

Our Vision

Mareeba Shire will be a thriving, sustainable region recognised for its vibrant communities, strong agricultural base, growing tourism appeal, and innovative local industries.

Our Economic Context

Mareeba Shire is a diverse regional economy in Far North Queensland, with strengths in agriculture, tourism, aviation, and light industry. It enjoys proximity to Cairns, rich natural resources, and a lifestyle that attracts residents and visitors alike.

Strategic Directions & Key Actions

1

Strengthen Our Agricultural Base

Mareeba remains a powerhouse in Queensland's agricultural economy.

- Promote value-added agricultural industries (e.g., food processing, ag-tech).
- Facilitate access to markets through improved logistics and export pathways.
- Support sustainable farming through education and partnerships.



2

Position Mareeba as a Business-Friendly Shire

Mareeba is a destination of choice for businesses and investment.

- Continue development and promotion of the Mareeba Industrial Park
- Promote investment in the Tom Gilmore Mareeba Aviation Industrial Precinct to attract aerospace related businesses.
- Promote Mareeba's unique competitive advantages to potential investors.
- Streamline planning and approvals processes to reduce red tape.



3

Boost Tourism and Events

Mareeba is a premier destination for nature, culture, and adventure.

- Advocate and support investment in tourism infrastructure.
- Continue partnership with Mareeba Shire Tourism
- Support community events and festivals that draw visitation.
- Support the Regional Arts Development Fund 2024–2028 Program to enrich cultural offerings and attract visitors



4

Revitalise Our Centres

Support thriving, accessible town centres with vibrant business and community life.

- Improve town beautification, parking, and accessibility across our Shire
- Implement the Mareeba CBD Project Blueprint to revitalize the town centre, improving accessibility and amenities
- Implement Kuranda Infrastructure Agreement (KIA) projects



5

Grow Local Jobs and Skills

Workforce capacity is aligned with emerging and existing industries.

- Partner with education providers for skills training in agriculture, aviation, and tourism.
- Advocate for TAFE and vocational program expansion in Mareeba.
- Promote youth entrepreneurship and small business skills.



Implementation and Monitoring

Partnerships



Working with:

- State and Federal Government
- Chamber of Commerce
- Tourism organisations
- Economic development bodies

Measuring Success



- Employment growth
- Business registrations
- Visitor increases
- Investment levels
- Development approvals

Funding



- Council investment
- State and Federal Grants
- Public-private partnerships