



## MEDIA RELEASE

17 March 2010

### Growth in aviation industry targeted

The Fraser Coast Regional Council has appointed Mark Woodberry, from Regional Breakthroughs to help boost the region's aviation industry.

Regional Breakthroughs have a track record in aviation projects. They facilitated the creation of the Wide Bay Burnett Aviation Industry Investment Strategy for the Queensland Government.

The strategy helped harness the sometimes competing segments of the industry.

The consultancy will investigate the potential to develop the aviation industry on the Fraser Coast.

"We will be the conduit to link the aviation sector to the Council so each can gain a better understanding of each other," Mr Woodberry said.

"When Councillors understand industry needs and industry understands what the Council wants to achieve, there will be a better chance of achieving growth and development."

Action has been swift, Fraser Coast Mayor Mick Kruger said.

"Meetings have already been arranged with Tourism Queensland, Invest Queensland and Virgin Blue to discuss building our aviation industry," Cr Kruger said.

"The project will look at attracting new business as well as building on existing services and industry.

"So far we are taking small steps in a bigger plan to develop the Fraser Coast as an aviation centre."

Under the terms of the consultancy, Regional Breakthroughs will work with the Council project team to review existing aviation studies and master plans and recommend what should be incorporated into a Fraser Coast Aviation Strategy.

Regional Breakthroughs will also assist in developing Council's aviation response to the Fraser Coast 2031 – Sustainable Growth Strategy, the first step in drafting a single planning scheme for the Fraser Coast Regional Council area.

**ENDS**

---

**For media enquiries contact:**

Kevin Corcoran, Principal Officer, Corporate Communications  
Ph: 07 4197 4500 or 0409 724 803

Jan Rolston, Media Officer  
Ph: 4197 4464 or 0407 519 476