



Mr Matthew Kelly
Charters Towers Regional Council

Wrangling the west when Bobs your uncle in Katter county!

Go out west they say, it will be great for you they say, until your there... and you realise its time to throw it all out the window, take the bull by the horns and approach our profession from an entirely new angle.

In many rural towns, land use documents and policies are often old, unimaginative and do not reflect contemporary practices. In addition, the need for robust and flexible frameworks are just what these towns need to allow them to adapt to changing economies and global trends. However, often organisational priorities and budgets turn their back on these critical documents. Adding to this is the growing concerns of population and economic declines. So what do you do?

You throw it out the window and let the magic happen. You take risks, allow for change and treat each customer as the next big Lendlease or BHP. You remove the jargon, take away the legislative crap and get to what your customers 'end game is'. This is what we have started at Charters Towers a city of 8,500 people. It's about allowing your community to deliver their dream in a way that's easy and simple.

Whilst planners work in a crazy world with complex legislation, the community doesn't understand nor care, especially in small rural towns. By acknowledging this and changing our approach, we have the ability to support our community and in turn enjoy the 'every day wins'. Whether you have helped the little old lady transform her shop front or assisted in a one into two, it's the journey and the customer experience that will be taken back into our community... and maybe too Bob Katter!