



PAROO SHIRE COUNCIL

ECONOMIC DEVELOPMENT PLAN



2026 – 2031

Live well, grow strong & build prosperity

ABOUT THIS PLAN



The Paroo Shire Economic Development Plan 2026–2031 is a five-year roadmap to guide the economic future of Paroo Shire. It has been developed to serve two purposes: to provide Council with a clear strategic framework for investment and decision-making, and to give the community a shared vision of where the shire is headed and how we intend to get there together.

The plan is built on Paroo Shire Council’s corporate vision — Live well, grow strong & build prosperity — and reflects the community’s aspirations to be a place that is socially, economically and environmentally sustainable; a memorable place to live, work and visit.

Covering 47,633 square kilometres in far south-west Queensland, Paroo Shire is home to approximately 1,725 people across the towns of Cunnamulla, Eulo, Yowah and Wyandra. The shire sits on the traditional country of seven Aboriginal language groups. We acknowledge the Kunja, Kooma, Budjiti, Madigan, Bidjara, Kullilli and Murrawarri peoples as the traditional owners of the lands in the Paroo Shire and pay our respects to Elders past, present and emerging.

The shire’s economy has long been anchored by pastoral production — beef, sheep, wool and goat — alongside government services and a growing tourism sector. This plan seeks to build on those foundations while opening new pathways for growth, investment, diversification and opportunity over the five years to 2031.

This plan is a strategic document. It sets direction and objectives across four pillars of economic development. A companion Economic Development Action Plan will be developed to translate these objectives into specific actions, responsibilities and timeframes for operational delivery.



THE CHALLENGE AHEAD

Paroo Shire faces a clear and interconnected economic challenge.

The shire's population has experienced long-term decline, although there are recent signs of stabilisation. A declining and ageing population reduces the available workforce. Limited workforce capacity constrains business activity and service delivery. Housing shortages and quality issues make it difficult to attract and retain workers and families.

At the same time, the cost of operating in a remote location places additional pressure on businesses and limits private sector investment.

This plan recognises that reversing these trends requires a practical and coordinated response.

THE FOCUS WILL BE ON:

- Strengthening existing businesses and industries
- Unlocking new economic opportunities suited to the shire
- Improving housing and infrastructure
- Attracting and retaining investment and people

These priorities are interdependent — progress in one area supports outcomes in the others. Sustainable economic growth will only occur where all of these factors are addressed together.

OUR VISION, MISSION AND COMMUNITY VISION

CORPORATE VISION

Live well, grow strong & build prosperity

MISSION

Co-design local solutions, harness ideas, adapt & innovate

COMMUNITY VISION — the Shire will be recognised as:

- Socially, economically and environmentally sustainable
- Offering a high standard of community facilities and services
- Proactive, forward thinking and visionary
- Safe, friendly and cohesive
- Strong indigenous culture and heritage
- Clean and green environment
- Memorable place to live and visit

STRATEGIC CONTEXT

Paroo Shire sits within the Regional Development Australia, Darling Downs and South West Queensland region and is subject to the Queensland Government's regional planning and infrastructure frameworks. The shire is also an active member of the South West Queensland Regional Organisation of Councils (SWQROC), working collectively with neighbouring councils to advocate for and promote strategic development across the south west. This plan has been developed to align with those frameworks while remaining firmly rooted in local conditions, local strengths and local community priorities.

PLAN STRUCTURE

The plan is structured around four pillars:

- **Pillar 1:** Business Development, Growth and Investment
- **Pillar 2:** Industry Development, Digital Economy and Diversification
- **Pillar 3:** Infrastructure and Planning
- **Pillar 4:** Liveability, Environment and Population



PILLAR 1**BUSINESS DEVELOPMENT, GROWTH AND INVESTMENT****CONTEXT**

Paroo Shire's business community is small, resilient and closely tied to the pastoral, government and tourism sectors. The shire's relative isolation — located approximately 800 kilometres west of Brisbane — creates challenges for local businesses including; higher freight and operating costs, a limited local customer base, difficulty accessing finance and business support services, and ongoing challenges attracting and retaining a skilled workforce.

A significant structural challenge facing the shire is that many local businesses are owner-operated with limited or no succession plans in place. As business owners age or choose to exit, there is a real risk of permanent loss of services and enterprises that the community depends on. Addressing business succession is therefore as important as attracting new investment.

The shire holds genuine competitive strengths. The pastoral sector has deep roots and strong operator knowledge. Tourism is an emerging and increasingly significant contributor to the local economy, anchored by Cunnamulla's position along key outback travel routes and boosted substantially by the opening of the Cunnamulla Hot Springs and River Walk — an \$11.7 million project owned and operated by Paroo Shire Council. Government services represent a stable employment and economic base.

Workforce availability and skills development is a further challenge facing the shire. Like many remote Queensland communities, Paroo faces a persistent pattern of talent outflow — young people and working-age residents leave to pursue education, training and employment in larger centres, and many do not return. Where local labour is insufficient, employers must source skilled workers from outside the region. Local training options are limited, with no TAFE or registered training organisation maintaining a significant presence in the shire. Addressing workforce and skills requires partnership with training providers, state and federal agencies, industry bodies and employers — with Council playing a coordinating, advocacy and enabling role.

OBJECTIVES

1.1 SUPPORT, CONNECT AND STRENGTHEN THE LOCAL BUSINESS COMMUNITY

Local businesses are the backbone of the shire's economy. Council will work to reduce barriers and ensure the local operating environment is as enabling as possible — offering direct one-on-one support to operators who need it, whether navigating grants and funding, planning for growth or working through business challenges. Council will facilitate the establishment of a business network group or chamber of commerce to give local businesses a collective voice and peer support. A particular focus will be placed on business succession — actively supporting owner-operators to develop transition plans that ensure businesses continue to serve the community rather than close when owners are ready to exit.

1.2 ATTRACT NEW INVESTMENT AND PROMOTE THE SHIRE AS A PLACE TO DO BUSINESS

The shire will actively promote its competitive advantages to prospective investors, particularly in tourism — including eco-tourism, indigenous tourism and agritourism — as well as agribusiness and remote services. Council will update and actively promote a Business Investment Prospectus for the shire, providing a clear and compelling case for investing and operating in Paroo.

1.3 LEVERAGE THE WELLNESS ATTRACTIONS AS AN ECONOMIC CATALYST

The Cunnamulla Hot Springs and other wellness attractions have transformed the shire's visitor economy and provides a platform for broader economic growth. Council will use the shires growing visitor base as a foundation to actively attract complementary private investment in accommodation and hospitality, working with operators and investors to develop offerings that extend visitor length of stay and increase total spend within the shire.

1.4 REDUCE THE COST OF DOING BUSINESS IN THE SHIRE

Council recognises that distance and isolation place a disproportionate cost burden on local businesses. Council will actively advocate to state and federal governments to address transport and freight cost disadvantages, explore opportunities to reduce energy costs for local operators, and look for practical ways to improve the affordability and viability of running a business in Paroo.

1.5 STRENGTHEN COUNCIL'S ROLE AS AN ECONOMIC ENABLER

Council will position itself as an active partner in economic development — connecting businesses to grants and funding opportunities, continuing to apply a local procurement policy to keep spending within the shire where possible, and advocating strongly to state and federal governments for continued investment in the shire. Council will also work to reduce planning approval complexity and timeframes, assisting businesses to navigate approval processes as efficiently as possible.

1.6 EXPAND ACCESS TO VOCATIONAL TRAINING, APPRENTICESHIPS & SKILLS DEVELOPMENT IN THE SHIRE

Council will work actively with registered training organisations and other providers to bring training delivery into the shire. Priority will be given to qualifications that directly support local industry needs, particularly in trade and agriculture, community services, health and aged care.

1.7 GROW AND RETAIN A LOCAL WORKFORCE PIPELINE

Council will support initiatives that build a pathway from school to local employment — engaging with schools, working with employers on traineeship and apprenticeship programs, and creating visible local career opportunities that give young people a reason to stay or return.

PILLAR 2

**INDUSTRY DEVELOPMENT, DIGITAL ECONOMY
AND DIVERSIFICATION**



CONTEXT

Paroo Shire's economy has been built on the pastoral industry — beef, sheep, wool and goat production — which remains the dominant private sector employer and land use across the shire. The pastoral sector can be volatile, and operators and the community recognise the need to evolve and diversify to manage risk and create new economic opportunities for the next generation. Technology offers real potential to support this evolution — from precision livestock management and remote monitoring to data-driven decision making — and Council will focus on supporting producers to investigate and adopt smart agriculture practices that improve productivity and reduce input costs.

Tourism is an emerging and significant contributor to the local economy. The shire is actively transitioning from a passing point on outback travel routes into a destination in its own right. The Cunnamulla Hot Springs and other wellness attractions have been central to this shift, with Council operating three of the shire's larger tourism products. Going forward, Council's role is to encourage and enable further tourism growth, creating the conditions for private and community operators to develop new product and experiences.

The shire's Indigenous cultural heritage and Yowah's opal fields represent distinctive and irreplaceable tourism assets. Both offer genuine experiences that cannot be replicated elsewhere and together form a key part of the shire's identity as a visitor destination.

Paroo Shire is better positioned for the digital economy than many people are aware. Cunnamulla benefits from excellent NBN connectivity with fast broadband speeds — a genuine competitive advantage that is often overlooked. Mobile coverage is reliable within the shire's towns, with connectivity increasingly reliant on Starlink in the areas between. The shire also has a public digital hub available for community and business use.

The rise of remote working presents a real opportunity — Cunnamulla's fast broadband, affordable living and slower paced outback lifestyle make it genuinely attractive to people seeking an alternative to expensive urban centres.

Council's primary role in economic development is to enable and support private and community-led activity — not to operate commercial businesses. Future focus will be on creating the conditions for others to invest, operate and grow — through infrastructure, land, planning support and targeted facilitation — ensuring Council's resources unlock broader economic activity rather than displacing the private sector.



OBJECTIVES

2.1 SUPPORT THE PASTORAL SECTOR TO DIVERSIFY, ADAPT AND EMBRACE NEW TECHNOLOGY

The pastoral industry has been the foundation of the shire's economy and identity. Council will support landholders to explore diversification pathways — including agritourism, direct-to-market sales and value-adding — while working with agricultural industry bodies and technology providers to raise awareness of smart agriculture opportunities. Council will support pastoral operators to investigate and adopt technologies suited to their operations, helping them improve productivity, manage risk and make better use of data, while protecting the productive use of pastoral land from arrangements that lock it out of agricultural use.

2.2 GROW AND DEVELOP THE TOURISM INDUSTRY, POSITIONING THE SHIRE AS A DESTINATION

Building on the momentum of the Cunnamulla Hot Springs and Council's existing tourism assets, Council will work to develop a broader and more diverse visitor economy — extending visitor length of stay, increasing tourism product across all four towns, and developing the shire's outback, nature-based and cultural tourism credentials. Council will also actively promote Cunnamulla as a destination for digital nomads and remote workers, marketing the shire's fast broadband, affordable lifestyle and outback character to people who have the flexibility to live and work from anywhere.

2.3 DEVELOP INDIGENOUS CULTURAL AND HERITAGE TOURISM EXPERIENCES

The shire's Indigenous cultural heritage and Yowah's opal fields offer unique and irreplaceable visitor experiences that form a core part of the shire's tourism identity. Council will assist in building the capacity and confidence of Indigenous entrepreneurs to lead and own cultural tourism businesses, and will work with the Yowah community and operators to develop, promote and guide the opal fossicking and heritage experience — recognising that the current lack of Indigenous business operators is the primary barrier to this sector reaching its potential.

2.4 INVESTIGATE NEW AND EMERGING INDUSTRIES

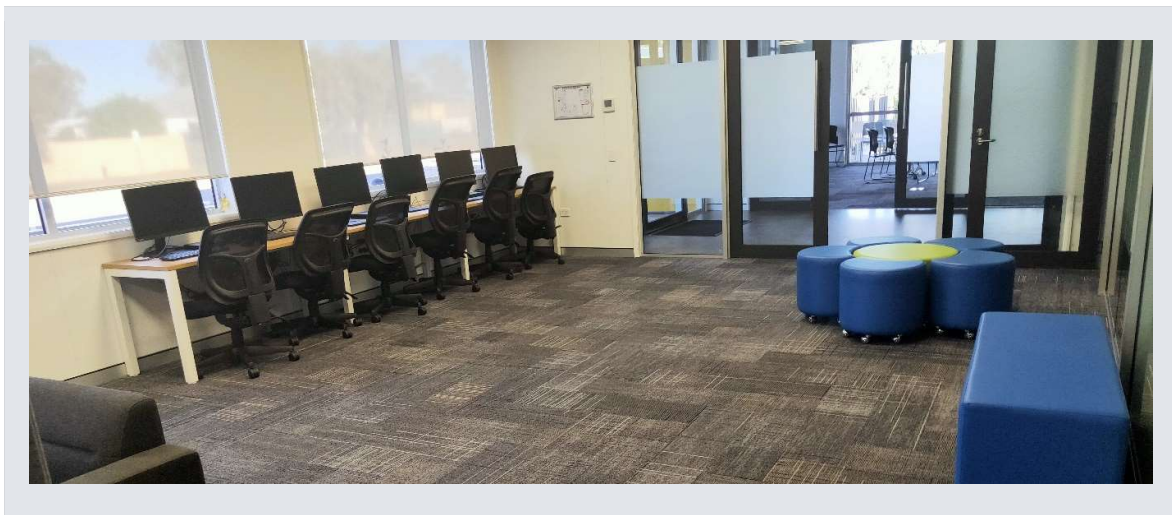
Council will take a proactive role in researching and assessing new industry opportunities appropriate to the shire's conditions and community values. Priority areas include; transport and logistics light industry, waste processing, and appropriately scaled renewable energy that benefits the local community. Council has recently been awarded a grant to purchase equipment and upgrade waste transfer facilities as an early step in exploring the waste processing opportunity.

2.5 ACTIVATE DIGITAL INFRASTRUCTURE AND SUPPORT LOCAL DIGITAL CAPABILITY

Council will invest in promoting and activating the existing digital hub, transforming it from an underutilised facility into a genuine community asset — a place where residents, businesses, remote workers and visitors can access fast internet, co-working space and business support. Alongside this, Council will support local businesses to build an online presence, access e-commerce channels and use digital tools to reduce the tyranny of distance and open up markets well beyond the shire's boundaries.

2.6 MANAGE LAND USE CHANGE IN THE COMMUNITY'S INTEREST

Council will maintain a clear position on large-scale land use change — including carbon farming and utility-scale renewable energy projects — ensuring that any such developments are assessed for their net impact on community population, pastoral viability and long-term economic health of the shire, not just their headline investment figures.



PILLAR 3

INFRASTRUCTURE AND PLANNING



CONTEXT

Infrastructure is the backbone of economic development. Without adequate housing, accessible roads, serviced industrial land and quality public spaces, the shire cannot attract investment, grow its population or deliver the services its community needs.

Housing is one of the most immediate and pressing infrastructure challenges facing the shire. The issue is not affordability of existing stock but rather the quality and availability of housing. Much of the existing housing in the shire is of a low standard, and with limited local trades capacity, bringing that stock up to a reasonable condition is difficult and costly. While vacant blocks exist, the remoteness of the shire makes new construction an affordability challenge.

The availability of serviced industrial and commercial land is another constraint on economic growth. Council is currently working to address this gap. Road and transport connectivity is critical for a shire of Paroo's scale and geography. Council has invested heavily in tourism infrastructure over the past five years; the focus for this plan period is on maintaining and optimising existing assets.

OBJECTIVES

3.1 IMPROVE THE QUALITY AND AVAILABILITY OF HOUSING FOR WORKERS, NEW RESIDENTS AND FAMILIES

Council will take a proactive and direct role in improving housing availability and quality in the shire. Where private market delivery is not viable, Council will investigate and pursue viable options which could include direct development, strategic property acquisition and partnerships with government and community housing providers.

3.2 DEVELOP AND PROMOTE SERVICED INDUSTRIAL AND COMMERCIAL LAND

Council will continue its current work to develop serviced industrial and commercial land, ensuring prospective investors have access to development-ready sites.

3.3 MAINTAIN AND IMPROVE THE SHIRE'S ROAD AND TRANSPORT NETWORK

Council will continue to invest in the maintenance and improvement of the shire's road network and will actively advocate to state and federal governments for funding to upgrade key transport links.

3.4 INVEST IN CUNNAMULLA TOWN CENTRE RENEWAL

Council will pursue ongoing investment in the Cunnamulla town centre — improving public spaces, streetscapes, visitor amenity and commercial precincts to support a vibrant, attractive and functional town centre.

3.5 SUPPORT INFRASTRUCTURE DEVELOPMENT IN OUTLYING TOWNS

Eulo, Yowah and Wyandra are integral parts of the shire. Council will ensure outlying towns are included in infrastructure planning and investment, maintaining and improving facilities that support their viability and liveability.

3.6 MAINTAIN AND OPTIMISE EXISTING TOURISM INFRASTRUCTURE

Council's focus will be on maintaining, promoting and optimising existing tourism assets — including camping facilities, visitor amenities and walking experiences.

3.7 INVESTIGATE AND PLAN FOR RE-USE OF ARTESIAN WATER RESOURCES

Council will investigate options to reutilise artesian water resources in a manner that is best for the shire whether it be agriculture, tourism, environment, industrial or other suitable purposes.

3.8 ENHANCE THE VISUAL APPEAL AND CHARACTER OF THE SHIRE'S TOWNS

Council will invest in the visual presentation of the shire's towns — delivering town entrance beautification and signage upgrades, supporting town centre beautification initiatives and encouraging shop front improvements.

PILLAR 4**LIVEABILITY, ENVIRONMENT AND POPULATION****CONTEXT**

Liveability environmental stewardship and population growth are deeply interconnected for Paroo Shire. A community that offers good services, a strong social fabric, a healthy natural environment and a genuine sense of belonging is one that attracts and retains residents. For a shire of Paroo's size and remoteness, improving liveability is not separate from the goal of growing the population — it is the same goal.

The shire's changing has been driven by a combination of factors — limited local employment opportunities, the outflow of young people for education and work, the departure of farming families as properties have been locked up through carbon farming arrangements, and the natural challenges of remote living. Reversing or sustaining the recent stabilisation over the life of this plan is one of the shire's most important priorities.

Health services are a liveability consideration for the shire. Access to general practitioners is generally good, however access to specialists and allied health professionals can be limited, and residents may need to travel significant distances for some medical care. This places a burden on individuals and families and is a factor in decisions to leave the shire.

Retail and dining options are limited, reflecting both the small population base and the challenges of operating a business remotely. Limited services make it harder to attract and retain residents, particularly families and professionals accustomed to a broader range of amenity. One of the most significant liveability challenges is the retention of families with secondary school-aged children — many families choose to relocate when children reach secondary school age, either to access boarding school or to move to larger centres. As families leave, participation in group sports, youth activities and social programs declines, further weakening the social fabric that makes a community attractive to young families.

The shire's natural environment is one of its greatest assets and one of its most important economic drivers. The Warrego and Paroo Rivers, native wildlife and world-class birdwatching, opal fields and outback landscapes, and a rich Indigenous cultural heritage all contribute to the shire's identity and its appeal as a visitor destination.

The shire also faces real environmental pressures — flood events and drought cycles are a recurring feature of life in far south-west Queensland, and climate variability and extreme heat add further pressure on communities,

infrastructure and the natural landscape. The lockup of large areas of pastoral land through carbon farming has also had a measurable impact on community population and economic activity.

At the same time, Paroo Shire has genuine and underutilised appeal as a place to live. The cost of living is low, housing is affordable relative to metropolitan and regional centres, the pace of life is slower and more connected, and the natural environment is spectacular. Business opportunities exist for those willing to back themselves in a community that genuinely needs and welcomes new enterprise. These advantages are not yet being effectively communicated or marketed to the audiences most likely to respond to them. Three target audiences represent the most realistic near-term opportunities for population growth — retirees and sea or tree changers, digital nomads and remote workers, and returning locals who grew up in the shire and may be ready to come home.

OBJECTIVES

4.1 IMPROVE ACCESS TO HEALTH, AGED CARE AND WELLBEING SERVICES

Council will advocate strongly for improved health service delivery — including specialist visiting services, allied health and mental health support — and will support telehealth and other innovative service delivery models.

4.2 STRENGTHEN EDUCATION AND OPPORTUNITIES FOR CHILDREN AND YOUNG PEOPLE

Council will work with the Department of Education and community stakeholders to support quality local schooling and create pathways, including school-based traineeships, that give young people a reason to stay, return and contribute to the shire. Council will also support youth programs, group sports and social activities that build connection, belonging and a vibrant community life — recognising that a shire with active and visible opportunities for young people is a more attractive place for families to choose and stay.

4.3 IMPROVE COMMUNITY AMENITY AND ADVOCATE FOR THE SERVICES THAT SUPPORT LIVEABILITY

Council will work to support the development of a broader retail and dining offering in the shire through its business attraction and support activities, and will invest in community spaces, events and cultural activities that enhance the daily life of residents and add to the shire's appeal for visitors and prospective new residents. Council will also investigate the mapping and upgrading of cemeteries across the shire, recognising these as important sites of cultural, heritage and community significance that deserve appropriate care and documentation. Council will continue to advocate to state and federal governments for the community services and infrastructure that underpin liveability, recognising that investment in services is investment in population.

4.4 PROTECT AND PROMOTE THE SHIRE'S NATURAL AND CULTURAL ASSETS

The Warrego and Paroo Rivers, national parks, native wildlife and birdwatching environments, opal fields and Indigenous cultural heritage sites are among the shire's most valuable assets. Council will work with state agencies, Indigenous organisations and community groups to support the care and recognition of these places — including through land use planning, heritage listing support and environmental advocacy. Council will actively promote these assets and their usage including fishing, rowing and boating through tourism and liveability marketing, ensuring they are recognised as central to what makes Paroo Shire a distinctive and memorable place

4.5 BUILD RESILIENCE TO ENVIRONMENTAL AND LAND USE PRESSURES

The shire faces ongoing environmental pressures including flood events, drought cycles and climate variability, as well as the community consequences of large-scale land use change. Council will work with state and federal agencies to improve the shire's preparedness for and resilience to flood events, drought cycles and extreme heat — investigating and seeking investment in infrastructure, planning and community support systems that reduce the impact of these events. Council will also continue to monitor the social and economic consequences of large-scale land lockup and advocate to state and federal governments for policy responses that protect the long-term viability of pastoral communities and prevent further erosion of the shire's population base.

4.6 DEVELOP AND DELIVER A POPULATION ATTRACTION AND RETENTION PROGRAM

Council will develop a structured and coordinated approach to population attraction — identifying the shire's key selling points, crafting clear and compelling messaging for each target audience, and actively promoting the shire as a place to live, work and build a future. This will move the shire beyond informal and ad hoc efforts toward a consistent program. Attracting people to the shire is only the beginning — Council will also develop a structured new resident welcome program, connecting arrivals with community groups, local services, employment networks and social opportunities to ensure new residents feel genuinely included and supported from the moment they arrive.

4.7 ATTRACT TARGETED AUDIENCES TO THE SHIRE

Council will direct its population attraction efforts toward the three audiences most likely to respond to the shire's genuine advantages. Retirees and sea or tree changers will be marketed to on the basis of affordable housing, a slower pace of life, community warmth and natural beauty. Digital nomads and remote workers will be attracted through promotion of the shire's fast broadband, affordable living and outback lifestyle as a package that allows people to live well while maintaining their careers from anywhere. Returning locals — people who grew up in the shire and left for education or work — will be engaged through targeted outreach that acknowledges their connection to the community, showcases what has changed and improved, and actively invites them to consider coming home.



IMPLEMENTATION AND MONITORING



TURNING STRATEGY INTO ACTION

A strategy is only as valuable as its implementation. The Paroo Shire Economic Development Plan 2026–2031 sets the strategic direction for economic development across the shire’s seven pillars. Detailed actions, responsibilities and timeframes will be captured in a companion Economic Development Action Plan, to be developed by Council’s leadership team and updated annually.

ROLES AND RESPONSIBILITIES

PAROO SHIRE COUNCIL

Holds primary responsibility for implementation. The CEO will ensure the plan is embedded in organisational planning, budgeting and reporting cycles.

ELECTED MEMBERS

Provide strategic oversight and community accountability — ensuring the plan remains aligned with community values and that progress is reported transparently.
Advocacy with State and Federal Governments

THE COMMUNITY

Both the beneficiary and a participant in implementation. Residents, businesses, industry groups and community organisations will be engaged as partners.

STATE AND FEDERAL GOVERNMENT AGENCIES

Key partners across multiple pillars — particularly in health, education, workforce, infrastructure and funding.

REGIONAL DEVELOPMENT AUSTRALIA — DARLING DOWNS AND SOUTH WEST

An ongoing partner in connecting the shire to regional programs, funding opportunities and networks.

IMPLEMENTATION APPROACH

This plan is structured across three broad phases:

PHASE 1 — FOUNDATION (2026–2027)

Establishing the structures, strategies and programs that enable delivery across all four pillars. This includes developing the companion Action Plan, establishing new programs and completing priority investigations.

PHASE 2 — DELIVERY (2027–2029)

Active implementation of the plan's core objectives — programs running, projects underway, partnerships active and investment flowing into the shire.

PHASE 3 — CONSOLIDATION AND REVIEW (2029–2031)

Building on early progress, responding to what is working and what needs adjustment, and preparing the groundwork for the next planning cycle beyond 2031.

NEAR-TERM STRATEGIC PRIORITIES — FIRST 18 MONTHS

To ensure momentum from the outset, Council has identified a set of key strategic priorities for the first 18 months. These reflect the areas of highest impact on economic activity, population attraction and community confidence.

ECONOMIC ACTIVATION

- Industrial land development research and planning
- Business group establishment, support and succession planning
- Waste transfer station and processing pathway

POPULATION & WORKFORCE

- Housing pipeline (improvement + development)
- Training delivery partnerships
- Population attraction campaign

PLACE & LIVEABILITY

- Town centre renewal plan
- Entrance signage and beautification
- Digital hub activation

MONITORING AND REPORTING

Council will monitor progress against this plan’s objectives through a regular reporting framework.

ANNUAL PROGRESS REPORT

Each year Council will publish a plain-language progress report — noting achievements, work underway, and priorities for the year ahead. This report will be presented to Council and made publicly available.

MID-TERM REVIEW

At the midpoint of the plan — 2028–2029 — Council will undertake a formal mid-term review to assess overall progress, consider changes in the operating environment and update strategic priorities where needed.

END OF PLAN EVALUATION

At the conclusion of the plan period in 2031, Council will undertake a comprehensive evaluation of outcomes achieved, lessons learned and the economic development priorities that will shape the next planning cycle.

KEY PERFORMANCE INDICATORS

Progress will be measured against headline indicators across the seven pillars. Where possible, indicators will be measured using readily available data sources such as ABS statistics, Council records and state and federal datasets. Baselines and targets will be progressively established through annual reporting.

Pillar	Indicative Measure
Business Development	Number of active local businesses; new businesses established
Workforce and Skills	Local training enrolments; employment rate
Industry Development	Number of new products, enterprises or industries established outside the traditional pastoral base
Innovation and Digital	Digital hub usage; remote worker enquiries
Infrastructure	Housing approvals; industrial land developed
Liveability	Community satisfaction; service availability rating
Population	Shire population; number of new residents

RESOURCING THE PLAN

Effective implementation requires adequate resourcing. Council is committed to allocating appropriate staff time, budget and external expertise to deliver against the objectives of this plan. Where Council’s own resources are insufficient, this plan will be used as a framework to pursue external funding — from state and federal government programs, grants and regional development bodies.

A LIVING DOCUMENT

This plan will be reviewed and updated as circumstances change — whether in response to new opportunities, funding programs, policy changes or shifts in community priorities. It is intended as a practical guide for strategic decision-making. The community is encouraged to engage with Council at any time with ideas, feedback or opportunities that could contribute to the economic future of Paroo Shire.

