

WIDE BAY WORKFORCE

Advisory Council

Why We're Here

Bundaberg faces complex challenges in attracting and retaining skilled workers across multiple industries. The Wide Bay Workforce Advisory Council (WAC) was created to take a whole-of-community approach – bringing government, business, education, health, and community together to co-design sustainable solutions.

Our Shared Vision

To strengthen Bundaberg's capacity to attract and retain a sustainable, skilled workforce by advancing a whole-of-community approach that fosters collaboration, shared learning, and local leadership. Wide Bay Workforce Advisory Council will shape and drive strategies that position Bundaberg as a region where individuals and families choose to live, work, and thrive.

Our Objectives

- A skilled and thriving workforce supported by evidence-informed attraction and retention strategies.
- Stronger collaboration between industries, education systems, government, and community stakeholders to align efforts and build shared solutions.
- Increased investment in local, place-based initiatives that grow and retain talent.
- A whole-of-community strategy that reflects shared needs, local voices, and cross-sector commitment.

What We're Working On Together

- Developing and maintaining an adaptive and agile approach that responds to shifting needs and feedback.
- Providing a clear vision and strategic plan for workforce attraction and retention in the Wide Bay region.
- Supporting and strengthening programs that improve livability and work-life balance.
- Co-designing initiatives and tools that build visibility, engagement, and a strong regional identity.
- Supporting and empowering local and emerging leaders and organisations through advocacy and connection.
- Influencing local, state, and national policy with evidence and community-led data and insights.

How We Work

- Board Members: Provides vision, strategy, and decision-making.
- Essential Stakeholders: Advisors, specialists, and community voices who contribute as needed.
- Broader Network: Stakeholders and partners who stay informed and activate the work.

Our Goals

Short Term

- Develop and refine a shared needs statement to guide strategy and align efforts.
- Co-design practical outputs – tools, events, reports, and resources that support real-world implementation.
- Strengthen communication and reporting through storytelling, messaging, and outputs (e.g. service maps, summaries, briefings).

Medium Term

- Foster inclusive, place-based, community-led initiatives that improve retention, belonging, and mental wellbeing.
- Support diverse workforce needs, including partner employment and training.
- Build an implementation model that is flexible, agile, and sustainable beyond the life of WAC.

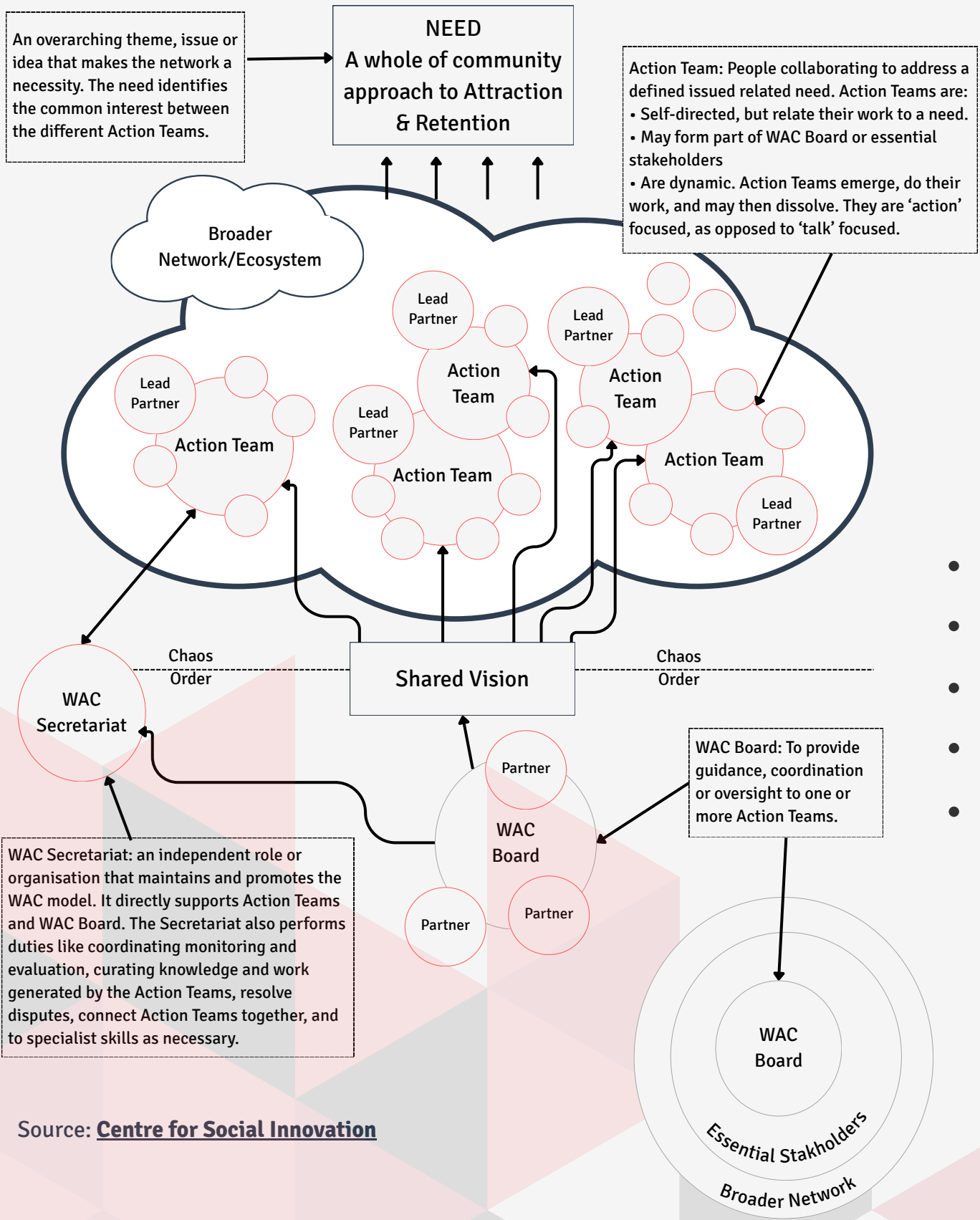
Long Term

- Promote Bundaberg as a lifestyle destination – highlighting family-friendly living, strong community networks, and quality of life to attract and retain workers and families.
- The Wide Bay has a strong, skilled and thriving workforce to support the whole of community through growth and adversity?

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Proposed WAC Model



Source: [Centre for Social Innovation](#)