Rockhampton Region
Recovery from January 2011 Floods
Boat washes onto bridge
Advice to community:

- 2000 homes door knocked.
- Letters dropped to most affected properties with 9.4m warning.
- Flood maps prepared for 8.5m, 9.0m and 9.5m.
- Flood maps put up in every major shopping centre.
- Markers put in flood areas showing 8.0m height. Fluoro Paint on posts.
- Website with all information.
- Countless media releases and interviews.
Physical impacts:

- Major flood for 3 weeks (Above 8.5m – Peak 9.2m).
- 200 properties flooded.
- 2,000 properties inundated.
- 600 self evacuated.
- 187 registered at Evacuation Centre.
- Highway cut – 2 weeks.
- Airport closed - 3 weeks.
Outcomes

- No loss of life.
- No major injuries.
- No looting.
Hockey Grounds
Hastings Deering
Entrance to Rockhampton
Rockhampton Barrage
Economic impacts:

- Tourism devastated – 2 months
- Employees getting to work e.g. mines.
- Mining production devastated and lost revenue.
- Agricultural production – lost grazing pasture and grain.
- Council
  - Lost revenue from Airport.
  - $3 million budget impact (Non NDRRA).
Rockhampton Airport
Rockhampton Airport
Recovery strategies:

• Plan during and before end of flood.
• Get people back into homes.
• Promote Region as OK – Open for Business.
• Establish role for economic development organisation.
• Address Impacts on business such as motels, caravan parks and accommodation.
• Repair worst roads first.
• Open Bruce Highway.
• Effect repairs to airport.
Community Clean-up
Damage to our Region
Strategies for economic recovery:

• Investment Brief.
• Council planning – Planning Scheme - developers and investment attraction.
• Role of economic development organisation – business support.
• Market Region / Market Region / Market Region.
Rose Between Two Thorns
Damage to our roads
Damage to our parks & sporting fields
WE SURVIVED THE FLOOD,
but how we survive the aftermath is up to all of us...

Help us turn the tide and revive
our economy... Treat yourself to a massage or a new
hairstyle. Join a gym. Go out to lunch or dinner with your
friends. Buy those shoes you’ve been thinking about. Get that
fishing rod you’ve
need a new car,
always wanted. If you
buy local. Need a break?
Have a holiday in your
own backyard with your
family and friends. Buy
fresh local produce.

Our local businesses and
the people they employ
need your support – now
is the time to help transform
our local economy...

Want to know more about
local fundraising events?
Visit the Capricorn Events
website and upload your
local event or check out
what’s on in Capricorn.
Or visit the Capricorn
Holidays website for
some great local deals.
There’s some fantastic
Australia Day looong
weekend packages...

Be part of Queensland’s
third biggest Australia
Day Beach Party on the
Yeppoon Main Beach!

"Help us rebuild our community and grow our economy!"

List your community event:
www.capricornevents.com.au
Australia Day Specials:
www.capricornholidays.com.au