

TOWNSVILLE 2025 – 2029



Guiding Legislation

Townsville City Council is governed by the Queensland *Local Government Act 2009* and the Local Government Regulation 2012 and operates in line with the following principles:

- Transparent and effective processes and decision making in the public interest
- Ethical and legal behaviour of Councillors and local government employees
- Sustainable development and management of assets and infrastructure, and delivery of effective services
- Good governance of, and by, local government
- Democratic representation, social inclusion and meaningful community engagement.

Council Values

Council's commitment to excellence in delivery of our everyday services underpin our success.

Safety | Excellence | Respect | Value | Enjoyment



Contact Us

This Corporate Plan covers the period from July 2025 to June 2030 and supersedes the previous corporate plan at the date of commencement of this document. If you would like further assistance or information on a service or Council facility, please contact us via one of the following:

- ☎ 13 48 10
- ✉ PO Box 1268, Townsville QLD 4810
- 💻 townsville.qld.gov.au
- ✉ enquiries@townsville.qld.gov.au
- 📍 103 Walker Street, Townsville City

**TOWNSVILLE CITY COUNCIL ACKNOWLEDGES
THE WULGURUKABA OF GURAMBILBARRA AND
YUNBENUN, BINDAL, GUGU BADHUN AND NYWAIGI
AS THE TRADITIONAL OWNERS OF THIS LAND.
WE PAY OUR RESPECTS TO THEIR CULTURES,
THEIR ANCESTORS AND THEIR ELDERS, PAST,
PRESENT AND ALL FUTURE GENERATIONS.**



MESSAGE FROM YOUR COUNCILLORS

Council is proud to present Townsville 2025–2029, our Corporate Plan.

This strategic plan supports the implementation of the vision for our city, to be a globally connected community driven by lifestyle and nature. This plan guides Townsville's growth and planning over the next five years towards achieving that vision. The four goals laid out in this plan – a city for everyone, a sustainable and resilient city, a future-ready city and a well-managed city – steer our priorities and translate objectives into actions. This plan sets the direction for how we work today to achieve tomorrow.

Guided by community consultation on the Corporate Plan as well as the voices of more than 3,800 community members who participated in the 2024 Liveability Survey, this document reflects the feedback and aspirations of those who call Townsville home. With our liveability score now at 62%, we have a strong foundation on which to build.

The Corporate Plan will guide us in achieving impactful outcomes for Townsville through:

- Delivering and maintaining essential services.
- Driving economic and environmental sustainability.
- Supporting community programs and events.
- Developing Townsville as an event destination for residents and visitors.
- Enhancing parks and open spaces.
- Attracting jobs and industries and supporting local businesses.
- Enabling housing solutions.
- Safeguarding our water supply.
- Promoting sports, arts, and volunteering.
- Minimising the impact of the cost of living.

As your Council, we are committed to good governance and responsible financial management, building trust and confidence among our residents while delivering strong outcomes.

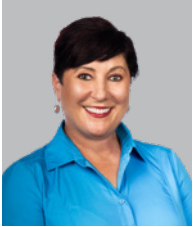
We'll work closely with the Queensland and Australian Governments to bring our goals to life and work towards our vision for Townsville.

The journey begins now, and together we can grow Townsville.

“

**WE HAVE LISTENED
AND DEVELOPED
A PLAN THAT
WILL BALANCE
GROWTH WHILST
PRESERVING
WHAT MAKES OUR
CITY SO GREAT –
OUR LIFESTYLE,
NATURAL BEAUTY,
CULTURAL
HERITAGE AND
ABUNDANT
OPPORTUNITIES.**

”



Cr Ann-Maree Greaney
Acting Mayor
of Townsville
Division 3



Cr Paul Jacob
Division 1



Cr Brodie Phillips
Division 2



Cr Kristian Price
Division 4



Cr Vera Dirou
Division 5



Cr Suzy Batkovic
Division 6



Cr Kurt Rehbein
Division 7



Cr Andrew Robinson
Division 8



Cr Liam Mooney
Division 9



Cr Brady Ellis
Division 10

“

**THIS PLAN
CAPTURES
OPPORTUNITIES
RIGHT ACROSS
OUR COMMUNITY
– FOR OUR
ENVIRONMENT, FOR
LOCAL BUSINESSES
AND INDUSTRIES,
AND FOR OUR
RESIDENTS
– THAT WILL
BUILD A STRONG
FOUNDATION FOR
THE FUTURE.**

”

TOWNSVILLE 2025 – 2029

Our Vision:

**A GLOBALLY CONNECTED COMMUNITY
DRIVEN BY LIFESTYLE AND NATURE.**

Our Purpose:

GROW TOWNSVILLE

Our Goals:



GOAL 1

A City for
Everyone.



GOAL 2

A Sustainable and
Resilient City.



GOAL 3

A Future-ready
City.



GOAL 4

A Well-managed
City.



ABOUT TOWNSVILLE

TROPICAL LIFESTYLE WITH METROPOLITAN BENEFITS

Townsville offers a vibrant tropical lifestyle with the perks of a metropolitan city. Home to 201,433 residents, the city combines natural beauty, affordable living, short commutes, and more than 300 sunny days annually. With access to two UNESCO World Heritage sites – the Wet Tropics Rainforest (Bluewater to Paluma) and the Great Barrier Reef (including Cleveland-Halifax Bays and Magnetic Island) – and one internationally recognised RAMSAR Wetland at Bowling Green Bay, Townsville provides a unique blend of urban and outdoor life, surrounded by nature.



201,433
Population¹



36 years
Median age of resident³

1.7%
Population growth rate
(2022 to 2023)⁷



49,777
Families³

264,899
Projected population
by 2046²



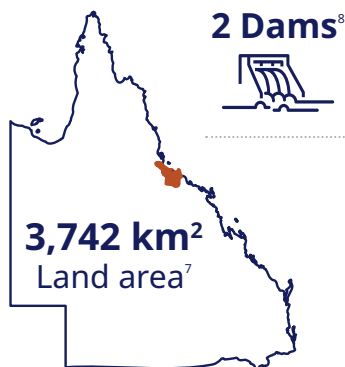
13.3%
of residents volunteer³

114,668
Residents working
in Townsville⁹

16,269
First Nations
population³



27,079
Population
born overseas³



600+ CCTV
security cameras⁸

87,017
Rateable
properties
(January 2025)⁸



4,100km+
Water and wastewater mains⁸

Source:

1. ABS 3218.0 Regional Population Growth, Australia
2. Queensland Government Population Projections, 2023
3. Australian Bureau of Statistics, Census of Population and Housing 2021
7. <https://profile.id.com.au/townsville>
8. Townsville City Council
9. National Skills Commission, Small Area Labour Markets as of March Quarter 2024

ABOUT TOWNSVILLE

LIVING IN TOWNSVILLE

Compared to other Australian cities, residents enjoy affordable housing, low childcare and schooling costs, and short commutes averaging less than 20 minutes. Townsville's tropical savanna climate includes a wet season (November to April) and dry season (May to October), with mild winters and average temperatures around 28°C. Townsville promotes shaded public spaces and local native tree planting, including residential tree giveaways and restoring and interpreting local environmental landscapes for visitors and residents.

CONNECTIVITY AND EDUCATION

Townsville Airport connects to major cities like Brisbane, Sydney and Melbourne. The region boasts more than 100 primary and secondary schools, offering both public and private options. Higher education is world-class, with two renowned universities and TAFE campuses, providing outstanding programs in science, technology, and innovation.

HEALTH AND SPORTS

Townsville has excellent healthcare, including one of Queensland's largest emergency departments at the Townsville Hospital and Health Service. The region is also passionate about sport, home to the North Queensland Cowboys (NRL) and Townsville Fire (WNBL). Queensland Country Bank Stadium hosts major sporting events and concerts, drawing visitors for rugby, soccer, and international performances. Sporting culture is also seen at grass roots participation level with a diversity of sport and recreation offerings from exceptional mountain biking, kite surfing, bushwalking and traditional sport such as cricket, netball, basketball and hockey.

ATTRACTIONS AND CULTURE

Townsville is the gateway to natural wonders, including the Great Barrier Reef, Magnetic Island, and the iconic Strand beachfront promenade. The arts scene is vibrant, with galleries, theatres, and festivals like the North Australian Festival of Arts and the Australian Festival of Chamber Music, as well as multicultural and First Nations events celebrating the city's diverse heritage.



DIVERSE ECONOMY

The local economy thrives on industries like agriculture, mining, manufacturing, and tourism, with no single sector comprising more than 15% of the Gross Regional Product. James Cook University (JCU) and the TropiQ education, research and health precinct highlight Townsville's commitment to innovation, particularly in tropical science and healthcare while fostering our city as a Centre of Excellence in Tropical Design for sustainability and innovation.

COMMUNITY AND MULTICULTURALISM

Townsville values its cultural diversity, acknowledging and supporting the Wulgurukaba and Bindal people and other First Nations communities to celebrate their heritage and values (lore, language, songlines, trading routes, and Dreamtime stories) while developing their business products and services which are culturally appropriate and significant to them. Townsville is a proud multicultural city representing 155 countries, contributing to the region's rich culture.

7 Aquatic facilities, including 4 pools⁸



3 Libraries



1 Mobile library⁸



2 Sport stadiums⁸

1 Major performing arts venue⁸



2 Art galleries⁸



\$1.8b
Total value of tourism and hospitality sales (2022-23)⁴



1.26m
Overnight visitors (2023)⁶



\$15.11b
Gross regional product (2022-23)⁴



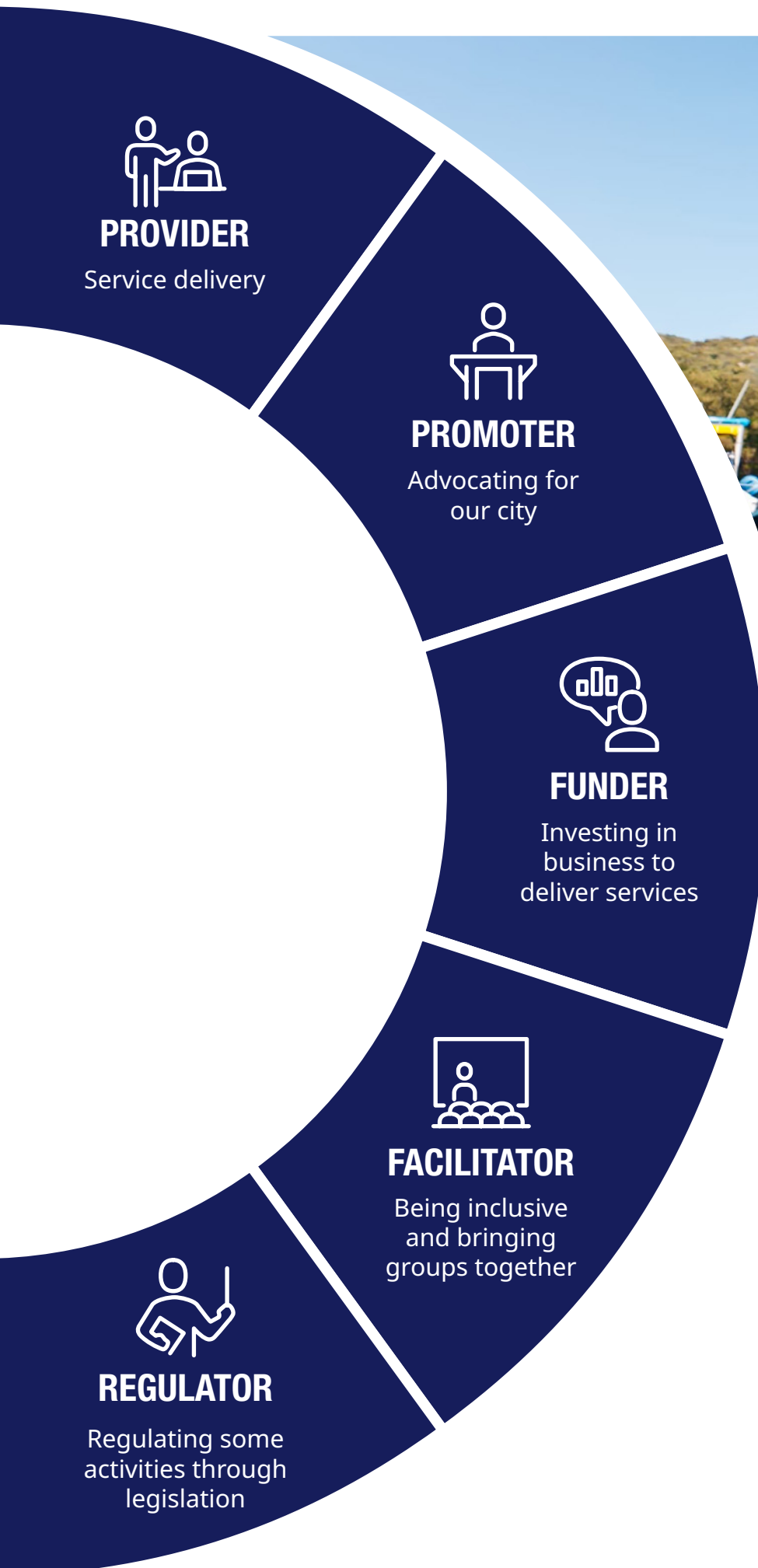
12,672
Number of businesses⁵

Top 3 Employment by Industry 2023-24⁷

- ① Health Care and Social Assistance
- ② Public Administration and Safety
- ③ Education and Training

Source:

4. National Institute of Economic and Industry Research (NIEIR) ©2023
5. Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits
6. Tourism Research Australia (National & International Visitor Surveys)
7. <https://profile.id.com.au/townsville>
8. Townsville City Council



OUR ROLE

Council has a multilayered role as a Provider, Promoter, Funder, Facilitator and Regulator.

All of these core roles are aligned to achieve an inclusive city that provides a strong environment for continued economic growth.



TOWNSVILLE 2025 – 2029

This Corporate Plan, Townsville 2025 – 2029, sets the direction for Council to provide strong leadership, sustainable services and city growth. This plan has been driven by feedback from our community, businesses and industries.

The Corporate Plan feeds into Council's broader strategic planning framework including the Long Term Financial Plan, Strategic Asset Management Plan and the City Plan.

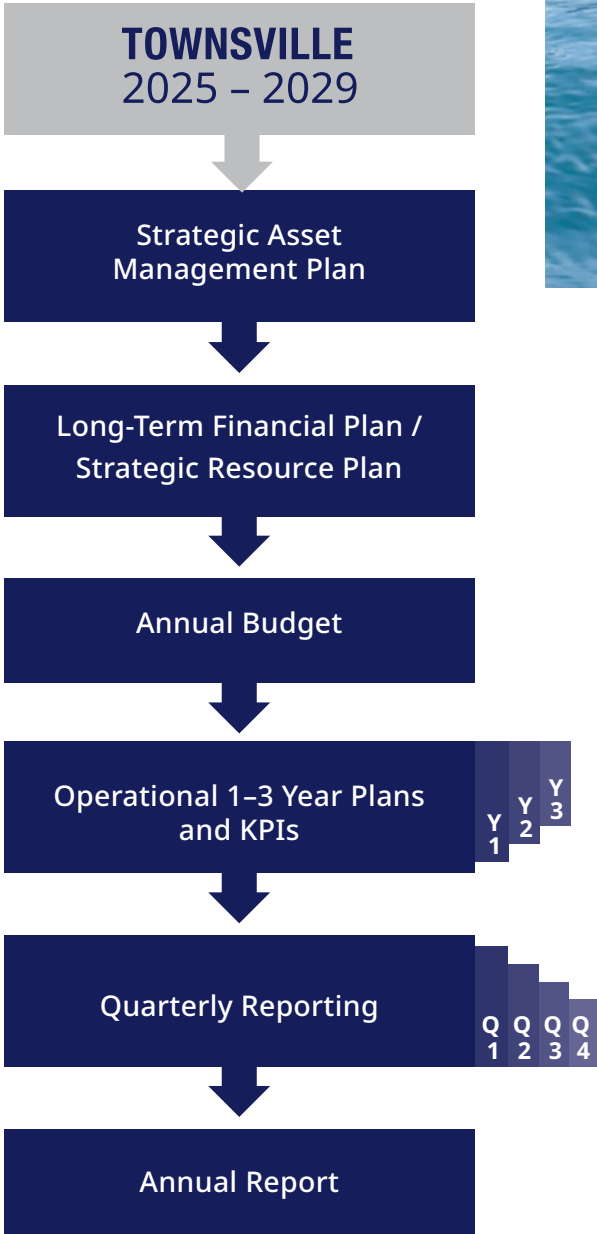
The Corporate Plan sets the framework for the annual Operational Plan and supporting Annual Budget. Performance against each of these is reported quarterly and then annually through the Annual Report.

The Corporate Plan included detailed public consultation, from 11 November to 8 December 2024. The 2024 Liveability Survey conducted in September 2024 also provided key information that helped shape the plan.

All of these documents are available publicly.

The Strategic Planning and Performance Management Framework

The Corporate Plan sets the aspirational vision for the local government area for the longer-term future. Subsequent plans delivered by Council are formed to reflect and contribute to achieving the vision and goals of the Corporate Plan.





GOAL 1

A City for Everyone.

Townsville is a city where everyone can engage in and enjoy our community and lifestyle.

This goal keeps us focused on being a connected, inclusive, active, healthy and safe city. A city that values nature, culture and connection.

We protect our city's natural beauty, taking pride in being a certified ECO Destination and a guardian of the Great Barrier Reef.

We lead and support community-building events through advocacy, grants and resources. We champion sports and the arts, from grassroots level to the very elite. We celebrate our reputation as the Arts, Events and Sports Capital of the North. We continue building momentum towards Brisbane 2032 Olympic and Paralympic Games and beyond.

We are a city where people want to live, visit and participate in our way of life.





1.1 Residents shape the city's culture and identity

Outcomes	Operational Indicators	Council's Role
1.1.1 Precinct planning for principle and major centres and the city provides a sense of identity and ownership.	<ul style="list-style-type: none"> All precinct planning incorporates community consultation. 	<ul style="list-style-type: none"> Provider Promoter Funder Regulator
1.1.2 Public spaces are developed to foster social interaction, recreation and community wellbeing.	<ul style="list-style-type: none"> All new library spaces meet universal design and accessibility standards (e.g. wheelchair access, sensory-friendly areas). Master plan two regional or district parks per year. 	<ul style="list-style-type: none"> Provider Funder Facilitator Regulator
1.1.3 First Nations history and culture is acknowledged and honoured, and First Nations people feel engaged with the future of our city.	<ul style="list-style-type: none"> Demonstrated ongoing programs such as Council's Reef Assist which increase First Nations jobs, opportunities and environmental experiences. Engage with local First Nations representatives to appreciate the cultural and historical significance of place names. Implement a phased approach for adoption of First Nations place names, integrating dual naming or name changes as per developed cultural protocols and community guidance. 	<ul style="list-style-type: none"> Provider Funder Facilitator
1.1.4 Community safety is a driving force in every service delivered.	<ul style="list-style-type: none"> By end of 2025 - Development of a new Community Safety Policy. Increase in place experience performance rating for <i>Sense of neighbourhood safety</i> each time the Townsville Liveability Survey is completed. Increase in place experience performance rating for <i>Sense of personal safety</i> (for all ages, genders, day or night) each time the Townsville Liveability Survey is completed. Compliance with the <i>Public Health Act 2005</i> where local government health risks are enforced by local government. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.1.5 Townsville is a hub for all-accessible visitation and exploration.	<ul style="list-style-type: none"> Staff trained in inclusivity and accessibility best practices. By 2027, enhance Council's city-wide environmental education and interpretation for both online and on-ground visitation, experiences, accessibility and involvement (e.g. citizen science). 	<ul style="list-style-type: none"> Provider Promoter Funder
1.1.6 Welcoming Cities and Reconciliation is a driving foundation.	<ul style="list-style-type: none"> By 2029, advance Council's work within the Welcoming Cities network, and Reconciliation. By 2029, complete the fourth Townsville City Council Reconciliation Action Plan. Provide regular reconciliation opportunities to involve Traditional Owners, Elders and First Nations youth in on-ground environmental management jobs and responses. Maintain place experience performance rating for <i>Welcoming to all people</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator

1.2 Connected and activated neighbourhoods

Outcomes	Operational Indicators	Council's Role
1.2.1 Residents in urban areas can access daily needs within a short distance from homes.	<ul style="list-style-type: none"> • Increase in place experience performance rating for <i>Local businesses that provide for daily needs (grocery stores, pharmacy, banks, etc)</i> each time the Townsville Liveability Survey is completed. • Maintain place experience performance rating for <i>Walking/jogging/bike paths that connect housing to communal amenity (shops, parks, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> • Promoter • Facilitator • Funder • Regulator • Provider
1.2.2 Increase quality central community spaces and places available for people to gather.	<ul style="list-style-type: none"> • Continue community events, workshops, and group activities hosted in library spaces annually. • Maintain place experience performance rating for <i>Spaces for group or community activities and/or gatherings (sports, picnic, performances, etc)</i> each time the Townsville Liveability Survey is completed. • Conduct a review of the of utilisation of community assets. 	<ul style="list-style-type: none"> • Provider • Funder • Facilitator
1.2.3 Key destinations are connected by active transport networks and shade.	<ul style="list-style-type: none"> • Street trees and shading options are considered in active transport planning. • Establish an all-accessible footpath program. • Maintain place experience performance rating for <i>Walking/jogging/bike paths that connect housing to communal amenity (shops, parks, etc)</i> each time the Townsville Liveability Survey is completed. • Increase in place experience performance rating for <i>Access and safety of walking, cycling and/or public transport (signage, paths, lighting, etc)</i> each time the Townsville Liveability Survey is completed. • Maintain place experience performance rating <i>Amount of public space (footpaths, verges, parks, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> • Provider • Funder • Facilitator • Regulator
1.2.4 Building resilient communities with a strong sense of belonging and connection.	<ul style="list-style-type: none"> • Maintain place experience performance rating for <i>Sense of belonging in the community</i> each time the Townsville Liveability Survey is completed. • Maintain place experience performance rating for <i>Sense of connection to/feeling support from neighbours or community</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> • Provider • Funder • Facilitator
1.2.5 Green corridors linking suburbs and flanking key destinations along the Ross River.	<ul style="list-style-type: none"> • By end of 2026, complete a concept plan co-designed with the community for upgraded suburb connectivity to and along Ross River. 	<ul style="list-style-type: none"> • Provider • Funder • Facilitator

1.3 Enabling an active lifestyle and sporting culture

	Outcomes	Operational Indicators	Council's Role
1.3.1	New and upgraded sports facilities to meet the needs of all levels of sporting engagement.	<ul style="list-style-type: none"> By 2029, upgrades to occur to strategic multi-use sports precincts. Advocate for a new Townsville Entertainment Arena. By end of 2025, develop a high-level recreational facility strategy. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.3.2	Lighting and shade for sports facilities to extend hours of use and enable broadcasting.	<ul style="list-style-type: none"> By 2029, have an established shade and lighting program to extend hours of operation for sports precincts. Advocacy for broadcasting quality sports facilities. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.3.3	Support and develop pre-elite athletes, elite athletes and coaches in Townsville.	<ul style="list-style-type: none"> By end of 2026, establish Queensland Academy of Sport local presence. By end of 2026, complete feasibility assessment of a High Performance Training Centre in Townsville. 	<ul style="list-style-type: none"> Promoter Facilitator
1.3.4	Develop a strong calendar of sporting events hosted in Townsville.	<ul style="list-style-type: none"> By end of 2025, the Townsville 2032 Legacy Working Group to identify target events in lead up to 2032 Games. By end of 2027, secure a minimum of 30% of the identified target events. By end of 2029, secure 70% of the identified target events. 	<ul style="list-style-type: none"> Promoter Facilitator
1.3.5	Resilient and self-sufficient clubs that facilitate participation at all levels.	<ul style="list-style-type: none"> Promote multi-use facilities to optimise use to reduce ownership and operational costs. Support sporting clubs to identify and attract funding opportunities. 	<ul style="list-style-type: none"> Provider Funder Facilitator



1.4 The events and arts capital of the North

	Outcomes	Operational Indicators	Council's Role
1.4.1	Supporting local professional visual and performing artists to grow offerings and showcase talent.	<ul style="list-style-type: none"> By end of 2026, develop and implement a new Arts and Culture strategy for the city. Increase in place experience performance rating for <i>Spaces for group or community activities and/or gatherings (sports, picnics, performances, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.4.2	Supporting First Nations-led arts outcomes for Townsville.	<ul style="list-style-type: none"> Maintain programming and commissioning of First Nations visual and performing artists. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.4.3	Identify and advocate for arts and entertainment facilities that meet the future needs of Townsville.	<ul style="list-style-type: none"> Annual increase in major events. Major arts exhibition to be presented biennially in Townsville. Advocate for a new Townsville Entertainment Arena. Identify opportunities to co-locate community artists and provide spaces for hire in Townsville. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator



1.5 Diverse community programs and facilities

Outcomes	Operational Indicators	Council's Role
1.5.1 Combat social disconnection through universal and equitable access and connection of people with information, activities, community facilities and hubs, and community groups.	<ul style="list-style-type: none"> Maintain place experience performance rating for <i>Sense of Belonging</i> each time the Townsville Liveability Survey is completed. Maintain place experience performance rating for <i>Sense of connection to/feeling support from neighbours or community</i> each time the Townsville Liveability Survey is completed. Support library programs specifically designed to support wellbeing, and social interaction (e.g. mindfulness workshops, peer support groups). 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.5.2 Celebrating our city's heritage.	<ul style="list-style-type: none"> By 2029, explore opportunities that allow users to explore significant local history and First Nations heritage. By 2029, North Rail Yards is opened to the public with restored heritage sheds. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.5.3 Increase access to community facilities that encourage multi-use, integration and co-location.	<ul style="list-style-type: none"> Develop a strategy to maximise use of all Council venues, providing access for community and commercial uses. By end of 2025, development of a library strategy. Investigate opportunities for co-located services and partnerships with community organisations and all levels of government within Council spaces such as libraries. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
1.5.4 Programs designed to enhance inclusivity and accessibility in public infrastructure, ensuring that facilities cater to all demographics.	<ul style="list-style-type: none"> Digital resources and online platforms are accessible to people with disabilities, including screen readers, audio content, and adaptable website features. All new and upgraded facilities are constructed to all-accessible standards. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator



1.6 Enhance local housing options

Outcomes	Operational Indicators	Council's Role
1.6.1 Delivery of trunk infrastructure to enable delivery of housing.	<ul style="list-style-type: none"> Acceleration of the trunk infrastructure program to bring forward construction of infrastructure that will unlock housing. 	<ul style="list-style-type: none"> Provider Funder Regulator Promoter
1.6.2 Efficient, strategic and consistent development regulation.	<ul style="list-style-type: none"> By end of 2028, introduce automated processing of applications to streamline administrative and approval processes. Ongoing development and refining of development assessment processes and procedures. 	<ul style="list-style-type: none"> Provider Funder Regulator
1.6.3 Support a variety of housing types.	<ul style="list-style-type: none"> New housing estates to include a mix of housing types and lot sizes. Identify planning scheme amendments that will facilitate greater housing supply and diversity. Maintain place experience performance rating for <i>Range of housing prices and tenures (low to high\$, buy or rent, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator Regulator





GOAL 2

A Sustainable and Resilient City.

Townsville is a city committed to sustainability through climate change adaptation, water security and advancing a circular economy.

As a city in Northern Australia, our tropical environment and coastal landscape underpin our city's unique character and liveability. The region's beautiful beaches, warm weather and tropical climate also bring unique environmental challenges, including varying weather conditions.

With strong community leadership, our city focuses on actively minimising its carbon footprint, regenerating landscapes and ensuring water security.

We are dedicated to enhancing quality open spaces and contributing to a broader circular economy by reducing waste generation, increasing recycling and diverting waste from landfill.

Through adopting and promoting inclusive, resilient and sustainable development, we protect public health, preserve our natural environment and maintain a high standard of living.





2.1 City-wide climate change adaptation

	Outcomes	Operational Indicators	Council's Role
2.1.1	Enhance the city's ability to create resilient infrastructure through application for external funding and partnerships.	<ul style="list-style-type: none"> Advocate, monitor and apply for all funding that supports resilience in city infrastructure and operational cost reductions. 	<ul style="list-style-type: none"> Provider Promoter
2.1.2	Partnerships with academic institutions and private companies to innovate in sustainability-focused solutions.	<ul style="list-style-type: none"> Establish partnerships to trial and implement cost-saving sustainability solutions across the city. 	<ul style="list-style-type: none"> Funder Facilitator
2.1.3	Undertaking an all-hazards approach to natural disaster planning and response.	<ul style="list-style-type: none"> Undertake an annual emergency scenario exercise to enable review of the full range of risks to the city from potential events. After any event, undertake causal mapping and identify mitigation efforts the city could adopt to reduce impacts from future events. 	<ul style="list-style-type: none"> Provider Facilitator
2.1.4	Integrated approach to managing and mitigating coastal and flood impacts on communities and the environment.	<ul style="list-style-type: none"> By 2026, staged coastal mitigation infrastructure to be embedded in the 10-year capital plan for rolling delivery on risk basis. Amend City Plan for high-risk coastal and flood impact areas to reflect appropriate sustainable development in those locations. 	<ul style="list-style-type: none"> Facilitator Regulator Provider Funder

2.2 Long-term water security

	Outcomes	Operational Indicators	Council's Role
2.2.1	Reduce average water use across the city to 450 litres per person per day.	<ul style="list-style-type: none"> Deliver an ongoing city-wide water education program. Progressive annual reduction in water use across the city. 	<ul style="list-style-type: none"> Provider Promoter Facilitator Regulator
2.2.2	Increase operational resilience and reliability of the water supply network.	<ul style="list-style-type: none"> By end of 2025, complete a 10-year water investment plan. By 2027, establish alternate raw water inputs for industry. 	<ul style="list-style-type: none"> Provider Funder Regulator
2.2.3	Long-term protection and management of Ross River Dam.	<ul style="list-style-type: none"> Deliver dam safety upgrades in accordance with regulatory requirements and timeframes. 	<ul style="list-style-type: none"> Provider Funder Regulator
2.2.4	Reduce water loss across the network.	<ul style="list-style-type: none"> By 2027, establish a contemporary digital network model and monitoring system that provides live detection of potential issues and network capacity. 	<ul style="list-style-type: none"> Provider Funder Regulator

2.3 Transition to a circular economy by reducing waste generation, whilst increasing recycling and landfill diversion

	Outcomes	Operational Indicators	Council's Role
2.3.1	Increase amount of recycling and landfill diversion across all waste categories.	<ul style="list-style-type: none"> Annually, increase the percentage of material diverted from landfill. Annually, increase the percentage of all categories of recycled materials. Overall, achieve an annual reduction in waste to landfill per capita. 	<ul style="list-style-type: none"> Provider Promoter Facilitator
2.3.2	Provide collection and facility infrastructure that encourages circularity, recycling and landfill diversion.	<ul style="list-style-type: none"> By end of 2025, deliver a Waste and Resource Recovery Plan that meets the community's needs aligned with state and federal targets. 	<ul style="list-style-type: none"> Provider Promoter
2.3.3	Develop, enable and grow markets for recyclables and recovered resources.	<ul style="list-style-type: none"> Annually, increase the quantity of recycled or recovered resources (soil, mulch, compost, crumbed rubber, etc) used by Council. Annually, increase the quantity of resources (soil, much, compost, crumbed rubber, etc) used by industry in Townsville and elsewhere in the region. Facilitate market development meetings, workshops and seminars with industry, the Queensland Government and other local governments. 	<ul style="list-style-type: none"> Provider Promoter Facilitator
2.3.4	Facilitate private and state investment in development of circular economy infrastructure and solutions.	<ul style="list-style-type: none"> Annual increases in waste material supply and demand integration and amplification with local business supported by the Queensland Government and Australian Government. By 2029, new facilities providing circular economy solutions are established in the region. 	<ul style="list-style-type: none"> Promoter Facilitator
2.3.5	Procure locally where possible and reduce Council's environmental impact and carbon footprint in procurement.	<ul style="list-style-type: none"> Annually, reduce the environmental footprint of Council through local and sustainable procurement. 	<ul style="list-style-type: none"> Provider Funder

2.4 Renewable energy and efficiency

	Outcomes	Operational Indicators	Council's Role
2.4.1	Transition to green energy.	<ul style="list-style-type: none"> By 2029, 100% of Council's passenger vehicle fleet transitioned to electric/hybrid. By 2029, increased access to electric charging points at all fleet locations. Increase proportion of Council's energy needs from green sources. Increase Council's and the community's renewable energy generation and storage capability. Annually, a demonstrable reduction in Council's energy usage per capita. 	<ul style="list-style-type: none"> Provider Funder Facilitator



GOAL 3

A Future-ready City.

Townsville is a city of opportunity, that is forward-thinking, embraces innovation and is ready for future growth.

This goal ensures we are building our city for both today and tomorrow. Townsville is a prominent regional city, the largest city in Northern Australia, and boasts several key assets that drive growth, including a deep-water port, international airport, smart industries, medical, educational and research institutions, a strong Defence presence, a unique natural environment and proximity to the Pacific.

We partner with industry, research institutions and all levels of government to support economic growth and build resilience across the region.

To ensure our city is liveable long-term, we must start today to move to renewable energy, deliver an integrated transport network, reimagine waste as a resource, create new jobs and business opportunities, and regenerate our natural landscape.





3.1 Embrace innovation and technological advancements

	Outcomes	Operational Indicators	Council's Role
3.1.1	Develop digital platforms and supporting digital literacy to increase public engagement and social inclusion.	<ul style="list-style-type: none"> All new and existing publicly accessible digital products align with the Australian Government Digital Experience Policy. Support increase in number of participants in digital literacy workshops and training sessions. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator
3.1.2	Leverage emerging technology to better manage and deliver infrastructure.	<ul style="list-style-type: none"> By end of 2027, demonstrate an increased use of automated technology across Council operations. Annually, increase percentage of Council assets that utilise smart technologies to enhance sustainability and operational efficiency (ie. automated lighting and HVAC systems). 	<ul style="list-style-type: none"> Funder
3.1.3	Establish Townsville as a hub for future-based industry that provides long-term jobs.	<ul style="list-style-type: none"> Annual increase in Gross Regional Product. Establishment of Lansdown Eco-Industrial Precinct. 	<ul style="list-style-type: none"> Promoter Facilitator

3.2 Increase visitation and attractiveness

	Outcomes	Operational Indicators	Council's Role
3.2.1	Increase the variety of short-stay accommodation including more 5-star offerings.	<ul style="list-style-type: none"> Review City Plan provisions and incentives programs to support accommodation development. 	<ul style="list-style-type: none"> Promoter Facilitator Regulator
3.2.2	Leverage the international education potential to capitalise on edu-tourism and cultural exchanges together with tourism activities.	<ul style="list-style-type: none"> Continue the Marine Tourism Precinct partnership to enhance offerings from the Breakwater Marina through to Museum of Tropical Queensland. Ongoing support for the redevelopment of the Great Barrier Reef Aquarium (formally ReefHQ). Support delivery of the Magnetic Island Tourism Masterplan. 	<ul style="list-style-type: none"> Provider Promoter Funder Facilitator Regulator
3.2.3	Capitalise on Townsville's location to provide multi-faceted tourism showing outback through to the Great Barrier Reef.	<ul style="list-style-type: none"> Deliver annual destination marketing plans and subsequent campaigns. 	<ul style="list-style-type: none"> Funder Facilitator
3.2.4	Expand infrastructure to increase visitation capacity for recreational activities in nature.	<ul style="list-style-type: none"> By 2026, undertake a co-design with the community, businesses and other levels of government to complete a revitalisation plan for The Strand and Pallarenda. 	<ul style="list-style-type: none"> Provider Funder Facilitator
3.2.5	Re-establishment of international flights at Townsville Airport.	<ul style="list-style-type: none"> Ongoing advocacy to attract opportunities for international flights to resume at Townsville Airport. Optimise entry and exit experiences for the Townsville Airport. 	<ul style="list-style-type: none"> Facilitator Promoter

3.3 Maintain a 20-minute city

	Outcomes	Operational Indicators	Council's Role
3.3.1	Identify and preserve future major infrastructure of rail and active transport corridors.	<ul style="list-style-type: none"> By end of 2025, engage in review of long-term transport network plan, incorporating requirements to preserve major infrastructure, rail and active transport corridors. By end of 2026, the City Plan to reflect the long-term network plan. 	<ul style="list-style-type: none"> Provider Funder Facilitator Promoter
3.3.2	Progress improvements to public transport offerings for the city.	<ul style="list-style-type: none"> Establish a Public Transport Working Group with the Queensland Government, and advocate for network improvements and technological upgrades. 	<ul style="list-style-type: none"> Promoter Facilitator

3.4 Strategic urban and infrastructure planning to accelerate growth

	Outcomes	Operational Indicators	Council's Role
3.4.1	Identification and preparation of high value economic sites to facilitate industry growth.	<ul style="list-style-type: none"> Facilitate outcomes for development locations within the Southern Industrial Corridor Development Area. Master plan key precincts for medium and high impact industries, including supporting studies and trunk infrastructure to unlock land. 	<ul style="list-style-type: none"> Facilitator Provider Regulator
3.4.2	Support the establishment of renewable energy sources to facilitate green industry.	<ul style="list-style-type: none"> Support a range of Townsville Local Renewable Energy Zones – including Bohle-Black River EQ, Council Energy Transition; and Magnetic Island. 	<ul style="list-style-type: none"> Promoter Facilitator
3.4.3	Establish Townsville as an exemplar region for integrating economic and industry development with the restoration and regeneration of ecological value, water quality and First Nations knowledge.	<ul style="list-style-type: none"> Implement Offset Framework including environmental stewardship/practices, land allocations, and commercial returns for water quality, wildlife/landscapes and industrial development. Commission the Ross Dam Environmental Offset area and begin providing offsets to Lansdown proponents. 	<ul style="list-style-type: none"> Provider Promoter Facilitator



3.5 Leading education and research offerings

	Outcomes	Operational Indicators	Council's Role
3.5.1	Clear education and skills pathways, allowing residents to remain in Townsville to gain qualifications and participate in education and skills development.	<ul style="list-style-type: none"> Annually, Council supports undergraduate training and provision of jobs for graduates. Advocacy for training providers to establish local courses and degrees for skills gaps needed in the region. 	<ul style="list-style-type: none"> Provider Facilitator
3.5.2	Partner with industry, educational institutions, health, Defence and all levels of government to support growth and innovation across the economy.	<ul style="list-style-type: none"> Foster sustainability business, research and implementation models and partnerships. 	<ul style="list-style-type: none"> Promoter Facilitator
3.5.3	Develop economic strategies to target future growth areas and economic participation.	<ul style="list-style-type: none"> By end of 2025, deliver the Townsville Economic Growth Strategy targeting future growth areas and whole of region economic participation. 	<ul style="list-style-type: none"> Provider Promoter Facilitator
3.5.4	Expand scientific analytical services and consultancy in the region (Commercial Laboratory Expansion).	<ul style="list-style-type: none"> By end of 2025, complete a Commercial Laboratory Expansion Business Plan with implementation steps. 	<ul style="list-style-type: none"> Provider
3.5.5	Become the leading destination for disaster management training and education for Australia and Pacific Region.	<ul style="list-style-type: none"> By 2026, formalise partnerships with other local governments, all levels of government and our northern neighbours to increase health, economic and environmental resilience from disaster events. By 2028, Townsville to be recognised as a leading centre for simulation and training. 	<ul style="list-style-type: none"> Provider Promoter



GOAL 4

A Well-managed City.

Our city is served reliably by an accountable, responsive and engaged Council.

As an organisation, Council exists to serve the city of Townsville. We work to ensure our community feels engaged, heard and informed, and we strive to deliver positive customer experiences.

With a focus on sustainably managing our finances, assets and risks, we actively engage with all levels of government and stakeholders to advocate for the best interests of our community.

We embrace technology to drive innovation, improve efficiencies and enable informed decision-making. Our teams are safe, inclusive, capable and empowered to deliver their best for our city.

Our focus on good governance and transparency fosters trust and confidence within our community.





4.1 Effective financial and asset management

	Outcomes	Operational Indicators	Council's Role
4.1.1	Deliver infrastructure projects on time and within budget through strong leadership and operational efficiencies.	<ul style="list-style-type: none"> Annually, prepare and implement a three-year rolling capital works program. By end of 2025, implementation of a contemporary Project Management Framework to facilitate efficient and effective infrastructure delivery. 	<ul style="list-style-type: none"> Provider Funder
4.1.2	Effective financial oversight and risk management practices.	<ul style="list-style-type: none"> Annually, deliver a 10-year rolling financial forecast to monitor our long-term financial sustainability, enable early identification of any financial variances and inform the annual plan and budget. Financial statements receive an unmodified audit opinion. 	<ul style="list-style-type: none"> Provider Funder
4.1.3	Digital monitoring of critical assets to support early intervention and reduce costs and impacts.	<ul style="list-style-type: none"> Annual increase in percentage of assets digitally monitored with real-time condition assessment and performance tracking. Demonstrated reduction in average time to detect and address asset issues. Annual reduction in maintenance and repair costs due to proactive monitoring and early intervention. 	<ul style="list-style-type: none"> Provider Funder
4.1.4	Use data-driven decision making to validate investments (including economic and social outcomes) and drive savings.	<ul style="list-style-type: none"> Attendance and participation figures are collected for community assets, events and public services. Investment decisions are validated by data supported business cases, including whole-of-life costs and revenue impacts. 	<ul style="list-style-type: none"> Provider Promoter Funder

4.2 A city of shared priorities and focus areas

	Outcomes	Operational Indicators	Council's Role
4.2.1	Develop shared common goals and city-wide project priorities that support collaborative advocacy objectives.	<ul style="list-style-type: none"> Opportunities or projects have shared advocacy and agreed prioritisation across key stakeholders. 	<ul style="list-style-type: none"> Promoter Facilitator
4.2.2	Establish agreed priorities within multi-use precincts to facilitate strategic advocacy and funding requests.	<ul style="list-style-type: none"> Establish working groups within key precincts to focus investment and advocacy to staged priorities. Support for each project is provided by majority of precinct members. 	<ul style="list-style-type: none"> Provider Facilitator
4.2.3	Engaged citizens that have a sense of belonging and purpose contributing to a stronger and more connected community.	<ul style="list-style-type: none"> Delivery of community programs designed to reflect the diversity of the community, ensuring inclusion across all demographics. Increase in volunteer numbers. 	<ul style="list-style-type: none"> Promoter Facilitator
4.2.4	Identifying and addressing perceived regulatory barriers while improving clarity of unavoidable processes.	<ul style="list-style-type: none"> By end of 2025, establish a dedicated regulatory barrier feedback portal. Provide training and support for users navigating unavoidable processes, ensuring clarity and reducing frustration. 	<ul style="list-style-type: none"> Facilitator

4.3 Delivering eco-city practices

	Outcomes	Operational Indicators	Council's Role
4.3.1	An active transport expansion and continuous upgrade program.	<ul style="list-style-type: none"> • Advocate for the Ross Creek Pedestrian Bridge. • Continued extension of the active transport pathways, boardwalks and bridges. • Annual growth in the number of residents and visitors utilising active transport modalities as measured through usage monitoring technologies. • Maintain place experience performance rating <i>Amount of public space (footpaths, verges, parks, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> • Provider • Funder • Promoter
4.3.2	Establishing a city oasis with a rolling program of innovative landscaping and enhancements.	<ul style="list-style-type: none"> • Annual increase in green space transformed from traditional landscaping to innovative methodologies. • Demonstration of community uptake and promotion of innovative landscaping and benefits to the city. • Maintain place experience performance rating for <i>Spaces for group or community activities and/or gatherings (sports, picnics, performances, etc)</i> each time the Townsville Liveability Survey is completed. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder
4.3.3	Maintain our ECO Destination certification status – locally and globally building on our authentic local journey in sustainability.	<ul style="list-style-type: none"> • Annually, the city is re-certified as an ECO Destination. • Annual increases to the national and international visitor numbers to the city. • Continue new sustainability projects or programs that enhance local environmental and cultural practices. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder
4.3.4	Reduce residential and business costs through education and collaborative action.	<ul style="list-style-type: none"> • Council provides programs that showcase opportunities for residents to reduce costs through environmental initiatives. 	<ul style="list-style-type: none"> • Provider • Promoter
4.3.5	Provide opportunities for sustainable recreational fishing and creek/river and reef access.	<ul style="list-style-type: none"> • Implement ongoing program to enable recreational fishing on Ross River Dam. • Ongoing implementation of water quality improvement initiatives to improve water run-off parameters. 	<ul style="list-style-type: none"> • Provider • Promoter



4.4 A positive customer and community experience

	Outcomes	Operational Indicators	Council's Role
4.4.1	Effective community engagement provides Council with a better understanding of community views and values and helps us to make more informed decisions and deliver better services.	<ul style="list-style-type: none"> • Deliver a biennial Community Sentiment Survey relating to Council services. • Increased participation from underrepresented communities and a reduction in barriers to participation such as location, exposure, language and accessibility. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder • Facilitator • Regulator
4.4.2	Greater emphasis on transparency and open data policies to enhance accountability and foster trust with the public.	<ul style="list-style-type: none"> • Provide outcomes and details on consultation back to the community in a timely manner. • Increase the data available on Council's open data platform. • Continue to provide contemporary cybersecurity to protect our community assets and individuals' private information held by Council. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder • Facilitator • Regulator
4.4.3	Delivery planning completed with the incorporation of community consultation.	<ul style="list-style-type: none"> • For all planned works the community has been informed of timeframes in advance and understand the purpose of the works. • Projects delivered align with community identified needs and preferences. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder • Facilitator • Regulator
4.4.4	Levels of service throughout the city are well understood and managed.	<ul style="list-style-type: none"> • By mid-2026, develop a full services catalogue and make publicly available to inform the levels of service across the city. • Develop community understanding of impacts to budgets from changes of level of service frequency or complexity. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder • Facilitator • Regulator
4.4.5	Provide the community 24-hour access to key services.	<ul style="list-style-type: none"> • Annually, increase the number of services available to residents via digital platforms. • By 2028, residents can undertake over 95% of most common requests through digital self-service portal. 	<ul style="list-style-type: none"> • Provider • Promoter • Funder

COUNCIL OPERATIONS



CUSTOMER SERVICE

Council's SERVE Centres provide a central point of contact for customers and the community, offering access to a wide range of services and information. Dedicated to delivering a high-quality customer experience, Council ensures interactions are prompt, efficient and transparent.

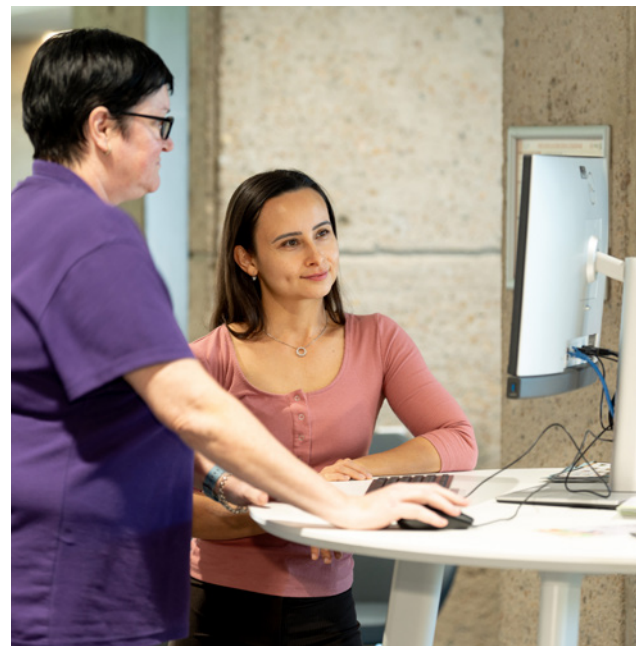
Council operates two customer service SERVE Centres across Townsville:

📍 SERVE Centre – Townsville City

📍 SERVE Centre – Citylibraries Riverway

To improve accessibility and convenience, operating hours across customer-facing teams allows customers to engage with Council seamlessly, regardless of location. In addition to in-person support, customers can contact Council by phone, email or online chat.

Townsville's community also benefits from a variety of 24/7 online options, including payment of rates, infringements and animal registrations, as well as business renewals and reporting issues such as potholes, damages and graffiti.



ROADS, TRANSPORT, DRAINS AND STORMWATER

Council has a roads and transport asset base that includes:

1,853km of roads⁸



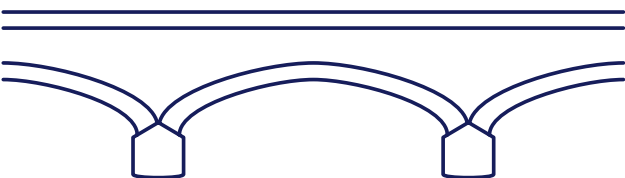
2,221km of kerb & channel⁸



600+ km
of footpaths⁸



984
bus stops⁸



34
vehicle
bridges⁸

228
pedestrian
bridges⁸



1,100km
stormwater network⁸

Flood mitigation infrastructure including
pump stations and levee banks



18
boat ramps⁸



33,466
suburban
street lights⁸

PARKS AND OPEN SPACE

Council manages over 1,500 ha of land and 185 km of coastline. Within parks and open spaces there is over 850 km of total irrigation.

Council also has a role in biosecurity, bushfire mitigation and management of yellow crazy ants and flying fox populations.

The team manages a diverse network of parks, open spaces, coastal and recreational facilities, including:



369 parks⁸



203
playgrounds⁸



21 off-leash
dog parks⁸



6 stinger
nets⁸



3 botanic
gardens
& **Ken
Armitage
Dry Tropics
Nursery**⁸

55km 
fire trail
network⁸



4
cemeteries⁸



1,800 hectares
of land managed for
yellow crazy ants⁸

⁸ Townsville City Council

LIFESTYLE

Council provides a variety of community and cultural services to support Townsville being an inclusive, multicultural society that has access to community development support, community and cultural events, community facilities, libraries and visual and performing arts.

Council operates three Citylibraries branches at Flinders Street, Aitkenvale and Riverway which are open seven days per week, as well as a mobile library which services various locations around Townsville, including Magnetic Island.

Townsville has a vibrant arts community, with a number of local world-class performing and visual artists and organisations. Council owns and operates the Townsville Civic Theatre which offers a year-round calendar of events, as well as owning and curating two art galleries, Perc Tucker Regional Gallery in the City and Pinnacles Gallery at Riverway.

Council provides a broad range of options aimed at promoting an active and healthy lifestyle. These include traditional sports venues as well as innovative programs designed to provide local sports clubs with professional development and support. Events, programs and activities cater to the community while also seeking to build the capacity of local sport and recreation organisations.



PLANNING

The planning function consists of two key elements:

1. Plan-making, which involves the development and review of the City Plan, which is the legal instrument which guides and regulates development.
2. Development assessment, especially the assessment of development applications, which are assessed against the City Plan and other relevant legislative and policy guidance.

The City Plan is subject to review at least every five years and is also subject to progressive amendment. In making development assessment decisions Council seeks to provide clarity, certainty and consistency to both the applicants and the community, and to make timely decisions consistent with timeframes established at a state level. A key element of all planning functions is proactive communication with applicants and both external and internal stakeholders.



ECONOMIC DEVELOPMENT

Council has a key role to play in supporting the economic development of Townsville and most Council functions play a role in doing so. This includes maintaining relationships with industry and government, identifying opportunities and challenges for investors and businesses, supporting new investment, and business and employment growth. Council also provides direct financial support to several external, not-for-profit entities with a mission to support investment and business growth in Townsville and the broader region.

ENVIRONMENT AND SUSTAINABILITY

Council supports the city's environmental sustainability, natural hazard and resource management and fosters sustainable management of the environment. Council aims to increase natural landscape resilience of creeks, riverbanks, wetlands, forests and tropical savannas through rehabilitation, stabilisation and restoration. Additionally, Council supports residents, businesses and government to reduce demand on energy - including water use and electricity - through building capacity for environmental efficiency, demand management and renewables, as well as behaviour change. Council also undertakes environmental monitoring and response to city-wide incidents, as well as undertaking sensor development, deployment, and integration, and analysis of environmental data.

Townsville is listed in the top 100 sustainable destinations in the world (2024, 2021 and 2020) and holds ECO Destination Certification (Nature Tourism) status from Ecotourism Australia. This achievement involves Council partnering with Townsville Enterprise Ltd to market our region and environmental-sustainability success internationally, nationally and locally.

Council is a recognised Reef Guardian Council committed to protecting, conserving, and enhancing the values of the Great Barrier Reef World Heritage Area. The Reef Guardian Council program is an initiative of the Reef Authority (Great Barrier Reef Marine Park Authority), involving the coastal councils of the Great Barrier Reef region. The program involves developing a four-year Reef Guardian Plan, and implementing specific reef-protecting grant opportunities. The program aims to build sustainability and resilience through regenerative actions in coastal and landscape environments, while involving First Nations people through their values.

ENFORCEMENT AND COMPLIANCE

Council performs a significant role in the provision of environmental health and regulation to ensure the community's standard of health and safety is maintained, and the environment is protected through the administration of a range of legislative tools and principles.

Within the Townsville local government area there are more than 1,100 licensed food businesses and Council has a legislative obligation to conduct routine food safety inspections.

Using an education-first approach within the set regulatory environment Council seeks to educate the community on matters relevant to animal management, food safety, mosquitoes, local laws, public health and environmental protection.

The local government is responsible for controlling mosquitoes as a public health risk under the *Public Health Act 2005*. Vector control plays a crucial role in public health and disease prevention and Council performs vector (mosquito) treatment on 2,000–5,000 ha of land annually.





EMERGENCY MANAGEMENT

The Townsville Local Disaster Management Group (TLDMG) retains primary responsibility for managing disaster events within the Townsville local government area. The TLDMG is a multi-agency group which is chaired by a Councillor of the local government, as outlined in the Disaster Management Regulation 2014.

Council supports the operation and administration of the TLDMG and has operational readiness at the Local Disaster Coordination Centre (LDCC), ensuring obligations under the *Disaster Management Act 2003* are met.

The LDCC is activated on an as-required basis to coordinate the response and recovery from a disaster or emergency event. The LDCC is staffed by a combination of Council employees and external organisation liaison officers to enable an all-agency and collaborative approach.

Council also coordinates disaster and emergency management functions for Council operations as well as building community resilience and community safety.

COMMUNITY SAFETY

Council has an established Community Safety team with an operational focus on addressing anti-social behaviours, rough sleeping, graffiti and wellbeing through the implementation of Council initiatives and community safety programs.

Community Safety also encompasses a sophisticated CCTV network, physical asset patrols, Community Response Vehicle and reactive security services.



BUSINESS UNITS

In accordance with the *Local Government Act 2009*, Townsville City Council has maintained its significant water and waste business activities to apply the competitive neutrality principle, establishing commercial business units for these business activities. The commercial business units are separate units of Council, allowing the business activities to be managed according to commercial principles.

TOWNSVILLE RESOURCE RECOVERY SERVICES

Townsville Resource Recovery Services provides solid waste management services to the Townsville domestic and commercial community through waste collection, transport, sorting, recovery and disposal. It aims to be North Queensland's best waste and resource recovery service provider and is committed to delivering excellence in customer service and environmental management, while providing effective and efficient operations that maximise value for Council and its community.

Townsville Resource Recovery Services currently delivers the following services.

Collections

- Over 80,700 domestic waste collection services per week
- Over 78,000 domestic recycling collection services per fortnight
- Over 1,100 bulk bins per week
- Kerbside hard waste collections
- Parks and public bin collections
- Deceased animal collections

Facilities

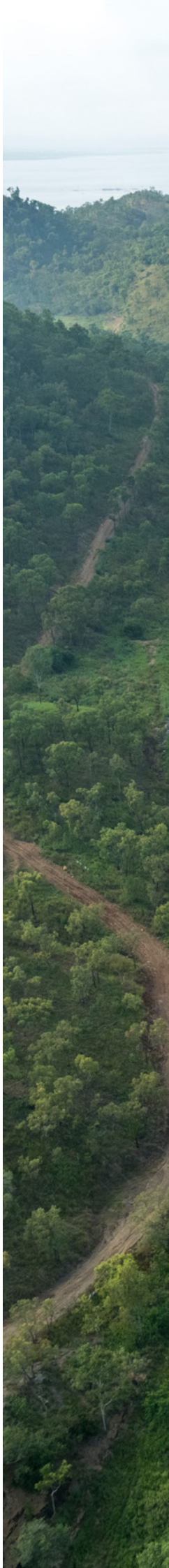
Townsville Resource Recovery Services currently manages one landfill and five transfer stations, which cumulatively receive around 289,900 visits each year from both domestic and commercial customers and receives around 360,000 tonnes of waste annually for processing.

TOWNSVILLE WATER

Townsville Water provides water and wastewater services to the Townsville community, including the supply of potable water, the collection and processing of wastewater, and the supply of recycled water. Its aim is to be the best regional water service provider in Australia. Townsville Water is committed to providing safe, reliable, value for money water services for the Townsville community.

It supplies more than 42,000 megalitres of safe, high quality potable water to more than 81,000 service connections in the Townsville region each year and collects and treats between 16,000 –20,000 megalitres of wastewater each year.

The operation of the water business includes the management and running of two major water storages, four water treatment plants, six wastewater treatment plants, 41 water reservoirs, 23 water pumping stations, 191 wastewater pump stations, 2,652 kilometres of water mains and 1,364 kilometres of sewer mains, in accordance with health, environment and other legislative and regulatory obligations.





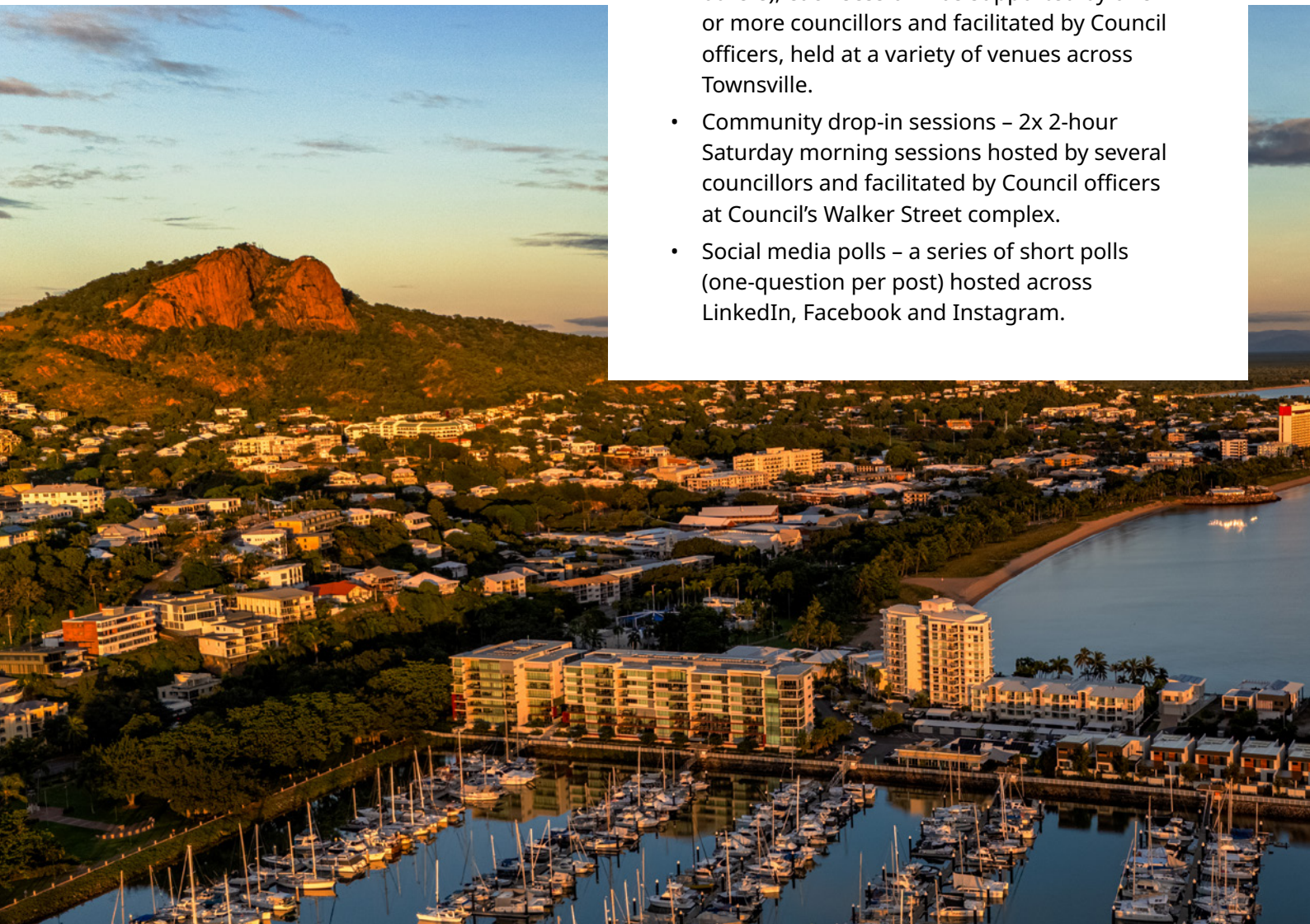
PUBLIC CONSULTATION SUMMARY

Community input was a vital part of shaping this plan. Feedback from the dedicated corporate plan public consultation as well as the 2024 Liveability Study helped to shape the final plan, reflecting the values and aspirations of Townsville's residents.

Public consultation on the Townsville 2025 – 2029 corporate plan ran from Monday 11 November 2024 to Tuesday 10 December 2024, gathering valuable community feedback on the plan's draft vision and goals.

Feedback and suggestions regarding the vision and goals were captured through a variety of channels to ensure an accessible, diverse and inclusive approach to consultation:

- Online survey – hosted on the *Have Your Say Townsville* online platform and open to everyone.
- Focus group sessions – groups of approximately 10-20 participants made up of members of general public and members of targeted local groups (including volunteer, business, arts and culture, sport and recreation, Magnetic Island residents, and others); each session was supported by one or more councillors and facilitated by Council officers, held at a variety of venues across Townsville.
- Community drop-in sessions – 2x 2-hour Saturday morning sessions hosted by several councillors and facilitated by Council officers at Council's Walker Street complex.
- Social media polls – a series of short polls (one-question per post) hosted across LinkedIn, Facebook and Instagram.



OVERVIEW

The response to the consultation was notable, with over 1,500 participants providing feedback, in comparison to only 100 during public consultation for the previous plan.

Marketing and communications for the consultation phase began on 11 November 2024 and ran for four weeks, concluding on 10 December 2024. The primary objective was to promote the consultation period, inform residents on how they could participate, encourage attendance at in-person sessions, and drive engagement with the online survey and social media polls.

All consultation channels were promoted through a variety of traditional and digital media, including radio and social media.



Online survey
(Have Your Say Townsville)
303 participants



Face to face sessions
128 participants



Social media polls
1,165 participants



1,596 total participants

This is in addition to the voices of almost 4,000 community members who participated in the 2024 Liveability Survey in September 2024.

Overall, respondents indicated support for both the draft vision and goals, as well as providing thousands of words in open text feedback which was used to shape the detail and outcomes of the final plan.

Read the full
consultation report here



