



The Queensland Plan Brisbane Summit

9 and 10 October 2013

www.qld.gov.au/queenslandplan

Communiqué

Friday 11 October 2013

The Brisbane Summit communiqué provides a summary of activities and outcomes and outlines the next steps in developing *The Queensland Plan*, a 30-year vision for Queensland.

Message from the Premier

The vision for Queensland's future is bright and clear about what is needed to ensure our state remains great for generations to come. Over two days, the Brisbane Summit brought together Queenslanders from every background and location to shape common goals in response to future challenges and opportunities.

Colmar Brunton, a national market research firm, had summarised feedback from 78,251 people to *The Queensland Plan* into a clear picture of the future. Delegates then approached the picture as a puzzle, breaking it into parts to review more closely and discuss how it could be taken forward.

The task was challenging and delegates were asked to be bold and undaunted in outlining what they thought was important. In reforming the puzzle, clear consensus emerged about the overarching focus areas and enablers:

- balance economic prosperity and natural environment
- community cohesion
- foster community health and wellbeing
- growth and strengthen our regions
- strengthen Queensland's economic direction
- fit-for-purpose education
- fit-for-purpose governance
- targeted infrastructure solutions
- targeted people solutions.

Further work to collate delegate contributions including outcomes and measures is underway and all input will be used to develop the draft *Queensland Plan* which will be released in late November.

We will also enshrine the final *Queensland Plan* in legislation next year and make it central to all government policy. I urge all Queenslanders, business, community organisation, industry and peak bodies to continue their involvement in developing *The Queensland Plan* and then ensuring that they use it to inform their planning and projects.

My vision for Queensland's future is one of great possibility and it is clear after the Brisbane Summit that we are united in this regard. I look forward to working with you to make our vision a reality.

Campbell Newman MP
Premier of Queensland



The structure of *The Queensland Plan* emerges

The summit program guided delegates through a range of activities designed to inform the development of *The Queensland Plan*.

Analysis of the feedback from 78,251 Queenslanders by Colmar Brunton, a national market research firm, was outlined in Queensland's response (available on the project website). The response's initial set of focus areas and enablers was endorsed by summit delegates and then individual elements were explored and refined.

Through summit activities a series of goals, outcomes and priorities were produced that will shape the structure of the draft *Queensland Plan*. Given time restrictions, delegates were unable to progress all of the goals and outcomes identified and further work will be undertaken to detail these elements. It is important to note that all comments, queries and information (including suggested measures, targets and ideas) provided by delegates over the two days has been captured and will be used to inform and refine relevant elements of the plan.

Information about summit delegates, process, focus areas, enablers, outcomes, priorities and ideas can be found in attachments one to four.

Next steps

Work is already underway to develop the draft *Queensland Plan* using the collective wisdom captured at both the summit and in Queensland's response.

All materials from the summit and the raw data from Queensland's response will be made available on the project website in coming weeks.

The draft plan will be released in November 2013 for review. More information will be provided about this process shortly.

The final *Queensland Plan* will be released in early 2014 and will be enshrined in legislation and become central to government policy and planning.

While the Queensland Government will play an active role in delivering *The Queensland Plan*, everyone is encouraged to continue their involvement and commitment to the 30-year vision. A group representing a broad range of Queenslanders will be established to steward the plan into the future.

Visit www.qld.gov.au/queenslandplan for more information.



Attachment one – Summit program and process

The summit was held on Wednesday 9 and Thursday 10 October 2013 at the Brisbane Convention and Exhibition Centre.

Day one – Wednesday 9 October

Session one: Queensland's response

- Delegates received a presentation from Colmar Brunton, a national market research firm, who collated and reviewed Queensland's response to the six questions developed at the Mackay Summit in May 2013.
- This session outlined an initial set of focus areas and enablers.

Session two: Regional and business/community sector reflection

- Delegates assessed a summary of Queensland's response (Attachment three) and noted how it resonated with their own/organisational messages regarding the key issues for Queensland.
- Delegates then identified the focus areas that aligned with the majority of their messages.
- This session endorsed the initial set of focus areas and enablers, noting education, economic direction and community cohesion as the topics most referenced by delegates.

Session three: The Queensland context

- Dr Jim Minifie, Director Productivity Growth Program at The Grattan Institute gave a presentation on some of the current and future challenges facing Queensland and a panel then discussed how these challenges could be addressed in *The Queensland Plan*.
- The panel also responded to questions from the floor and from Queenslanders via social media.
- Panellists were:
 - Mr Wesley Enoch, Artistic Director of Queensland Theatre Company
 - Professor Ian Frazer AC, Chief Executive Officer and Director of Research of the Translational Research Institute
 - Dr Geoff Garrett AO, Queensland Chief Scientist
 - Ms Kathy MacDermott, Executive Director of the Queensland Division of the Property Council of Australia

Session four: What does success look like?

- Delegates worked in groups on one focus area and enabler to define how success could be achieved and identify supporting goals.

Session five: Presenting a balance for Queensland

- Working in the same groups, delegates created an initial list of outcomes for each goal and supporting measures. They also identified any associated challenges or trade-offs in achieving the goals and outcomes.
- This session created an initial set of goals, outcomes and some measures for each focus area and enabler.



Overnight

The Queensland Plan project team collected all of the delegates' materials from sessions four and five and collated it according to focus area and enabler. Similar goals and outcomes were grouped together and summarised into a worksheet for each focus area and enabler. All comments were mapped to the summarised goals and outcomes to ensure it was representative. All input including data not specifically highlighted in the worksheets such as suggested measures has been captured and will be used in the development of the draft Queensland Plan.

Day two – Thursday 10 October

Session six: Prioritising outcomes

- Delegates reviewed the materials collated overnight including an updated summary sheet of focus areas, enablers and goals (Attachment four).
- They also reviewed a set of 39 outcomes that appeared most frequently in the summarised feedback from session five and nominated their top 10 outcomes to become priorities).
- Delegates voted and identified 10 priorities for further exploration.

Session seven: Achieving success

- Delegates reviewed the 10 priorities and identified strategies and actions to achieve them including who should be involved and indicative timeframes.
- Thirty delegates were randomly selected to form a separate group to workshop the ideas submitted in Queensland's response. Three ideas for each focus area and enabler were identified as potential options in working to achieve the future vision.

Session eight: A 30-year vision

- Delegates listened to nine representatives from the ideas workshop present one idea for each focus area and enabler. Delegates were also invited to make comments from the floor regarding progress made or challenges faced in progressing the priorities.
- Delegates then identified what they could do both as individuals and as organisations to support the delivery of *The Queensland Plan*.

Queenslanders who did not attend the summit were able to watch summit sessions live, submit comments and be part of the online conversation. Summit footage is available on the project website.

All of the delegates' materials will also be made available on the project website within a week.

Project website: www.qld.gov.au/queenslandplan



Attachment two – The delegates

Approximately 626 delegates from a broad cross-section of Queensland attended the summit, including:

- community representatives (45 per cent)
- youth (6 per cent)
- business, industry and community organisations (27 per cent)
- directors-general, Queensland Government (4 per cent)
- mayors, councillors or local government representatives (5 per cent)
- state Members of Parliament (14 per cent).

Youth delegates attended from a variety of state and non-state schools and youth organisations from South East Queensland. The following industry sectors were represented:

- agriculture
- arts and history
- Aboriginal and Torres Strait Islander
- multicultural
- commerce
- community
- energy
- environment
- education
- health
- justice
- property and construction
- religious
- resources
- science
- sport and tourism
- transport.



Attachment three – A summary of focus areas and enablers identified in Queensland’s response (prepared by Colmar Brunton)

Focus Areas	Grow and strengthen our regions	Strengthen Queensland's economic direction	Foster community health and wellbeing	Balance economic prosperity and natural environment	Community cohesion
	<ul style="list-style-type: none"> • Achieve regionalisation • Capitalise on unique regional opportunities and assets • Work together to achieve more • Value and invest in local business and workers 	<ul style="list-style-type: none"> • Focus on industry development and diversification • Plan for jobs in Queensland • Pursue opportunities with Asia • Invest in developing centres of excellence 	<ul style="list-style-type: none"> • Live healthy • Achieve work / life balance • Enhance liveability • Promote community involvement 	<ul style="list-style-type: none"> • Manage resources • Conserve the environment • Invest and adopt sustainable and renewable solutions • Manage urban sprawl 	<ul style="list-style-type: none"> • Promote individual and community responsibility • Achieve tolerance and acceptance • Place value on knowledge / smarts
Perceived Enablers	Fit for purpose education <ul style="list-style-type: none"> • Curriculum • Life long learning • Accessibility • The educators • Practical based learning 				
	Fit for purpose governance <ul style="list-style-type: none"> • Decision making process • Governance model • Regulation and red tape • Recognition and funding 				
	Targeted infrastructure solutions <ul style="list-style-type: none"> • Local hubs and spaces • Staying connected • Essential services 				
	Targeted people solutions <ul style="list-style-type: none"> • Population growth and management • Ageing population • Supporting the least advantaged • Attracting bright minds and skills 				



Attachment four – Focus areas, enablers, goals, priorities and ideas

In endorsing the framework suggested by Queensland's response, delegates confirmed the focus areas and enablers and identified an initial set of goals, outcomes and priorities.

Focus areas and goals

Balance economic prosperity and natural environment

- Queensland will balance economic prosperity and natural environment by:
 - managing natural resources
 - conserving the environment
 - investing and adopting sustainable and renewable solutions
 - managing urban sprawl.

Community cohesion

- Queensland will have a cohesive community where:
 - in Queensland nobody gets left behind
 - we celebrate, embrace and respect our diversity
 - we applaud community achievers.

Foster community health and wellbeing

- Queensland will have people that are:
 - physically and mentally healthy
 - connected to their communities
 - balancing work/life commitments
 - given the capacity to reach their full potential.

Grow and strengthen our regions

- Queensland will grow and strengthen our regions by:
 - achieving regionalisation
 - capitalising on unique regional opportunities and assets
 - working together to achieve more
 - valuing and investing in local businesses and workers.

Strengthen Queensland's economic position

- Queensland will strengthen its economic direction by:
 - becoming the number 1 economy in Australia
 - focusing on industry development and diversification
 - creating jobs in Queensland
 - investing in centres of excellence.

Enablers and goals

Fit-for-purpose education

- Queensland will have an education system that has:
 - a curriculum that is flexible and reflective of future skill needs
 - practical-based learning
 - education being valued as a lifelong experience

- 
- educators who are highly valued.

Fit-for-purpose governance

- Queensland will have a governance framework that delivers:
 - localised and more flexible decision making
 - outcome-based regulation (red tape reduction)
 - more effective and efficient government (problem solvers not problem makers).

Targeted infrastructure solutions

- Queensland will have infrastructure that:
 - is flexible to Queensland's changing population and demographic
 - enables regions, business and communities to reach their full potential
 - is funded by a mixture of existing and innovative mechanisms
 - is designed and built with longevity in mind
 - provides connectivity and accessibility across the state.

Targeted people solutions

- Queensland will have targeted people solutions that:
 - manage impacts on population growth
 - ensure older Queenslanders are respected and valued
 - support the least advantaged
 - attract bright minds.

Priorities

Summit delegates reviewed a list of outcomes that were suggested multiple times within or across the focus areas and enablers. Each delegate was asked to nominate their top 10 outcomes.

The resulting top list of priorities (not in any order) included:

1. Education that is flexible, affordable and accessible to all, including rural, remote and disadvantaged
2. Communities that are well planned, well connected and engender community spirit
3. Queensland being recognised as internationally competitive with an increase exports/business especially in agriculture and ecotourism sectors
4. Regions being attractive to study, work and live for bright minds and trained professionals
5. Delivery of economic, social and community benefits through infrastructure
6. A long-term approach to planning and delivery of infrastructure
7. The highest productivity rate in Australia with no skills shortage
8. Investment and research into innovation in Queensland's areas of strength
9. Centres of excellence attracting human capital and driving innovation
10. An education model that leverages community and industry partnerships

While only these 10 priorities were explored in greater detail by summit delegates due to time restrictions, the other outcomes will be further developed and included in the draft *Queensland Plan*.



Ideas

A group of delegates reviewed the hundreds of ideas submitted by people in Queensland's response. The ideas were grouped according to focus area and enabler and assessed against a series of criteria including their ability to provide a lasting benefit, have broad relevancy across the state and be innovative.

Nine delegates were asked to highlight one idea from each focus area and enabler and these included:

1. Utilise Queensland's natural energy resources to meet energy needs while mitigating against climate change and harm to the environment – leading to low cost innovative energy solutions and a strong economy.
2. Introduce community facilitators to work with stakeholders including government and utilise community groups and school facilities (based on a similar federal model). The facilitators would run community projects and events to encourage community members to respect one another and encourage volunteering.
3. Ban sporting stars from promoting unhealthy lifestyles. To make up for the loss of income through advertising and endorsements look at re-structuring superannuation to double the super contributions sport stars are allowed to make (between the ages of 25 and 30) this would on average provide for a \$1.5 million super fund by the time the sport star reaches 55 years old.
4. Start small economically suitable projects that make use of existing infrastructure and facilities whilst strengthening and using technology to ensure health and education needs are met to make the regions attractive to professionals etc to relocate – leading to a self sustaining community.
5. Replace carbon based fuels as our primary source of energy and replace with nuclear technology – this will place Queensland as an innovative state while providing for our future energy needs, mitigating Queensland's 30 year strategic economic risk – selling coal.
6. Schools should be a centre where a large range of services are available including physical and mental health, nutrition etc not just learning for our children – these related services while good in themselves are also essential for children to learn effectively. School facilities should also be opened up outside of school for use by community groups etc.
7. Invest in care for our children from birth to eight and provide diverse educational experiences during schooling years and into university. We should begin with the end in mind: to get a great tertiary education you need a great secondary education, for a great secondary education you need a great primary education and for a great primary education you need great pre-school education.
8. Create innovation regions based on Queensland's strengths – for instance creating centres for tropical disease research centres in our tropics – this would help decentralise government and utilise the regions. It would increase economic sustainability and attract international investment while also being of benefit to our future children.
9. A mental health check up for all Queenslanders every decade that can be bulkbilled and require all school children to gain a mental health literacy certificate before they graduate high school.