
Cairns 2020 – 2050
Business Research
Manual

Cairns Convention Centre 8-Dec 2005

Cairns

- 2500 people growth per year
- Tourism – 20,000 per day making up population of 125,000 people
- Expected population by 2020 would exceed 180,000 people

Speaker – John Gersekowski: Manager/North Q - GHD

Topic: Water- future supply and demand

- In 1968 there were plans for water for 60,000 population – approx 50% of the actual population reached
 - DNR are now looking at planning stages at a high level exercise
 - Trend: Undercharging for water in our area compared with other countries
 - Water in Australian cheaper than other countries
 - Current sources of water for future: Behanna Creek
 - Currently no pumping
 - Limited resources required
 - Height and water flow
 - Russell River is questionable for future
 - Reasons: flows through wet tropics mouth
 - Environmental issues
 - Coppolade Dam: capable 80mg per day
 - Cap of 110mg per day
 - Cairns consumed approx 25mg
 - Heat periods this would hit max capacity – 25,000 mg yearly
 - Need to look at next 5 years of next level of water source
 - New water options: Barron River or Mulgrave Aquifer
 - Annual estimates: 2025-25mg by 2050 – 100mg
 - On farm storages water dams are more costly per mg
 - However they are in control of their own destiny
 - Further sources are required apart from Barron & Mulgrave sites
 - There are trends which reduce supplies: purer water from particles
 - Future expectations : Wet areas will become wetter and dry areas will become dryer
 - Last 20 years we have operated with greater efficiency with a more dramatic shift in our water needs
 - What can we do to assist:
 - Australia has highest household uses in the world
 - Greater education in water preservations
 - Introduction of integrated grey water systems
 - Dam options would be a serious consideration of Tablelands
 - Need new source in addition to current plans which are now being planned
 - Water will become a major factor in our regions growth potential
-

Speaker: Hon Dr Brendan Nelson
Federal Minister for Education, Science & Training
Topic: Higher Education & Regional Universities

- Goal for JCU to play a more active role in the future and current development of Cairns
 - Gov want young Australians to find and achieve their own potential
 - The world is changing quickly and education, training and regional development if a major part of the change
 - \$11B investment over the next 10 years by Gov
 - Marine Science, Tropical Science and Agriculture Science are developing and important aspects of education and are seen as a growth area in our area
 - There will be more non school leavers demand at JCU
 - Gov Major reform for all areas of education
 - Question: Kevin Byrne (Mayor Cairns): is there any collaboration with specific countries to drive volumes up at JCU?
 - Answer: Aust earned more last year from educating overseas students than wheat and wool.
 - Should JCU or Cairns wish to draft a program to attract more overseas students to JCU partnering with South Pacific would be more than happy to consider and look at that
 - Question: Is there any plans to separate JCU from other universities and give them more autonomy & stand alone?
 - Answer: Gov take more enthusiastic interest in Cairns Campus.
 - Currently Cairns loose economies of sales with tax payers fund additional funds
 - Gov would be happy to fund additional research into marketing if submission was given
 - Question: Research on JCU
 - Answer: by 2010 some universities do no research at all
 - Australia framework is: Research quality framework, teaching & scholarships
 - Quality and impact is the basis and rewards are provided in means of additional \$\$\$ if KPI's are meet & exceeded
 - Lot's of uni's offering courses with no research done into content and outcomes ie: IT have 30% course with only 1% research invested
 - Gov will focus \$\$\$ on most successful ratio to course & research
 - JCU could consider to arrange & partner with other Universities to offer 3 year course ie: 1yr Cairns, 1yr Sydney & 1yr Townsville as an attractor to students
 - Constructive proposals for higher IT need to ensure staff retention for future growth
-

Speaker: Paul Bredereck – CEO Aviation Australia
Topic: Skills & Partnerships – Asia Pacific Aviation in the 21st
Century

- Aviation is recognized better in overseas countries than in Australia
 - Currently training in 25 different countries
 - Next 12 months: develop training centre in India & China which is the only non Europe country to hold accreditation
 - Currently Brisbane Airport : 2003 6000 people employed and currently 9000 people employed
 - Expected by 2020 employ 23,000 – this is a major growth in the Aviation industry
 - Partnerships are vital for any success
 - Faster turn around for quality people is also vital
 - What do stake holders want ie: students & companies? Capability and lifestyle
 - Get involved with your clients
 - By 2025 Aust is expected to have skilled growth at 3m
 - There are opportunities in China currently, there are no direct flies into Q with 132,500 visitors in 2002 and in 2003 239,400 visitors to this area. 47% increase growth...Mainly delegates (figures low in recent years but with growth fueled from fee individual tours this will grow)
 - Chinese visitors growth to Q is 20%
 - Expected by 2015 275,000 visitors to Q
 - 2030 430,000 visitors to Q
 - Students will come to Cairns for short stays need to capitalize
 - Cairns needs to work and grow infrastructure, Air Service opportunities & MUST foster partnerships
 - Cairns needs a brand to be identified ie: who we are, who will we be???
 - Cairns need to identify it and the community must own it
 - Your future is PEOPLE.....
 - We need to supply an edge of why people should come to Aust
 - Aviation sees our oil supply safe for approx 20years but will se big changes in 2020-2050.
 - Ethanol could be considered
-

Speaker: David Maguire – CEO Advance Cairns
Topic: Overview on Advance Cairns initiatives & China

- Advance consists of board members – Chamber noted no one currently represents the Tableland region or other regional areas
 - Role is develop investment profiles
 - Leading industries & incorporated profiled businesses onto web sites
 - Currently and been working with China for 3 trade missions
 - Cairns sister city- Zhanjiang with environment management business
 - Currently doing business deals with China to implement sub tropical gardens
 - Target Gov organisation which can help us target with businesses
 - Advance Cairns set up appointments with State Gov links with China businesses to commence business discussions. This has lead to many positive outcomes today.
 - Anyone interested in linking with China & or other delegates contact Advance Cairns
-

Speaker: Bill Cummings
Topic: A look at the manual

- The manual looks at next 20 years intensively with 50years generic
- Our region is currently 5th largest regional in Australia
- We are larger than the British Isles
- 1.5 times the size of Victoria
- Potential for large growth in Asia and sees their growth as a large benefactor to Cairns growth
- Transport and community developments are vital
- Our technology has grown to suit our region specifically ie: tourism, IT, boats, everyday living in Air Conditioning
- Success breeds success – As our region grows our services and infrastructure available makes for comfort and happiness amongst business and community
- Cairns is the largest generator in freight in North Australia – one of our growth industries
- Our fruit grown is 9% per annum
- We have some negative impacts on globalisation ie: loss of services, decisions cannot be made locally, incorrect decisions and planning have been made because region uniqueness has not been considered
- New manufacturing and service industries are growth areas
- ATSI see \$\$\$ growth period
- Education & Health Services are lacking services
- Rick Carr- Herron Todd White Real Estate will be able to advise on the current market trends
- Strong world growth and world economy growth 4 fold in China & India – Big opportunity for Cairns
- South East Asia activity is of major interest to Cairns
- Tourism needs to grow areas of our attractions to cater for repeat visitors
- Obvious that Kuranda Range needs to be built to ensure future growth
- To earn income from outside the region
- We need to ensure we remain at the forefront of technology
- We need to ensure we have 1st world class infrastructure
- Continue our lifestyles is an advantage for Cairns
- Health & Medical Services are vital & our risk
- Cairns is still playing catch up with Gov building presence compared to Darwin & Townsville
- Need to ensure that industry remains attractive for Cairns to become a catalyst to take to the next level
- Likewise tourism, Agriculture & mining are growth areas of our region
- Bio technology framework is a important growth area, research needs to be invested in
- Tropical bio technology can lead to other industries
- Question: How can small business use the manual?
- Answer: through this document businesses can assist to grow and help drive your business
- Tim Harcourt – Austrade (contact)

Bill Cummings Cont

- China share of global trade is increasing and by 2009 could be the largest exporter
 - Where there is growth in the world, Australia needs to be well placed to be also
 - China plays a role for Australia as previously and how Japan has in the past
 - By 2011-2012 China will overtake Japan
 - China is the chart buster for small & medium size business
 - Australian risks: Energy
 - Our capacity constraints will impress on our infrastructure with transport and skill labour shortages
 - We need lots of investment to come through in these areas yet
 - Exchange rates seems to be the largest worry for investors however most exporters will continue to export – things generally even out
 - Japan has an aging population particularly in females and by 2050 Cairns will feel the effect in tourism
 - China could get old before they get rich with their one child per family policy.
 - Issues with male/female % they are an aging population
 - Cairns needs our own brand & instill this into regional economy
 - A survey has been done with Aust NO.1 brand in the world
 - We need to invest in a number of tourism destinations to ensure consumers are attracted from overseas
 - Most people recognise Australia for Russell Crowe, Nicole Kidman, we need to capitalise on our strong environment, unique flora and fauna etc to keep our brand amongst overseas countries
 - Aust has had a long history of trade defects
 - We have relied on Agriculture for growth in export
 - We need infrastructure & training to improve and boost productivity
 - Brazil & South Africa are our big competitors to Australia, we need to collaborate with our competitors to ensure our industries remain strong in these countries
 - Sugar: upturn in sugar due to the Aust \$\$\$
 - US dollar is generally what exporters gauge on
 - Beef into Japan is the main contributor the success in this industry of late
 - Aust needs to hope we get reasonable progress with Hong Kong talks
 - Business need to consider what industries are good and look at prospects rather than working at the ground level
-

Speaker: Mayor Kevin Byrne

- Cairns has major opportunity due to our geography
 - Fastest growing demographically outside south east Q and it is about time the Gov take notice
 - 2nd highest workforce participation in Aust
 - We have opportunity!!!!
 - Ned to change the mind set of local, state & federal government
 - We need to become efficient and work together for infrastructure
 - We have less gov spending in Cairns region and we are extremely weak in Health & Education
 - We have a lot of head office driven hurdles with decisions being made at a state & federal level. They do not understand our unique region
 - We need to change the corporate outlook to bring the decisions and planning back locally
 - TTNQ need to look for other opportunities and not rely on South East Q for instructions and funding
 - Water: Mulgrave & Barron are our latest update
 - Barron River Extraction is going ahead \$8m cost
 - State Gov has not approved Mulgrave at this time
 - Strategic plan for water is starting in 2006 at long last
 - Water storage: need to quarantine land needs to happen now for our future water supply
 - We have enough land to cater for our increase population currently exists now
 - Sewerage treatment- there will be environment obligations in the future, will become the most expensive area of operation
-

Speaker: Peter Tonnello
Principle Agronomist DPI – Mareeba
Topic: The new age of agriculture

- Agriculture sector is on the change
 - Our diverse, value adding will be comparative advantage
 - We have all the factors for growth with International Airport & mills etc
 - With the demise in tobacco, dairy deregulation, timber downturn producers have had to diversify and be aware of global trends for opportunities.
 - Look to biological science will have major impact on our growth
 - Uses of renewal resource to develop bio products in a sustainable way is vital
 - Plants will become a catalyst for bio based economy
 - 16 fold capacity for pharmaceutical industry by 2010
 - \$160B worth of opportunity
 - The fermentation process is important and highly valuable
 - Hemp & ken Alf – bio plants will be good
 - Ironic industries in our area: fuel E10 & chemical industries
 - Integrated bio industrial into farming system to achieve sustainable income
 - 2006-2007 company from Brisbane will construct a tobacco plant shade house for pharmaceuticals in the Tablelands New industry
 - Involves growing genetically modified crops
 - Also sugar industry for ethanol
 - Bio industry has the Gov support
 - The thinking behind tobacco has changed due to bio trends
 - Gov keen to establish pharmaceuticals in Australia
 - Tablelands great climate for success
-