

What we do

QPRC ECONOMIC DEVELOPMENT

BUSINESS SUPPORT

Business liaison

We engage with local businesses to keep you informed, minimise disruption and maximise opportunities arising from Council projects and activities across our LGA.

Monthly e-newsletter

We send a monthly email newsletter to local businesses with upcoming events, grant alerts and news relevant to local industry.

Data and insights

Data is key to understanding customers and making smart business decisions. QPRC offers access to the .ID Economic Profile, and insights from Spendmapp, to support market research, decision making, grant applications and assessing the economic impact of events.

CBD Snapshots

We measure the health of our town centres, providing an annual snapshot of vacancy rates, expenditure data and visitation trends.

Advocacy

We advocate the interests of our economy within QPRC and to external government and government-funded bodies such as Destination Southern NSW, the Canberra Region Joint Organisation, Regional Development Australia and the Department of Primary Industries and Regional Development.

Investment attraction

We build the case for businesses to open, relocate and expand in our region, showcasing our strengths and opportunities.

Industry development

We provide industry development resources to support our local businesses through queanbeyanpalerang.com.au/industry and capacity building workshops around the LGA.

Business Survey

We have introduced an annual business survey to help us measure sentiment, understand how we can improve Council processes and to help us design our team's programs and projects.

Referral service

The business support services ecosystem stretches across all levels of government and third parties. If we can't help, we'll connect you with the best person in Council, or with an external provider, to assist.

PLACEMAKING

Place activations

We contribute to the liveability and visitation of our towns by supporting events and activations that increase foot traffic and encourage commercial activity.

Place management

We work with other QPRC departments to design and maintain our public spaces to ensure they are desirable places to run a business, work, live and play.

Vibrant town centres

We support thriving CBDs by sharing the important message of buying from our local producers, retailers, hospitality and service providers through our annual Shop & Win program in Braidwood and Bungendore, featuring over \$20k worth of prizes and with free participation for local businesses.

BRAIDWOOD SALEYARDS

Our team operates the Braidwood Saleyards to support our agriculture sector and bring together primary producers from some of the region's more remote corners.

RECOVERY & RESILIENCE

Through challenges such as bushfires and COVID, our team delivers a range of support activities including grants programs, adaptation mentoring and marketing workshops. During the aftermath of the 19/20 bushfire season, we established a Bushfire Recovery Centre with a dedicated staff member assisting local businesses.

GRANTS

Council provides access to Grant Guru, allowing local businesses to set up automatic alerts for relevant grants. Our Grants Officer offers some support and advice to our businesses applying for grants.

MARKETING & TOURISM

Destination development

We work to build our towns and the surrounding region as a sustainable, growing tourism destination that enjoys the support of our local community.

Destination marketing

We market our visitor experience offering to select target markets in the ACT and regional NSW, with the objective of increasing visitor numbers, length of stay and expenditure. Annual visitor expenditure in Queanbeyan-Palerang (at Oct 2024) is \$740m per year, with a multiplier effect beyond this, throughout the supply chain.

Tourism product pipeline development

We work with the community and other government entities to progress game-changing pipeline project proposals for the visitor economy, such as:

- Monaro Rail Trail
- Molonglo Rail Trail
- Yanaga (Capital to Coast) Trail

The Q

We conduct the marketing and outreach programs of The Q - Queanbeyan Performing Arts Centre - a significant stimulus for the Queanbeyan CBD economy, particularly for local hospitality and retail offerings.

Digital marketing

We create content and run campaigns for queanbeyanpalerang.com.au and the Visit Queanbeyan-Palerang Facebook and Instagram channels to spread the news of our local businesses and tourism experiences.

Printed materials

We produce a range of printed materials to support visitors and locals explore this region including maps, town pocket guides and history trails.

What we do

QPRC ECONOMIC DEVELOPMENT

OUR MISSION IS TO NURTURE A DIVERSE, RESILIENT AND SMART ECONOMY THAT CREATES CHOICE AND JOB OPPORTUNITIES.

Strategic objectives

- 2.1 Our city and village CBDs are dynamic and thriving places that attract economic activity through the revitalisation of town centres, focus on tourism and improved digital connectivity.
- 2.2 Our unique regional identity and social and economic advantages underpin a growing economy and a thriving tourism sector.
- 2.3 Our business practices support a productive and efficient local economy by providing enabling infrastructure.
- 2.4 Our economy has access to education, training and learning opportunities.

[QPRC Delivery Program 2022-26](#)

Strategic documents

[Bungendore Place Plan 2024](#)

[Queanbeyan-Palerang Regional Economic Development Strategy, updated 2023](#)

[Queanbeyan-Palerang Destination Action Plan 2020-25](#)

[Queanbeyan CBD Place Plan 2020](#)

[Queanbeyan CBD Spatial Master Plan 2019](#)

[Queanbeyan CBD Retail Growth Strategy 2018](#)

[QPRC Tourism Plan 2017-25](#)

[Queanbeyan CBD Transformation Strategy 2017](#)

Connect

Braidwood & Villages Business Chamber
bavbc.com

Bungendore Chamber of Commerce & Industry
bungendore.com.au

Canberra Business Chamber
canberrabusiness.com

Canberra Innovation Network
cbrin.com.au

Enterprise Plus
enterpriseplus.org.au

Destination Southern NSW
dsnsw.com.au

Engage

Engage with the QPRC Economic Development team by [signing up to our email newsletter](#) for updates, events and news relevant to businesses in the area, and by [completing our business survey](#) to help us understand how we can better support your business.

Our team

Contact us at economicdevelopment@qprc.nsw.gov.au

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