



HINCHINBROOK
SHIRE COUNCIL

Liveability 2035: Shaping the Hinchinbrook Way





Acknowledgement of Country

Hinchinbrook Shire Council respectfully acknowledge the Traditional Owners of the lands within the Shire, the Nywaigi, Warrgamay, and Bandjin peoples. We honour the rich cultural heritage of Aboriginal and Torres Strait Islander communities and recognise their ongoing connection to the land, waters, and skies.

We pay our respects to Elders past, present, and emerging and extend this respect to all Indigenous peoples. The Council is committed to working in partnership with First Nations communities to foster strong relationships and promote cultural awareness and respect.

Our Engagement Journey

The engagement for this strategy reached almost **2,000 residents** of the Hinchinbrook Shire Local Government Area.

Localities visited included Abergowrie, Halifax, Ingham, Lucinda, Taylors Beach, Forrest Beach, Trebonne, Toobanna, and Mt Fox.

5,585 flyers were distributed seeking feedback from the community, **273 responses** to the survey were received; **12 community champions** were identified and provided invaluable information; **12 social media posts** were posted which attracted **233 post views**, interactions and responses; **772 votes** were cast on the poll of hot topics; **3 community events** attended, **285 seniors** and **60 students** participated in contributing to the community quilt; interviewed **5 community members as case studies**, and collaborated with and listened to an additional **87 community members** putting forward other suggested ideas to assist with refining the vision and themes for the Liveability Strategy and Corporate Plan.



Business owners are getting younger, there are many more now in their 30s and 40s, people are returning home, for the lifestyle and opportunity.

Cr Mary Brown



2,000
residents



285
seniors



60
students



87
community
members' ideas



772
votes



3
community
events



12
community
champions



5
community
champions



12
social media posts



233
post views



5,585
flyers



273
responses

Liveability 2035:

Shaping the Hinchinbrook Way

Imagine waking up in 2035, you are part of a community with a strong sense of place and character. It is safe, welcoming, and relaxed.

As you head to work you feel a sense of fulfillment. Your job connects you to the community, and there is a clear purpose in contributing to the region's future.

Your workday might take you to one of the innovative new projects tied to the sugar industry. It's not just about traditional farming anymore – advances in sustainable techniques and value-added products like bioplastics and biofuels are creating new pathways for growth. There is pride in knowing that the industry your community has relied on for generations is evolving—creating jobs, supporting families, and building long-term sustainability for the region. If you work on FIFO or DIDO rosters, there's comfort in knowing your family is part of a strong, connected community and a lifestyle worth coming home to.

You drop your children off at a nearby childcare centre, which is like an extension of your family rather than a service. Schools offer an education that blends tradition with innovation. Kids here not only learn about the region's rich farming legacy but also gain skills in growing fields like marine science, technology, and agribusiness, preparing them for a wide range of future opportunities.

If your children choose to stay in Hinchinbrook, you know they will have access to diverse pathways for education and employment. For those who dream of exploring the world beyond, they'll leave Hinchinbrook with a strong foundation, secure in the knowledge that they can always return. And when they do,



Your job connects you to the community, and there is a clear purpose in contributing to the region's future.



they'll find a community that has evolved and thrived, offering advanced career opportunities and a lifestyle that balances innovation with the natural environment.

You enjoy access to sporting facilities that cater to everyone, from casual players to aspiring champions. Local clubs are the heart of the community, fostering talent and camaraderie, while schools and community programs encourage participation in a diverse range of sports. The region takes pride in its sporting achievements, with several homegrown stars representing Hinchinbrook on national and international stages. Sport here isn't just about competition—it's a way of life, promoting health, teamwork, and a strong sense of community.

Your weekends in Hinchinbrook are special. With boat ramps scattered along the coastline, your family can easily launch a boat and spend the day exploring the Hinchinbrook Channel or the Reef, fishing and spotting wildlife. Camping trips are a regular feature of family life, with sites nestled in both the mountains and by the water. Your kids grow up knowing the best of both worlds.

Here, in Hinchinbrook, life is about balance. You have an interesting job that fulfills you, your children have access to excellent education and endless outdoor adventures, and weekends are filled with boating, camping, and family time. It's a place where community, nature, and opportunity thrive together, offering a future as rich as the land itself.



YOU LIVE THE
Hinchinbrook
WAY

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**Your kids
grow up
learning the
best of both
worlds.**



The purpose of the Strategy

The purpose of the Hinchinbrook Liveability Strategy is to support the region's quality of life through improved social infrastructure, connectivity, and economic growth, while maintaining the area's unique lifestyle and natural environment. The Strategy aims to attract and retain families, young professionals, and business owners by creating vibrant, inclusive spaces that foster community engagement and reflect local cultural and environmental values.

Key to the strategy is an ongoing partnership with the community and strategic partners, to ensure it remains community-owned and responsive to evolving needs. By actively involving residents and stakeholders in the design, implementation, and management of projects, the strategy encourages shared responsibility and investment in the region's future.

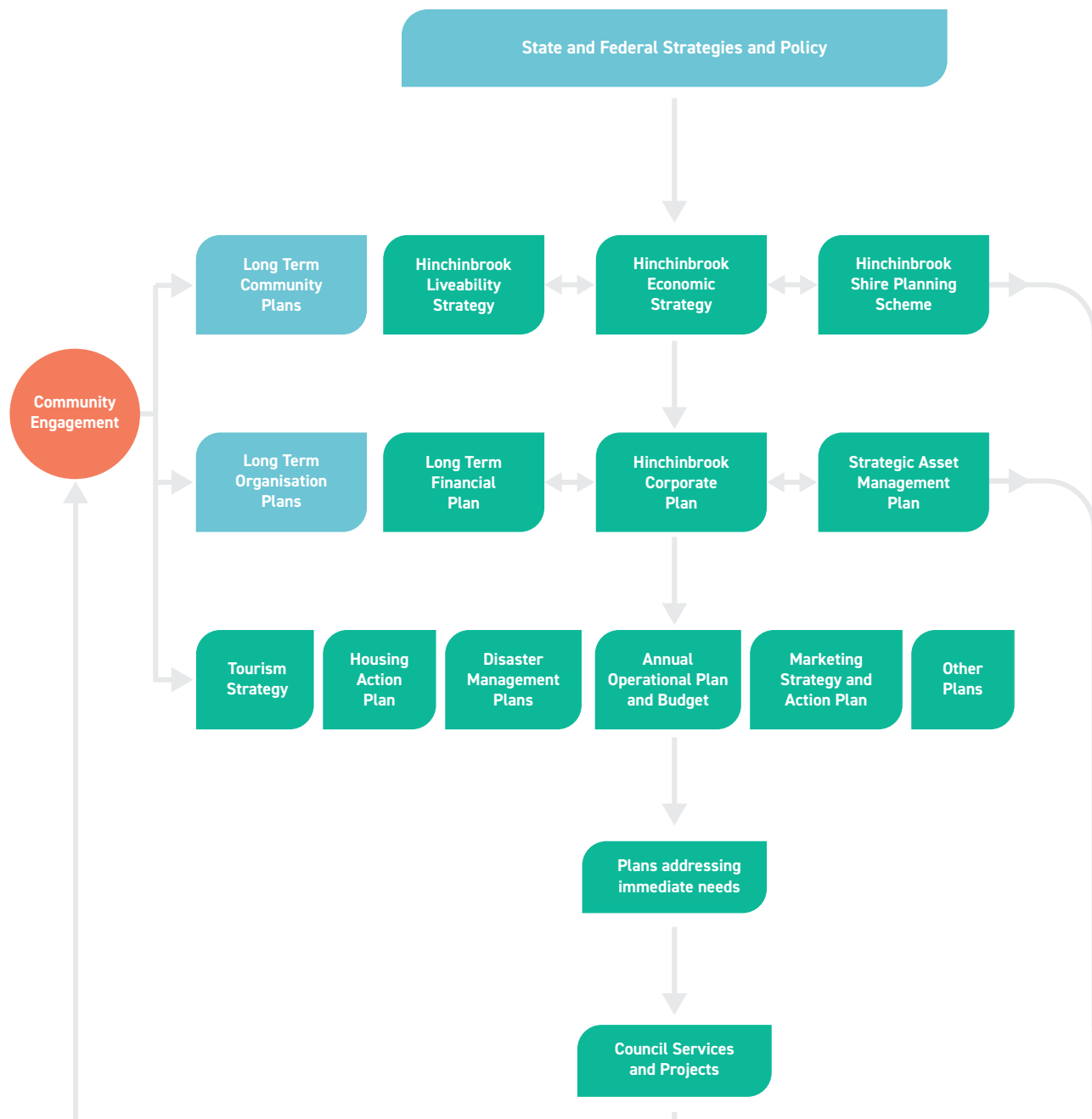
This collaborative approach ensures that the strategy is built on community values and business engagement, fostering a thriving, resilient region that supports a high quality of life.



The Strategy aims to attract and retain families, young professionals, and business owners by creating vibrant, inclusive spaces that foster community engagement and reflect local cultural and environmental values.



Strategic Links



Our Community

The Hinchinbrook community and council have spent the last 15-20 years building a strong foundation of trust, volunteerism, and civic participation. Together, we have shaped our region into a place where community involvement is not only valued but essential to our success. This Liveability Strategy represents the next logical step in our shared journey of collaboration and empowerment. Conscious of the need to make the most of every dollar, this strategy has been designed to “run on the smell of an oily rag”, leveraging the passion, skills, and commitment of our residents.

While external funding sources are not guaranteed, the strength of our community ensures that we can continue making progress with minimal resources, where needed. The council is proud to stand alongside a community that has proven its dedication time and time again. As we look to the future, this strategy aims to deepen trust, build shared decision-making processes, and enable our community to take an even greater role in shaping the Hinchinbrook of tomorrow.



Our community has high levels of stewardship and pride, which is an important contribution to our liveability.

Cr Kate Milton



Callan's vision for Hinchinbrook



Callan's story highlights his deep commitment to North Queensland and the Hinchinbrook area, where he has spent most of his life. After finishing school in Charters Towers and studying veterinary science in Townsville, he accepted a graduate role in Tully. In 2015, he and his wife returned to Ingham to build a life focused on family, community, and agriculture. They bought a farm, built a home, and established a Brahman stud herd, central to their lifestyle and livelihood.

Raising his family in the region, Callan values the rural lifestyle's balance of work, life, and opportunity, with Townsville's services just an hour away. He also appreciates the strong community of young professionals who, like him, have returned to the area, creating a tight-knit, supportive network through shared experiences like school and local sports.

Callan loves Hinchinbrook's people, lifestyle, and natural beauty. He sees potential in promoting the region's landscapes and diversifying agriculture to reduce reliance on traditional crops. Drawing inspiration from Tully and Burdekin, he believes Hinchinbrook could explore new industries and agricultural products to reduce reliance on traditional crops and create new economic opportunities.

To tackle youth retention, Callan suggests incentives like workplace support for student debt to attract skilled young people back to the region. He believes investing in local talent would benefit both the economy and the community.

Callan sees an opportunity in the region's aging population by developing retirement living options to free up housing for younger families. However, he acknowledges challenges, such as flood-prone land limiting land for housing and the proposed highway bypass which threatens to impact local businesses that rely on passing trade. Additionally, he

highlights the need for more rentals and adequate childcare, which is essential for families in the area.

For Callan, "Living the Hinchinbrook Way" is about embracing the outdoor lifestyle—more than just the water sports the region is known for. He envisions a community that celebrates its vast agricultural heritage, scenic walking tracks, and swimming holes. These features, along with a resilient, close-knit community, are what make Hinchinbrook a unique place to live, work, and raise a family.



Our People



Future Forecast: A population increase driven by young families and lifestyle migrants is driving a decrease in the average age and boosting employment. Households are becoming more diverse, an investment in education is increasing. Good planning ensures growth is aligned with the region's unique lifestyle and natural beauty.

- Population increase as young families and lifestyle migrants move to the region.
- Decrease in average age.
- Decreased unemployment with work from home opportunities.
- Increase in households with children.



Population:

10,920 people
 4.7% born overseas
 6.0% Aboriginal or Torres Strait Islander
 50.9% female
 49.1% male



Age:

51 years (average age)
 15.2% aged 10–24 years
 37.4% aged 60+ years
 Life expectancy
 (at time of birth calculation)
 85 years female
 81 years male



Households:

4,433 total households
 48.7% owned outright
 21.7% with mortgage
 23.7% renting
 3.3% social housing



Education:

13.2% completed year 12
 20.2% vocational qualification
 8.5% university education



Employment:

61.6% in workforce
 38.4% not in workforce
 (retired or unemployed)



Household types:

50.9% couples without children
 31.2% couples with children
 13.9% single parent

Note: It is important to note that the data represented in the census assumptions is not widely supported by community. There is anecdotal evidence to suggest that a number of young families and lifestyle migrants are moving into the region. The perceived trends have been depicted in the "Future Forecast".

What our community wants



relaxed lifestyle:

prioritise lifestyle, enhance outdoor recreation opportunities through improved local facilities (camping, beach communities, and trails).



engaged children and teenagers:

more youth focused activities and infrastructure, educational opportunities, improved sports and recreation facilities.



social inclusion:

improved services and infrastructure for the elderly and people living with disability ensuring they feel valued and connected.



make places great for people:

create community identity and community connections to individual townships and the places that people live.



value our natural environment:

protect natural assets, promote eco-tourism, balance development with conservation, preserve our identity.



diversify the economy:

diversify the economy through tourism, bio-manufacturing, health services hub, telecommuting, events, and boosting youth employment.



the infrastructure we need:

scalable public transport, optimise use of existing facilities – do more with less, accessible facilities, active spaces.



the right kind of housing:

address housing needs, student housing, workers' accommodation, developing executive homes, lifestyle lots.

Mitchell's passion for community



Mitchell's journey reflects the pull of small-town life and the opportunities and challenges of the Hinchinbrook region. Born and raised in Ingham, he left for Townsville to study physiotherapy but returned in 2016 after completing his degree. Now the owner and director of Performance Physio Group Ingham, his commitment to his profession and hometown is clear, balancing lifestyle and community development.

Mitchell fondly recalls his childhood in the region, filled with outdoor adventures and community connection—values he wanted for his children. This inspired him to make Ingham their permanent home. However, finding housing was a challenge. After initially renting, his family built a home on a dream block of land. For them, having space for the kids to ride bikes and play freely was essential.

The region's outdoor lifestyle is central to Mitchell's life, enjoying a laid-back lifestyle that draws many to the Hinchinbrook area. Lifestyle is a primary appeal of the Hinchinbrook region, where nature is only a short drive away, allowing families to bond through activities that connect them to the environment and community.

Mitchell's commitment to Ingham goes beyond his personal life—he also sees ways to address the region's challenges. Housing is a critical issue; as a business owner, he struggles to hire staff due to limited availability. Employment is another concern, with much of the economy centred on sugarcane. Mitchell believes tourism, especially on Hinchinbrook Island, offers untapped potential for economic growth, creating jobs and attracting visitors.

Youth retention is another focus for Mitchell. Each year, students graduate in Ingham, yet most leave for larger cities to pursue higher education or seek employment

opportunities, as local job options remain limited. Mitchell advocates for creating local opportunities to encourage young people to stay and contribute.

To Mitchell, "Living the Hinchinbrook Way" means embracing an outdoor lifestyle, surrounded by untouched landscapes and a supportive community. However, he also believes that investing in infrastructure and improving local facilities, such as sporting clubs, could make a significant impact. Improving local amenities would mean residents don't have to travel to Townsville to participate in organised sports, further supporting community spirit and enhancing quality of life.



Trends and Opportunities

A scan of emerging social, demographic, technological, and environmental trends indicates continuing opportunities for the Hinchinbrook region to build on existing strengths, and reinforces the approach the region is already taking.



01 Social Trends



02 Regional Migration



03 Technological Trends



04 Environmental Trends



05 Economic and Workforce Trends





01 Social Trends

Changing Demographics:

The Hinchinbrook Region is attracting and retaining families and people who value quality of life, affordability, and a connection to nature.

Quality education, lifestyle and job opportunities, will remain crucial and at the same time, the demand for age-friendly infrastructure, day-care services, health care services, and social inclusion programs will also be likely to meet the needs of new residents including young families.



Opportunities:

Intergenerational housing and community spaces that cater to both the elderly and younger families.

New and proactive housing and business models that strengthen the existing townships and reinforce the lifestyle people value.

Childcare services that meet the needs of working families.

Regional health care services and programs that are responsive to aging in place and family needs.

Increased Focus on Diversity and Inclusion:

As our population changes, so does the diversity of our community, which provides ongoing opportunities for inclusivity.



Opportunities:

Build on existing efforts to incorporate First Nations leadership into strategic planning and decision-making processes.

Support programs that celebrate cultural diversity and enhance social cohesion through community events and inclusive design.

Make it easy for newcomers to participate in volunteer and community stewardship opportunities in the management of natural assets, and cultural and sporting activities.

Volunteerism and Community Stewardship:

Volunteerism and community stewardship provides opportunities for residents to easily connect into the community.

Reinforce the volunteerism culture of the region across various sectors such as environment, cultural, sporting, disability care, and aged care.



Opportunities:

Provide opportunities for volunteers in shaping the direction of local projects, particularly in areas like environmental conservation or cultural heritage, making them feel invested in long-term outcomes.

Build on existing cross-sector partnerships with local business, schools, aged/disability support, cultural and sports to reinforce the culture of volunteerism in Hinchinbrook.

Create a community culture of celebrating volunteers.

Growing Focus on Mental Health and Wellbeing:

Increasing awareness of the impacts of social isolation across the community, including the elderly, people with disability, and farmers, amplifies the need for accessible mental health services and community support systems.



Opportunities:

Focus on mental health support, nature-based wellness programs, and accessible recreational facilities.

Create a community led approach to wellbeing.

Cultural and recreational activities such as camping and outdoor programs, storytelling, art, or sports programs that focus on promoting mental health and create a sense of belonging and community, particularly for the elderly, people with disability, and farmers.



02 Regional Migration Trends

The right housing types and repurposing existing buildings:

As new people move to the Region, they invest in and renovate the commercial buildings and housing stock which preserves the local character and offers cost-effective housing solutions. The increasing cost of building favours renovations and a shift toward different designs for offices, family homes, small family homes and single person living.



Opportunities:

Plan for a diverse range of housing types, from compact homes for singles and couples to larger family homes.

Encourage mixed-use developments that provide proximity to amenities like schools, healthcare, and recreational spaces.

Invest in infrastructure that supports remote work, such as high-speed internet, coworking spaces, and flexible housing options for telecommuters.



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**Your weekends
in Hinchinbrook
are special.**



03 Technological Trends

Digital Transformation and Smart Infrastructure:

As technology advances, smart cities and towns are becoming more common. This includes the integration of smart grids, energy-efficient buildings, and digitally connected public services.



Opportunities:

Invest in smart infrastructure, such as energy-efficient lighting, water management systems, and renewable energy sources.

Explore smart transport solutions to improve connectivity between townships.

Advocate for real time weather and flood monitoring to improve safety and develop resilience.

Explore smart coastal infrastructure to address coastal hazards.

Remote Work and E-commerce:

The growth of remote work and online business presents opportunities for regional areas to retain and attract talent. E-commerce is also reshaping local retail dynamics, with more businesses shifting online.



Opportunities:

Strengthen local digital infrastructure to support remote workers and online businesses.

Develop or support local businesses to expand into e-commerce and promote local products through online platforms.

Advocate for high speed internet connection to stay connected to global markets, fostering a balance between professional opportunities and the benefits of living in the region.



04 Environmental Trends

Climate Resilience and Sustainability:

Our communities continue to prepare for the challenges of changing weather patterns and the increasing frequency of extreme weather events.



Opportunities:

Prioritise climate-resilient infrastructure, such as flood management systems and energy-efficient buildings.

Enhance eco-tourism by promoting the region's natural assets while implementing conservation measures.

Foster community-led sustainability initiatives, such as solar power adoption, water conservation, and waste reduction programs.

Eco-Tourism and Conservation:

With a global trend toward sustainable travel, Hinchinbrook's natural beauty offers potential for eco-tourism. Providing well managed recreational and camping access to our natural assets like beaches, rivers, and forests, along with community stewardship in the management of these assets, is key to balancing lifestyle and environment.



Opportunities:

Support businesses that deliver culturally enriching and eco-tourism experiences, such as guided walks, fishing and marine charters, and educational programs.

Support Digital Detox and Off-the-Grid Experiences where people are encouraged to disconnect from digital devices and immerse themselves in nature.

Promote Slow Tourism by encouraging longer stays and slower travel, reducing the environmental impact of frequent travel and contributing more to the local economy.



05 Economic and Workforce Trends

Diversification of the Economy:

Diversifying traditional industries like agriculture can advocate for significant environmental and economic value through innovation and sustainability. By focusing on value-added products such as bio-fuels, biodegradable materials, and health-related applications, these industries can align with global trends in environmental responsibility and health-conscious consumerism. Future economic opportunities may also arise from tourism, creative industries, renewable energy, and technology.



Opportunities:

Encourage entrepreneurship by supporting local start-ups and small businesses.

Advocate for programs that help local businesses transition to more sustainable practices or explore new markets, such as eco-tourism, renewable energy, or creative industries.

Explore options for a regional hub for accessible wellness and rehabilitation services. Leveraging innovation in health-related applications and sustainable practices, offering specialised programs such as nature-based therapy and adaptive recreation.

Renewable Energy and Emerging Energy Technologies:

The global shift toward renewable energy along with new and emerging energy technologies will continue to create new job opportunities as clean energy technology continue to evolve. Hinchinbrook can leverage its location relative to major electricity infrastructure to generate employment whilst promoting sustainability.



Opportunities:

Support training and education programs for the evolving technologies economy, particularly in genuine clean energy technologies that respect conservation and natural landscape.

Leveraging energy providers and government agencies to implement community benefit funds, training and local jobs when establishing renewable and emerging energy projects or community energy initiatives.

Advocate for industry to progress towards bio futures.

Sandra's deep connection to heritage



Sandra was born and raised in Ingham; a town deeply connected to its Sicilian heritage. Her parents were second-generation immigrants from a small Sicilian town called Giarre, and like many in the community, her family's roots intertwined with those of other families who had settled in Ingham from Giarre.

In school, Sandra met her future husband. In the mid-1980s, her family moved to Sydney, selling their cane farm for a fresh start. Sandra attended business school and maintained a long-distance relationship through letters. In 1991, she returned to Ingham and married. For Sandra, Ingham's strong sense of community and safety made it the perfect place to raise a family.

Sandra and her husband eventually bought a property on the outskirts of Ingham, where they have lived for 24 years. She acknowledges the housing challenges in the region, noting that a shortage of rentals affects local businesses' ability to recruit.

For 19 years, Sandra has worked at Herbert Cane Productivity Services Limited, helping farmers improve productivity through advice on fertiliser, pest control, soil management and succession planning. The cane industry faces many challenges, including weather, government regulations, and labour strikes causing uncertainty for growers.

She always believed that Ingham's sense of safety and community made it a great place to raise children. As her children grew older, Sandra encouraged them to explore the world beyond Ingham. Her daughters now live in Melbourne and Townsville, while her son is completing an apprenticeship back in their hometown.

Sandra enjoys the laid-back lifestyle of Ingham, where she can appreciate the slower pace of life. Yet, the proximity

to larger cities like Townsville and Cairns allows for easy access to city amenities when needed. The combination of rural peace and city accessibility is a significant benefit for her and her family.

Sandra remains optimistic about the future for the Hinchinbrook region. She believes in the potential for investment in housing and sees Ingham's lifestyle as its greatest strength. For her, "Living the Hinchinbrook Way" means enjoying the tranquillity of the beaches and freshwater spots with loved ones, embracing the region's beauty and community spirit.





Strategic response to trends

To enhance the liveability of the Hinchinbrook region over the next 10 years, and to address these emerging trends, **Liveability 2035: Shaping the Hinchinbrook Way** proposes themes, objectives, and strategies to –

1. Create vibrant, connected public spaces

Why: Public spaces are the heart of community life, promoting social interaction and physical activity. Enhancing parks, plazas, walking trails, and cycleways encourages active lifestyles and improve the region's appeal for residents and visitors. By activating these spaces through community events, placemaking projects, and volunteer-led initiatives, Hinchinbrook fosters a strong sense of place and community pride.

2. Celebrate our outdoor, active and recreational lifestyle

Why: With its natural beauty, Hinchinbrook offers unparalleled opportunities for outdoor recreation. Expanding access to sporting facilities, eco-tourism, camping, boating, and walking trails will strengthen the region's reputation as a place where nature and lifestyle go hand in hand. Promoting these activities as key aspects of life in the region shaping a balanced lifestyle.

3. Support a relaxed but connected lifestyle

Why: Residents value Hinchinbrook's relaxed, laid-back lifestyle, which is closely tied to its natural environment and small-town charm. Advocating for improved transport choices and digital infrastructure allows residents to stay linked to local amenities, national treasures, and international opportunities.

4. Make great places through culture and heritage

Why: Placemaking focused on local culture and heritage will reinforce the region's unique identity and foster deeper community connections. Celebrating the stories and traditions of Hinchinbrook's Indigenous communities and immigrant history through public art, cultural festivals, and storytelling creates a vibrant sense of place.

5. Design communities for all life stages

Why: To make Hinchinbrook truly liveable for everyone, there needs to be an emphasis on inclusive community design that caters to different life stages – from young families to retirees. Providing a mix of housing options (family homes, affordable housing, and acreage lots), integrating services like childcare, education, and health care into neighbourhoods, and supporting day-to-day liveability with local amenities creates diverse, inclusive communities.

Note: The detailed set of activities and initiatives that Council will undertake to help achieve the community vision are not contained in this Strategy, but will be specified in Council's Corporate Plan and annual Operational Plans.



People move here for a slower-paced, more nature-oriented lifestyle, and many are looking to live on larger lots where their kids can play and there is more space for bikes and boats.

Mayor Ramon Jayo



Ed's return to Ingham



Ingham has long been home to the Row family, whose history in the area spans multiple generations. Ned Row, followed by his son Ted, were both integral figures in the community, with the family being well-known as third-generation farmers in the region. Like many farming families in rural Australia, their lives revolved around the land, and their contributions helped shape the agricultural backbone of the Ingham area.

Edward (Ed) Row, the latest in this line, grew up on the family farm. In his teenage years, Ed attended boarding school in Brisbane. In 1992, Ed moved away from Ingham, leaving behind the family farm, which was eventually sold. Restless and driven by a desire for excitement and new experiences, he embarked on a journey that took him to various places, all while building a life and raising a family far from the familiar surroundings of his hometown.

Ed's daughter, Lucinda returned to the region for a holiday and found herself drawn back over time. Eventually, she met Will who was drawn to Ingham's fishing and outdoor lifestyle. For Ed, his decision to return was driven by the pull of family and the desire to see his children grow in a close-knit community, where strong friendships and family ties define daily life.

Life in Ingham has changed since Ed's childhood. He notes that some of the old activities, like swimming in creeks, no longer feel as safe. With Jada (3) and Maxis (6 weeks) now part of the Row family, Ed sees his role as not just continuing the Row legacy but also ensuring the Hinchinbrook region remains a vibrant place for future generations. He emphasises the need for youth activities, particularly in getting teenagers outdoors and active. While technology like home entertainment and phones now dominate, Ed believes in creating spaces where

young people can gather and engage in healthy pursuits. Covering the local pool, given the hot climate, is one improvement he hopes to see.

Ingham remains a place where people return to reconnect with their roots and rediscover the value of community and lifestyle. For Ed Row, the decision to come back was about family, the familiar, and a belief that this small town continues to offer a great way to raise children. Through his journey, the story of Ingham lives on, with a new generation growing up in the town that has meant so much to his family for decades.



Strategic themes

4 strategic themes support our response to our regional opportunities:



Connected



Resilient



Authentic



Aspirational



Together we shape the Hinchinbrook Way



Connected

When applied to a place and the people within it, “**connected**” refers to a sense of strong social, cultural, and physical links that bind the community together. A “connected” place fosters relationships and interaction among its residents, creating a sense of belonging and social cohesion. It also implies good physical infrastructure—such as transportation networks and communication systems—that enables easy movement and accessibility within the area. Culturally, a connected place encourages inclusivity, shared values, and collaboration, making it easier for people to engage with one another and with the place itself.



Parks, walking paths and trails aren’t just for getting active – they’re where communities come together, and connections are made.

Cr Donna Marbelli



			Leader	Service Provider	Partner	Facilitator	Capacity Builder	Advocate	Funder
Objectives and Strategies			Council's role in achieving the objectives						
Objective	C:1	Our connected lifestyle encourages health, activity, and well-being							
Strategies	C:1.1	Investigate and implement active connectivity opportunities through pathways, walking trails, seawalks, and separated bike paths.							
	C:1.2	Use temporary placemaking installations like market stalls, or outdoor libraries, encouraging both volunteerism and engagement.							
	C:1.3	Provide park embellishments that align with community and visitor needs based on data and community engagement.							
	C:1.4	Provide improved sporting and community facilities through consolidation to encourage cross-utilisation between community groups.							
Objective	C:2	Our connected lifestyle provides access to valued services, programs, and resources that promote volunteering and active community participation.							
Strategies	C:2.1	Support and advocate for health and mental wellness support networks - rural and elderly mental health ambassadors.							
	C:2.2	Support the development of a signature community- grown event (ie. Music or Bush Poetry).							
	C:2.3	Activate public spaces through volunteer-led projects: engage volunteers in placemaking initiatives.							
	C:2.4	Provide contemporary and accessible library facilities and services that engage the community in life-long learning and the exchange of ideas.							
	C:2.5	Collaborate with universities on an innovation agenda and advocate for vocational training programs.							
	C:2.6	Advocate for adequate childcare services.							
	C:2.7	Support and advocate for medical service occupational health, and other allied health services that support our community needs.							
Objective	C:3	Our connected lifestyle fosters inclusivity, diversity, and intergenerational connections							
Strategies	C:3.1	Support intergenerational programs: create opportunities that encourage collaboration between different age groups.							
	C:3.2	Promote cultural and intergenerational exchange programs: encourage participation from diverse backgrounds and age groups, offering platforms for sharing traditions, experiences, and skills across generations.							
	C:3.3	Establish a Youth Council to encourage youth engagement.							
	C:3.4	Establish and/or support Intergenerational Placemaking Projects: launch collaborative placemaking initiatives where different generations can work together.							
Objective	C:4	Our connected lifestyle enhances local, regional, and global connections through technology and transport links							
Strategies	C:4.1	Advocate for a micro public transport network of a sustainable scale (ie. E-Buses) to facilitate connection between townships and the Ingham Centre.							
	C:4.2	Advocate for government-backed initiatives to deliver regional digital equity.							
	C:4.3	Facilitate resilience training workshops for emerging sectors, focusing on risk management, digital transformation, and sustainability practices.							

Together we shape the Hinchinbrook Way



Resilient

When applied to a community, “**resilient**” refers to its ability to withstand, adapt to, and recover from challenges or adverse conditions, such as natural disasters, economic downturns, or social changes. A resilient community maintains its core character and functions even in the face of hardship, and it shows flexibility and strength in bouncing back from difficulties. This resilience often involves robust infrastructure, a strong sense of place, environmental sustainability, and long-term planning that ensures the community can endure and thrive despite challenges.



			Leader	Service Provider	Partner	Facilitator	Capacity Builder	Advocate	Funder
Objectives and Strategies			Council's role in achieving the objectives						
Objective	R:1	Our resilient lifestyle ensures safety and well-being while fostering community resilience							
Strategies	R:1.1	Establish community-led environmental stewardship programs – have the community feel connected to and responsible for environmental sustainability.							
	R:1.2	Develop Resilience plans to protect against climate and market shocks/ volatility.							
Objective	R:2	Our resilient lifestyle protects the natural environment, ensuring sustainable practices for long-term resilience							
Strategies	R:2.1	Undertake street tree and shade audits and set aspirational targets that elevate Hinchinbrook on the national stage.							
	R:2.2	Upgrade critical infrastructure for hazard resilience – advocate for betterment funding.							
	R:2.3	Use nature-based solutions to reduce flooding and manage stormwater.							
Objective	R:3	Our resilient lifestyle provides diverse housing options to support current and future residents							
Strategies	R:3.1	Implement the Local Housing Action Plan.							
	R:3.2	Ensure the regions Planning Scheme remains adaptive and flexible to accommodate global housing trends and opportunities.							
	R:3.3	Undertake integrated strategic land use and infrastructure planning to manage growth in a financially and environmentally sustainable manner that enhances liveability.							
	R:3.4	Provide an integrated network of water, sewer and stormwater systems that meets community needs and protects our environment.							
	R:3.5	Support the development of affordable and climate-resilient housing.							
Objective	R:4	Our resilient lifestyle proactively prepares for hazards with resilient infrastructure, strong social networks, and adaptive strategies							
Strategies	R:4.1	Reduce waste sent to landfill and transition to a circular economy.							
	R:4.2	Take action to minimise the impacts to our environment, life and property from floods, bushfires, storms, erosion and other hazards.							
	R:4.3	Support neighbourhood-based resilience groups where residents can share resources, information, and support during crises.							
	R4.4	Advocate for continued island access through channel maintenance and dredging programs.							

Together we shape the Hinchinbrook Way



Authentic

When applied to a community, “**authentic**” refers to the idea that the community retains its true character, history, and cultural integrity. It suggests that the community has preserved its original essence, traditions, and unique qualities, without being overly commercialised or altered for tourism or outside influence.

An “authentic” community feels genuine and connected to its heritage, offering a real, uncontrived experience of its history, culture, and environment.



Maintain our lifestyle in our environment, in 20 years you should still be able to pick and eat an oyster straight off the rock.

Cr Andrew Carr



			Leader	Service Provider	Partner	Facilitator	Capacity Builder	Advocate	Funder
	Objectives and Strategies		Council's role in achieving the objectives						
Objective	AU:1	Our authentic lifestyle preserves the rich cultural heritage of our First Nations people and embraces diversity shaped by a long history of immigration and new cultures							
Strategies	AU:1.1	Facilitate public art that reflects local culture and history and unique to each place- storytelling through art.							
	AU:1.2	Create cultural heritage trails, environmental stewardship and arts and cultural events.							
	AU:1.3	Promote a culture of engagement and genuine listening for placemaking and community building projects.							
	AU1.4	Engage diverse voices in planning - commitment to engaging community members in planning decisions, including Indigenous communities, diverse cultural groups, and younger generations.							
	AU1.5	Celebrate, promote, and capitalise on the positive influence of immigration on local cuisine.							
Objective	AU:2	Our authentic lifestyle recognises sugar cane as the cornerstone of our community and visual backdrop to our region							
Strategies	AU:2.1	Support community farming initiatives in social spaces to tell the stories of rural production and provide spaces to connect.							
Objective	AU:3	Our authentic lifestyle benefits from pristine natural beauty and a commitment to conservation							
Strategies	AU:3.1	Continue to celebrate and facilitate fishing and boating.							
	AU:3.2	Promote and develop birdwatching – both for community engagement and its tourism potential.							
	AU:3.3	Encourage the growth of Ingham as a major activity centre within a network of vibrant smaller townships supports regional connectivity.							
Objective	AU:4	Our authentic lifestyle protects and celebrates this unique way of life							
Strategies	AU:4.1	Foster a sense of pride and belonging through urban design projects.							
	AU:4.2	Promote place based branding and tourism.							
	AU:4.3	Support for community lead entertainment and engagement initiatives such as community theatre and performances.							
	AU:4.4	Support sporting and community volunteers and recognise the need to reinvigorate a passion for volunteering.							

Together we shape the Hinchinbrook Way



Aspirational

When applied to a community, “**aspirational**” refers to united people that embody ambition and are seen as striving for progress, growth, or improvement. It suggests that the community has a vision for the future, aiming to achieve higher standards of living, innovation, or social and economic development.

An aspirational community often attracts people, businesses, and investments because it represents opportunity and dynamic and a forward-looking attitude, while being a symbol of potential success or desirability.



We are great custodians of our backyard.

Cr Mark Spina



			Leader	Service Provider	Partner	Facilitator	Capacity Builder	Advocate	Funder
	Objectives and Strategies		Council's role in achieving the objectives						
Objective	AS:1	Our aspirational lifestyle fosters innovation and supports thriving local initiatives							
Strategies	AS:1.1	Transform underutilised spaces into service hubs- welcoming space that fosters social interaction.							
	AS:1.2	Facilitate the development of missing components and a regional destination - Craft beer, spas, lifestyle initiatives, artisan markets.							
	AS:1.3	Support active living and lifestyle events.							
	AS:1.4	Facilitate co-location of sporting and community groups for efficiency and cost benefit.							
	AS:1.5	Encourage mass participation and national sporting events to the region.							
Objective	AS:2	Our aspirational lifestyle empowers diverse voices and community-led initiatives							
Strategies	AS:2.1	Foster a community that celebrates arts, culture, innovation and creativity and our connection to place.							
	AS:2.2	Support Grassroots Initiatives: empower local groups to propose and implement projects addressing social, cultural, and economic needs.							
Objective	AS:3	Our aspirational lifestyle showcases tourism potential and supports primary industries							
Strategies	AS:3.1	Support businesses and social enterprises to grow, improve their competitiveness and innovation.							
	AS:3.2	Facilitate and support initiatives that enable everyone to contribute to the local economy.							
	AS:3.3	Advocate for the circular economy associated with energy generation, bio services associated with sugar industry, carbon sequestration.							
	AS:3.4	Promote and celebrate undisturbed Rural Charm.							
Objective	AS:4	Our aspirational lifestyle is supported by a council that acts as a steward of the community's vision							
Strategies	AS:4.1	Enhance collaborative decision making structures- deliberative democracy.							
	AS:4.2	Deliver timely, transparent and relevant communications and reporting to our community and key stakeholders.							
	AS:4.3	Advocate for Community Deal funds for projects that deliver on this initiative rather than constant funding.							
	AS:4.4	Partner with the community in decision making including the development of alternatives and the identification of the preferred solution.							

Angelo's legacy



Angelo's story embodies the resilience and entrepreneurial spirit of the Hinchinbrook community. A second-generation Italian born and raised in Ingham, Angelo's journey reflects hard work, dedication, and a love for his hometown.

At 14, he took his first job making tomato boxes for local grocers, later working at a timber yard hand-making pallets. After high school, he became a boilermaker but eventually shifted paths to start a small crop farming business with his father in the late 1970s. With minimal funds to start, Angelo and his father developed an innovative business model, approaching landowners with a proposal to clear their land in exchange for the use of it for five years, to grow watermelons, cucumbers, and pumpkins, eventually exporting their produce beyond the local area. For years, he divided his time between farming for six months and returning to his trade as a boilermaker for the remaining half, ensuring the stability of his family and his business.

Angelo's favourite retreat is his family's hut at Crystal Creek, that has been in the family for over 40 years. In the past, holding a fishing license granted access to claim a small plot of land, where hut owners could build modest structures for personal use. Today, these huts represent a different era, there are just 32 huts and owners are prohibited from making further renovations, preserving the cabins as 'fishing weekends'.

Angelo and other hut owners have formed an association, collectively caring for the area by organising revegetation projects and cleaning up when campers leave litter behind. Angelo takes immense pride in preserving this slice of beachfront paradise, seeing it as a place where family and community come together to enjoy nature's beauty.

Looking ahead, Angelo sees potential in promoting Hinchinbrook's landscapes but acknowledges challenges in housing and employment. His children left for university and have yet to return due to limited local opportunities. Nevertheless, Angelo's optimism shines through as he prepares for retirement, hopeful that the region will continue to grow, offering more chances for young families to thrive, much like his own legacy of hard work and community service.

Angelo's life exemplifies the "Hinchinbrook Way"—a lifestyle built on hard work, community pride, and a connection to the land. As he prepares to retire, Angelo remains optimistic about the future, hopeful that the region will continue to evolve, offering more opportunities for young families to stay, grow, and contribute to the community. His legacy of perseverance and community service underscores the importance of valuing local assets while investing in the region's growth and sustainability.



Implementing Liveability 2035: Shaping the Hinchinbrook Way



Document	Purpose
Liveability 2035: Shaping the Hinchinbrook Way	States the community’s vision and aspirations to 2035 for our lifestyle. Outlines trends and opportunities in areas of society, environment, economy and civil life
Corporate Plan	Outlines Council’s response to Liveability 2035: Shaping the Hinchinbrook Way over a five year period and is supported by long term financial and assessment management planning.
Operational Plan	Sets out what Council will do over the next 12 months to address the objectives outlined in the Corporate Plan.

Council’s Economic Development Strategy, Town Planning Scheme, Corporate Plan and other strategic documents all play a role in the implementation of Liveability 2035: Shaping the Hinchinbrook Way.

It is in these documents that Council details specific projects and actions that will be undertaken to work towards the high level objectives outlined in the Strategy.

Importantly, the Strategy recognises the importance of the community and acknowledges its role in the planning and delivery of initiatives to achieve our shared objectives.



**At the end of the day it is about
revitalising the community.
Every plan is about taking
another step forward.**

Cr Pat Lynch

Connected

- Create vibrant, connected public spaces
- Foster inclusivity and intergenerational connections
- Support health and activity

Resilient

- Prepare for climate and economic resilience
- Strengthen community safety and support systems

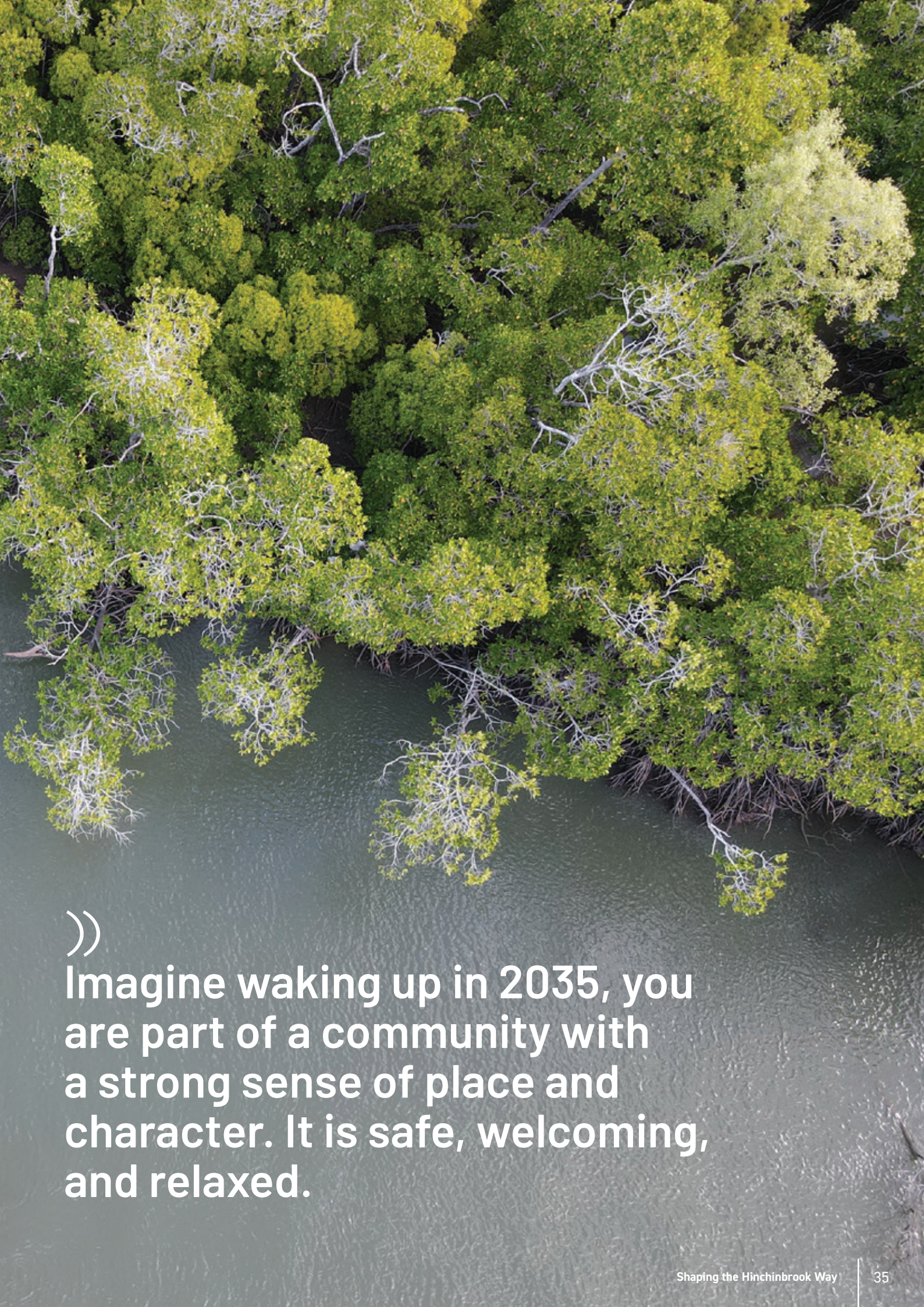
What does success look like?

Authentic

- Celebrate culture and heritage
- Enhance natural beauty and conservation
- Retain character and regional integrity

Aspirational

- Support dynamic growth and innovation
- Design communities for all stages of life
- Showcase the region's potential



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Imagine waking up in 2035, you are part of a community with a strong sense of place and character. It is safe, welcoming, and relaxed.



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Liveability 2035: Shaping the Hinchinbrook Way

