

SEGRA 2010

“Beyond carbon”

... cleantech and innovation for regional
development in Central Queensland



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Regional drivers for sustainability

regional-level
environmental challenges

liveability

population growth

natural resources as key
economic assets

regionalisation

climate change

providing Australia's
ecosystem services

land use conflict

competitiveness of regional business



What is Cleantech?

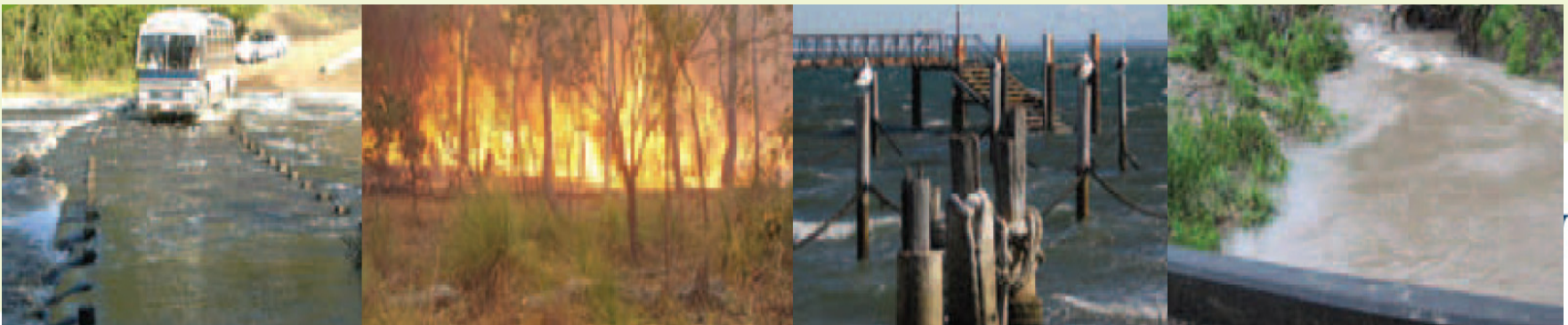
“a diverse range of proven technologies, products, services and processes that measure, reduce, eliminate or remediate negative environmental impact and/or improve the productive and responsible use of natural resources while returning a profit to the provider”

(efficiency + environment + profitability)



What's driving CQ's Cleantech agenda ?

- Central Queensland's vulnerability
 - regional climate predictions
 - regional profile
 - state of community preparedness & interest



**Highest
vulnerability**

Tourism

AgFishForest(6)

Manufact
Finance(3)
Functions

NRM

Property&Bus(2)

Education(3)

Mining
Health(5)

Accom/Café(4)

Housing

Govt&Public(2)

Constructn(5)

Transport(3)

Wholesale

Surveying

Elect/Water

Retail

**Lowest
vulnerability**

**Lowest
opportunity**

**Highest
opportunity**

What is CleantechCQ?



- Development of the clean technology industry should be regionally based, not sectorally, based
- A stimulant for regional development

Why Central Queensland...?

Regional attributes:

- ✓ High demand /drivers for Cleantech
- ✓ Key physical resources and assets
- ✓ Existing infrastructure
- ✓ Relevant skill and trade sets
- ✓ Diverse economy; socio-economic incentives
- ✓ Supportive local Government
- ✓ Strong existing interest and initiatives in Cleantech
- ✓ Engaged regional University



An alphabet soup of existing initiatives

CQCN

RIRP

MRF

'Recycling Heroes'

GNSS

Yeppoon resident's cooperative

ClimateSmart Clusters

SmartMeters

Biofuels

ROTC - Carbon in Road Transport

Volcanic Rock Filtration

AHFC

CompAust

CoE Manufacturing

20+ RHD's

What Cleantech CQ can do ...

For the state / nation

Act as pilot region

Deliver return on investment

Assist regionalisation

For the region

Niche marketing, industry attraction

Economic diversification

Alleviate skilled labour shortages

Liveability

For industry and business

Cross-fertilisation, collaboration, Culture of Cleantech

Sustainability, profitability, competitiveness

For the environment

Resource efficiency, climate adaptation/mitigation

Improved condition of natural assets



On the horizon... project suggestions

- [“www.CleantechCQ.com.au”](http://www.CleantechCQ.com.au)
- Physical ‘innovation space’
- QG Cleantech Offices + Officer
- Cleantech industry clusters
- Cleantech skilling tertiary suite
- Test case for building retrofits
- CQ Cleantech loans
- CleantechEXPO
- Cleantech RoadMap
- Cleantech Research and IP

How do we get there?

- Cleantech will be realised through the marketplace (industry and SME)
- Government and researchers to ‘push and pull’ through facilitation / support roles
- Weave into existing regional planning agendas
- Using innovation & collaboration to exploit regional advantage

Move over 'Beef Capital' !



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