertainment) in a modern town, but we haven't lost the rural feel that keeps us grounded in the country.

There are amazing opportunities for all members of the community. We have retained our local talent and attracted new talent to the area due to the work, learning opportunities and the abundance of services, facilities and entertainment.

We have come a long way, but we also celebrate our history. We have an Indigenous Cultural Centre. We have further developed the parklands and established a STEM centre.

The community is aligned from the youth to the elderly, from business to the not-for-profit organisations, from the chamber to the council.

We are a tourism destination, linked across the Western Downs.

There are quality education options provided and our school students have access to well-suited facilities with space to grow in schools that are accessible and safe.

Retail options are available to service our population and are aligned to expectations and needs of the residents, businesses, and visitors.

A multipurpose sporting/entertainment/performing arts facility, including a stadium for concerts and sports is enjoyed by those within our community and brings people together from nearby regions.

Water is abundant. The weir pool permanently holds a usable level of water, skiing and water sports are possible year-round. The weir is deeper and cleaner than ever before, with recreation areas connected to the town through the boardwalks, paths, road, and water channels.

Faster transport connects the region and the cities - Roma, Chinchilla, Dalby, Toowoomba, Brisbane. Fast rail, airport and uber planes/drones, car parks (caravans/RVs) are close to the CBD, easily accessible for older tourists.

Agriculture and technology play a big part in our future. We are known as a "Clean Energy Hub" with renewable energy, advanced food production and agricultural technology. It's a great place for start-ups, new ideas are embraced and supported.

This may not be exactly what results after two decades of progress as there will trials and surprises along the way. We will certainly need to adapt and change at times. Regardless of the challenges the CCCI is dedicated to pursuing this vision on behalf of the Chinchilla and Western Downs Community's.



Heeney St. Chinchilla CBD



STRATEGIC PLAN DEVELOPMENT PROCESS



As a community representative body, the range of possible roles for our organisation is broad. Through our consultation there was one unifying theme all participants agreed upon, this being the high importance we all place on liveability within our community.

“Liveability is the sum of the factors that add up to a community’s quality of life—including (1) built and natural environments, (2) economic prosperity, (3) social stability and equity, (4) educational opportunities and (5) cultural, entertainment and recreation possibilities.”

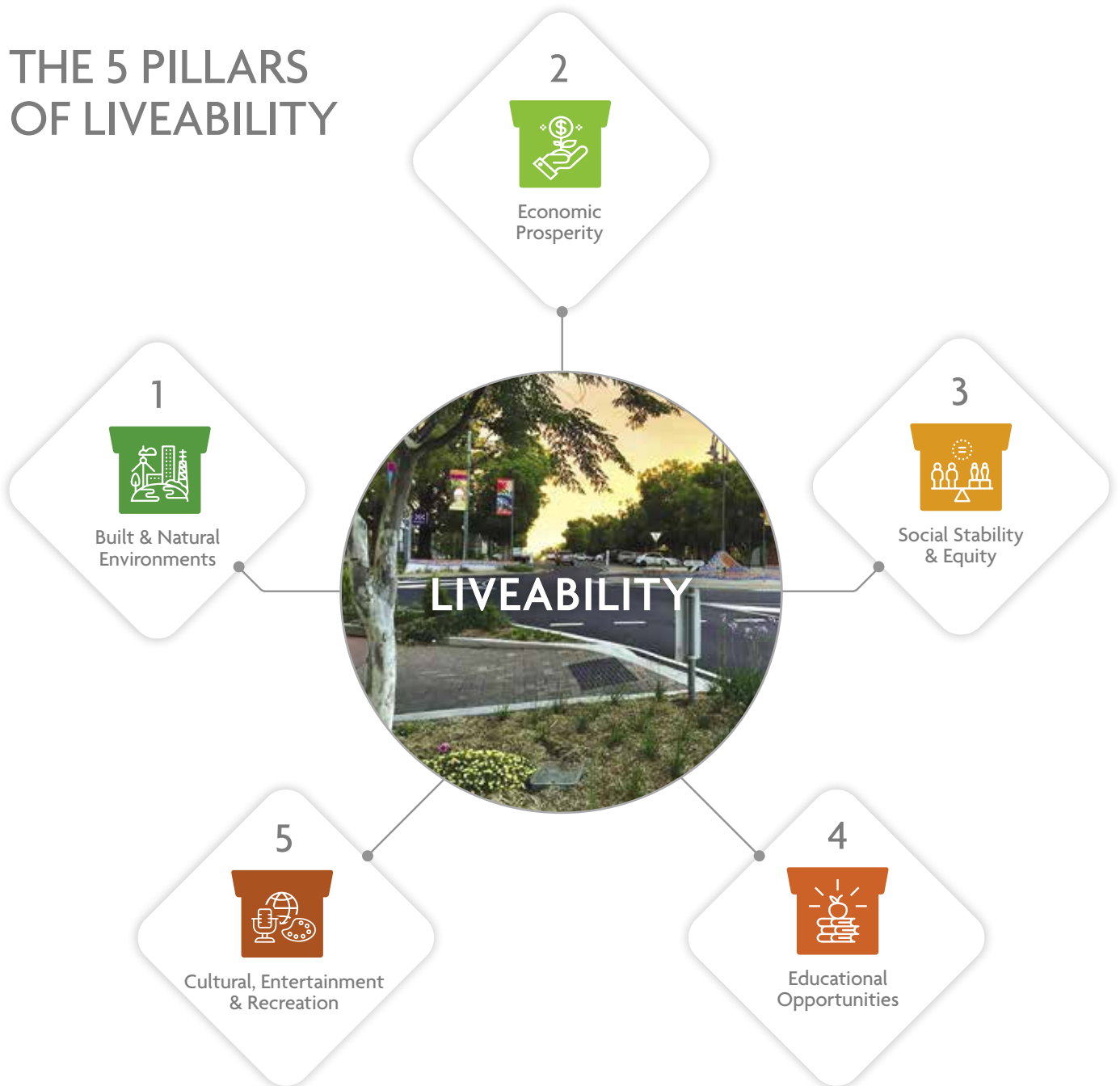
These five (5) pillars formed a framework to organise all the suggestions gathered from our consultation process. Initiatives developed from ideas at our workshops have been refined and allocated to one of the core pillars. Although some may fall across a number of pillars, we have allocated them to a single core pillar, for ease of resource allocation, communication, management and reporting.



2040 Vision Workshop



THE 5 PILLARS OF LIVEABILITY



Each initiative has been classified based on the following two dimensions:

Dimension 1. Duration: short, medium or long term

Some of the larger initiatives will take much longer than 5 years and be executed across a number of future CCCI Strategic Plans. As we have seen with the Chinchilla Parklands project, by keeping the longer-term focus and taking continued and committed action over time, great results will be realised.

Dimension 2. Impact: high or very high impact.

CCCI will not be doing this alone and will be working and collaborating with many stakeholders to bring the vision to life, including:

- CCCI Members
- CCCI Partners: Western Downs Regional Council (WDRC) & Origin
- Western Downs Chambers
- State and Federal Government Departments
- Key Chinchilla community organisations and committees

As a region it is imperative we ensure that we're looking to the future. As a result of this, we have a target of becoming self-sufficient as a community and a region beyond 2040. We can work together to achieve outcomes that benefit the entire community ensuring we remain up to speed with our metropolitan counterparts and are not reliant on any single industry.

LIVEABILITY PILLAR 1: BUILT & NATURAL ENVIRONMENTS



Built & Natural
Environments

Chinchilla Weir Improvements (Initiative 1.1)

De-silt the weir waterways and investigate alternative options to maintain usable recreation water at the Chinchilla Weir consistently for the summer season.

Town Beautification Program (Initiative 1.2)

The appearance of Chinchilla is very important to our community, especially the youth. This is an ideal first project for the Chinchilla Junior Chamber. Investigation of programs to motivate individuals to contribute to town beautification and a whole of town green space master plan with strong community input.



Chinchilla Weir

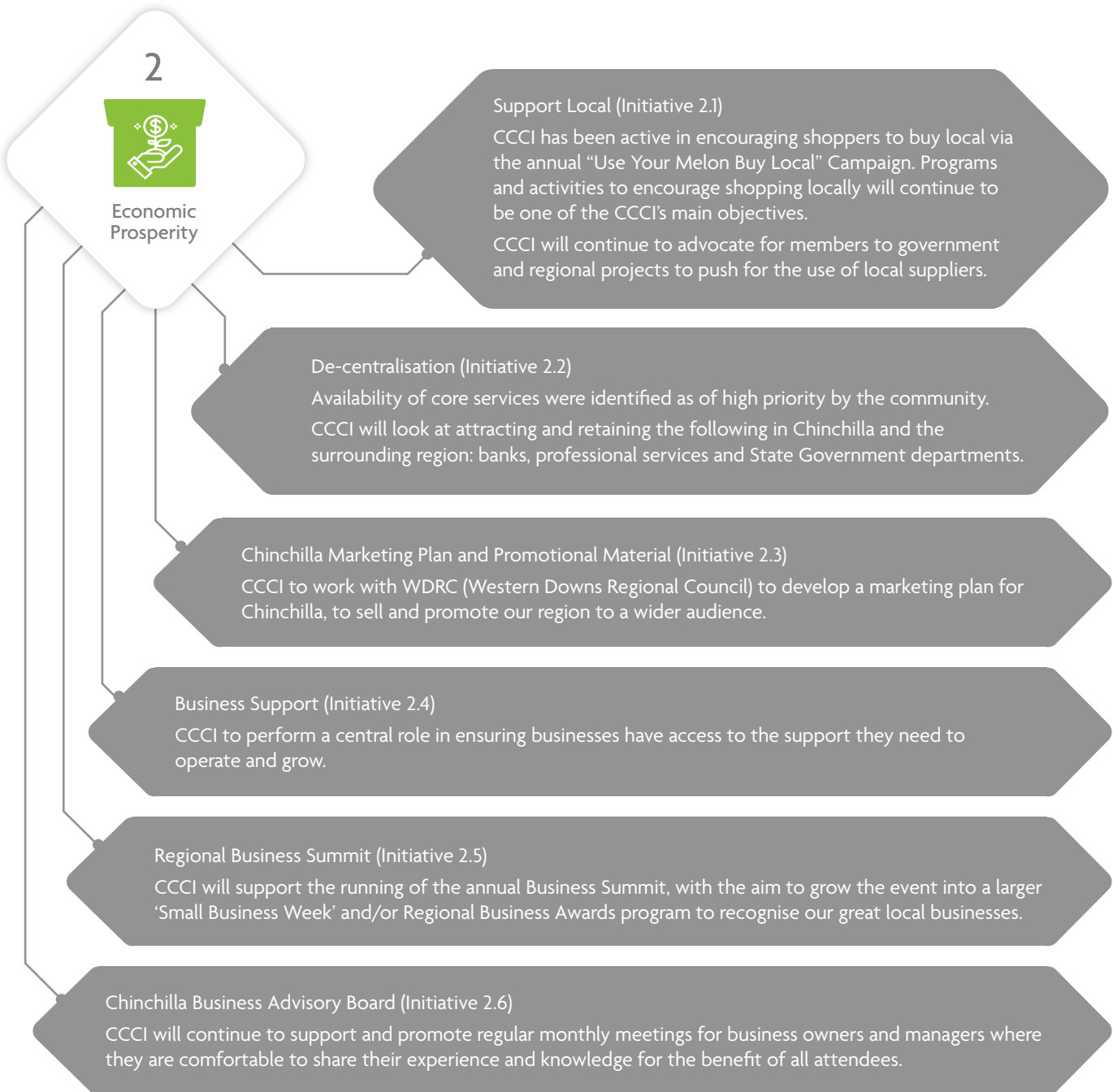


Chinchilla Water Park



Charlie's Creek

LIVEABILITY PILLAR 2: ECONOMIC PROSPERITY



LIVEABILITY PILLAR 3: SOCIAL STABILITY & EQUITY



Health Facilities (Initiative 3.1)
CCCI to investigate the suitability of Chinchilla's medical services in comparison to the actual needs of our community and improve understanding of these services and their availability.

Community Safety (Initiative 3.2)
CCCI will advocate for 24/7 police presence.

Vibrant Events (Initiative 3.3)
CCCI to continue delivering vibrant community and business events.



One Long Table



Indigenous Wakka Wakka dancers at One Long Table

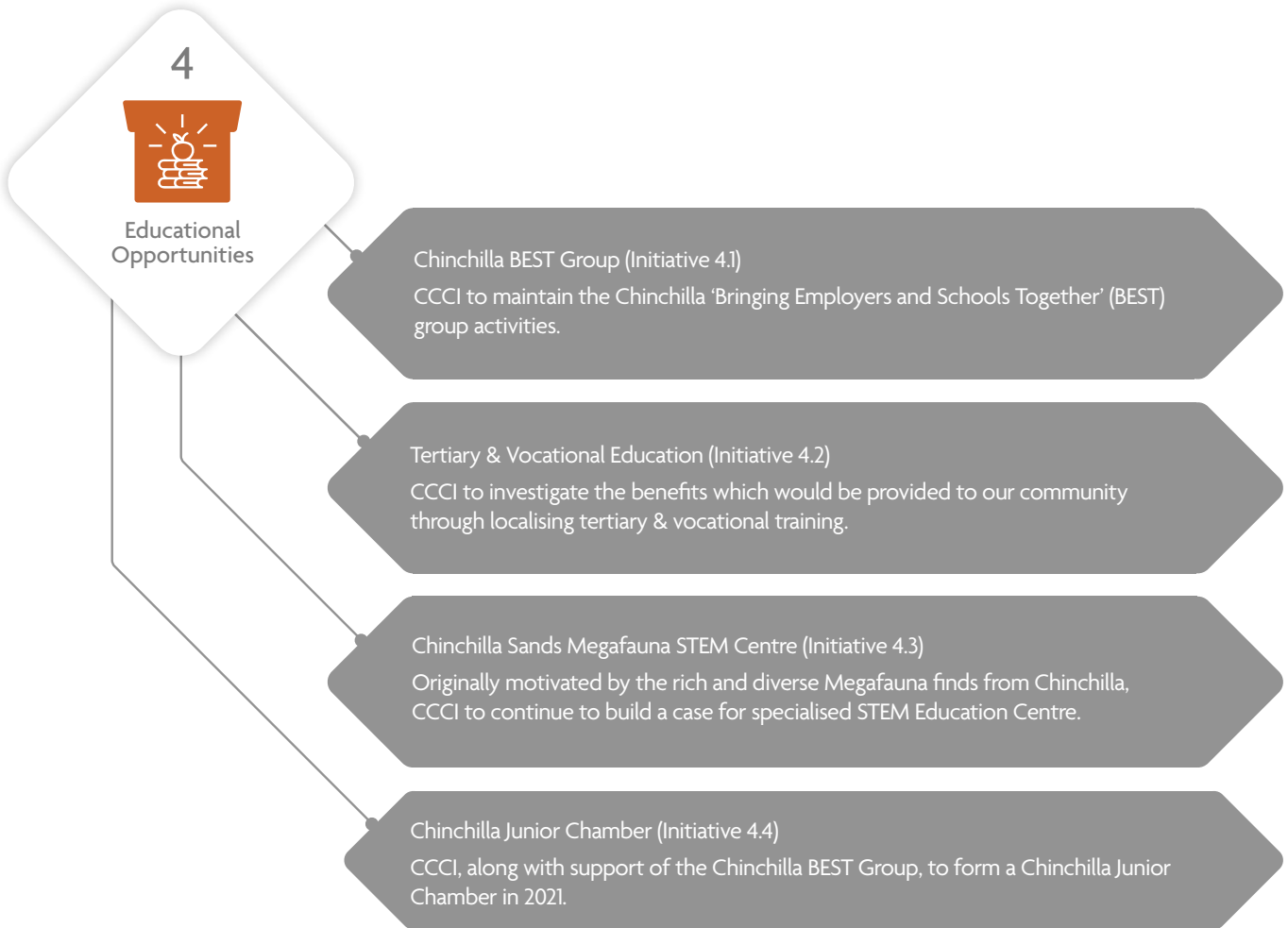


CCCI President's Cup Gold Day



One Long Table cultural dress parade 2019

LIVEABILITY PILLAR 4: EDUCATIONAL OPPORTUNITIES



Students visit Cameby Downs Mine with the BEST Ignite your future tour.



BEST students visit Wood Ag and Fraser Valuers



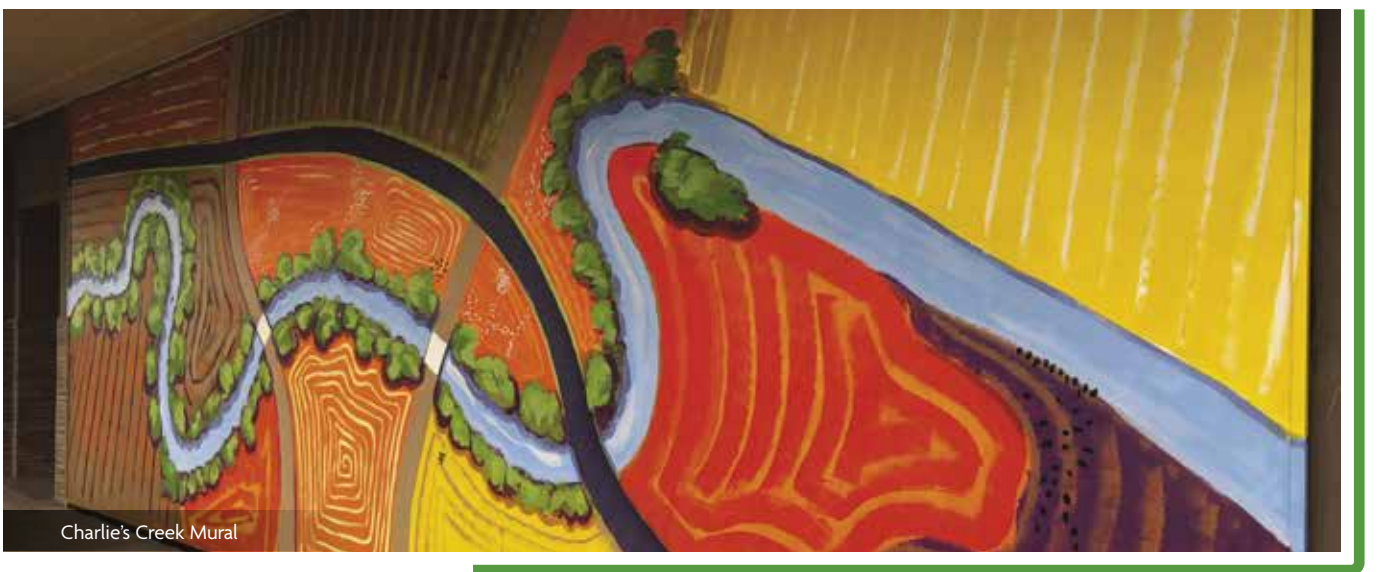
Chinchilla High School students and businesses at 2020 BEST Graduation event

LIVEABILITY PILLAR 5: CULTURAL, ENTERTAINMENT & RECREATION



Chinchilla Sports Precinct (Initiative 5.1)
CCCI to bring together a Chinchilla sport/facilities reference group to investigate the feasibility of a sports precinct and identify what needs to be put in place to make it happen.

Regional Arts (Tourist) Trail (Initiative 5.2)
CCCI to collaborate with key stakeholders to develop a regional arts trail to generate increased tourism.





INITIATIVE COMPLETION TIMING

Some initiatives will take many years to implement based on their size and complexity, even though the process is starting now. The current anticipated initiative completion timing is as follows:

	Short Term (within 5 years)	Medium Term (within 6 - 10 years)	Long Term (within 11 - 20 years)
VERY HIGH IMPACT	<ul style="list-style-type: none"> 2.1 3.1 3.2 3.3 		<ul style="list-style-type: none"> 4.3 2.2 5.1 1.1 1.2
HIGH IMPACT	<ul style="list-style-type: none"> 2.4 2.6 2.5 2.3 4.1 4.4 	<ul style="list-style-type: none"> 5.2 	<ul style="list-style-type: none"> 4.2



RESEARCH & PROGRAM MANAGEMENT

RESEARCH AND DEVELOPMENT:

CCCI will work with regional, state or national institutions to research what needs to be implemented and what challenges may need to be overcome to achieve this vision. This may include:

- Culture and personality of Chinchilla and surrounding towns and how this influences short/long-term population and business growth. What types of people and businesses will be attracted to the region in the long term and why.
- Factors that need to be in place for the region to have:
 - A hospital upgrade
 - Improved transport links between identified regional centres
 - An upgraded airport
- Factors that need to be in place to encourage:
 - Entrepreneurs to stay/set up in the region
 - CSIRO, defense and/or aerospace to the region
- Factors that impact water utilisation and security:
 - Advocate for improved water security to the region
 - Understand Government Policy on water and provide recommendations to leverage
- Innovations:
 - Investigate technologies including drones and automation for agriculture and other industries
 - Become a partner in technological advancement, eg. 10G test area

SPECIAL ACKNOWLEDGMENT



“CCCI would like to dedicate this strategic plan to Lindsay Marsden who worked tirelessly over 30 years to turn the community’s vision of the Chinchilla Parklands into a reality. Lindsay was a founding member of the Chinchilla Economic and Tourism development Association that amalgamated with the Chinchilla Chamber of Commerce in 2009 to form the CCCI. The award winning* Chinchilla Parklands opened in 2019.”

*Green Flag Award 2019 & 2019 Parks and Leisure Award for Excellence “Park of the Year”





SERVICE OFFERING

CCCI SERVICE OFFERING:

The main initiatives CCCI currently provide to the community and members are:

- Advocacy and business connection.
- Timely market information to members.
- Business advice to members through the Chinchilla Business Advisory Board.
- Periodic member newsletters.
- BEST Initiative connecting students to local businesses.
- CCCI community events, including:
 - One Long Table (multicultural food festival).
 - Street Christmas Party.
 - 'Buy Local' and most recently the 'Buy Western Downs' campaign.
 - President's Cup Golf Day.
 - Yearly look-ahead breakfasts.
 - Christmas lights competition.
- Liveability projects, aimed at ensuring Chinchilla continues to be an attractive town to live in. Past successes include:
 - Chinchilla Weir development.
 - CCTV installation.
 - Botanic parklands.
 - Increased police presence.
- Other key points of value:
 - Public acknowledgement for community contribution.
 - Opportunities to meet and build strong relationships with Key Buying Centre stakeholders.
 - Receipt of market and project intelligence before non-members.
 - Opportunities to sponsor and/or contribute to local community and business events.

"Liveability projects assist our community and members in many ways, including:

1. It is easier to attract and retain good staff.
2. By attracting more people to town, businesses will have increased customers.
3. Population drives many important economic factors such as stable property/housing prices, rental prices and government investment.
4. Increased population means better health facilities.

These liveability projects highlight the interdependence between business and the community and why it is important for businesses in the region to exercise their corporate social responsibility.

Chinchilla Community, Commerce & Industry Inc. (CCCI) is based in Chinchilla, Queensland and was established in 2009, as an amalgamation of the Chinchilla Chamber of Commerce and the Chinchilla Economic and Tourism Development Association.

THE MAIN INDUSTRIES IN THE CHINCHILLA REGION ARE:

- > OIL & GAS / COAL SEAM GAS (CSG) EXTRACTION & PRODUCTION
- > FARMING (AGRICULTURE)
- > MINING & QUARRYING
- > ENERGY GENERATION & DISTRIBUTION
- > MANUFACTURING & FABRICATION

WESTERN DOWNS REGION



OUR PURPOSE:

- > LIVEABILITY
- > PROSPERITY
- > CONNECTION

OUR VISION:

To shape a future where all Chinchilla people are living in a vibrant, thriving and prosperous community.

CONTACT US:

- ☎ 07 4668 9172
- ✉ events@chinchilla.com.au
- 🌐 www.chinchilla.com.au
- 📌 @chinchillachamber



CCCI

Chinchilla Community
COMMERCE & INDUSTRY INC.