



Joanne
Keune
FOR MAYOR
2025

Moving Townsville forward:
A proposal for change

**MAYOR
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ACTION

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Together, we can build a brighter future for Townsville

To turn our big plans into action, we must start with teamwork. Over the next two years (before the 2028 election), I will prove I can deliver for Townsville—and bring an end to division.

Immediate priorities: 10-Point 2-Year Plan

1. **Bring Back Council Committee System**
2. **Committees will create better company procedures** and necessary collaboration between staff and elected representatives (currently the Council is stagnant)
3. **Empower councillors to speak up** and serve their suburbs with greater impact
4. **Get back to basics:** begin with fixing potholes and restoring street-lighting
5. **Investigate and repair** watering systems for our gardens—GREEN TOWNSVILLE again
6. **Work with private sector and businesses** to implement a plan to revive the Mall
7. **Maintain Rates** with only CPI increase for next 2 yrs
8. **Secure and take ACTION** to complete Burdekin Pipe Line
9. **Innovation Task Force** established Chaired by Mayor
10. **Fight for Stage 2** of the Civic Theatre and other required cultural infrastructure

The IMMEDIATE Plan

1. FIX the Council



1. FIX THE COUNCIL STRUCTURE

RE-INSTATE COMMITTEES

Immediately re-institute the , long-proven Council Committee system. It was removed and the Councillors did not show leadership and re-introduce it. This is the system whereby your elected representative sits on a Council committee. This system maintains collaboration between the Council employees/staff and you the people via your elected representative.



2. Empower 10 Councillors

10 voices not one.

Committees will bring back responsibility for Councillors. Councillors will be available at their local shopping centre on the 1st Saturday of each month to discuss your neighbourhood issues. Councillors will have a media voice and be active in the community.



3. Workers must be taken care of to have an effective proud Council.

Satisfy the workers

Taking care of workers is integral to a successful business or Council. Last Pay increase to Mayor, will be revoked. Reinstall a pride in Townsville City Council employees in working for the Council.



3. Meet with all Council employees and Directors - ascertain labour requirements & build pride in TCC.

Listen to the workers.

Build repour. Meet with Directors and Councillors one on one, then workers - inspire hard work & joining together to get Townsville back on track.

The IMMEDIATE Plan

2. Budget & Infrastructure Priorities



1. SEWERAGE

Shared Community
commitment to budget

A cities sewerage system is one of the most important systems for a functioning city. Townsville's sewerage system was once expressed as "equal to the Romans". A clear plan must be shared with the community and a commitment from rate payers for this priority.



2. Roads

And not just the potholes... but a road network built for half the number of cars. And what is going on with our out of sync lights everywhere ? Rubbish on the ring road causing accidents ? What is going on?



3. Water (maybe priority 1 always ?)

Stop talking about Stage 2 of the Burdekin pipeline - DO IT !

Let's stop waiting for money from the Federal or State Government, and ACTION completion of Stage 2 of the Houghton Pipeline. Water security is an ongoing priority for our Dry Tropical region.



4. HOUSING

A basic human right and priority.

If it affects members of our community - it is a local issue ! We will not shrug off responsibility with "it's a federal or state responsibility". There is a housing Crisis. An inventory will be done on ALL empty houses & suitable buildings toward immediate solutions for so many in need.



5. Bring back the International airport.

As the largest regional city in NQ - we warrant an International airport

Lobby Qantas to bring back their direct flights to Bali as a start to an improved flight system in Townsville.

The IMMEDIATE Plan

3. Community Cultural Development



1. Tree Register

Shared Community
commitment to budget

Townsville will stop cutting down its heritage listed trees but instead plant new Fig "Walking Trees" – celebrate and promote them and other Native Australian flora and fauna. Our green spaces are critical. We will increase community gardens and bring back Entertainment in the Parks to rotating parks each Sunday.



2. Concert Hall & other necessary arts infrastructure.

A fight back for all that we have lost in the Arts !

The State Government admitted the last 10 yrs has been a focus on Cairns with investment in arts development. It's Townsville's turn ! We need a home for the Great Barrier Reef Orchestra, Youth Theatre and large visual arts workshop space.



3. Eco-tourism

New diverse rich experiences available for locals & Visitors

TCC will work with private operators, other parties and the EPA to develop eco-tourism experiences. E.g. Walk the Cattleman's trail on Mt Stewart. Huge potential also for Aboriginal eco-tourism experiences.



4. Arts & Sporting Joint Marketing

Aim to see a 10% increase in participation & memberships.

So many great community organisations that simply need promotion. Free events, join a bowls club or give rock and roll dancing a try. Council to encourage people to get off their devices and have face to face interaction and support from clubs & activities.

And of course - much more reactionary positive support

Introduction

Dear Townsvillians,

We live in the undeniable capital of North Queensland—our great city of Townsville. But right now, Townsville needs your help.

Our city has been stuck in a period of stagnation. This election is our chance to get moving—to empower our citizens, our organisations, and our community to once again become the vibrant heart of North Queensland.

We don't need another consultancy report gathering dust in a council drawer. We already have enough plans and ideas. What we need now is action.

It's time to make informed decisions, take bold steps, and get this city moving again.

I am a solution-focused leader, ready to bring people together—to listen, collaborate, and find common ground. Together, we can move Townsville forward with purpose and action.

Joanne Keune



- Lawyer
- Masters of Education
- Small Business Owner
- General Manager – Dance North
- Community Cultural Dev. Officer – Townsville City Council



KEUNE IN ACTION



Speaking at District Regional Rotary conference.



Youth Conference coordinator



Public Speaking & Debating Coordinator.



In London at an International Shipping Conference as the Director of White Holly Expeditions. 140 ft Expedition vessel.



KEUNE initiated a Leadership Youth Conference to be based at TCC with all schools to encourage young people to know more about government.



"The standard you walk past is the standard you accept."

➔ Keune ACTION

Keune was out running one morning & came across 2 massive heritage listed trees that had been cut down. She posted on FB and was inundated with response. Next a media call was organised by Keune & an application to the Freedom of Information Act.





Community Unite

Townsville is culturally rich. At the centre of this is the knowledge and culture of our First Nations tribes. There is healing that must be committed to in our community to move forward as a strong united community. It begins with respect. KEUNE has the empathy, respect and skills to make this happen.

YOUNG SPEECHMAKERS



SIXTEEN students from Townsville's leading high schools have battled it out for the chance to represent North Queensland at the English Speaking Union public speaking state final.

Townsville Grammar School student Barnabus Juhasz won the competition, with Pimlico State High School student Aadi Prasad placing second and Jaeho Park, also from Pimlico State High, in third place.

All three boys were coached by Joanne Keune from Speakeze.

"It's like anything, specialised coaching greatly improves these students' skills," the communication coach said.

"I work with the individual students' style and enhance it. Some students are dramatic, some quiet, some funny. It's all about bringing their unique manner out in their speech."

"The students write their own speeches. It makes all the difference when they use their own words."

Audience member Julie Myles O'Brien said it was a great night.

"I've always wanted to come along, but just didn't get to it," she said.

"I can't believe how good the students were, how they memorised all those words. I would recommend attending to anyone."

The topic was "I don't need a friend who changes when I

change or who nods when I nod, my shadow does that much better".

Adjudicator Mike Reynolds said all the students were winners.

"The standard was very high tonight," he said.

"Each of you could have proudly represented our region at the state final. Tonight this path that each of you begin is representative of the path you will be on for the rest of your life."

Covid caused the cancellation of Rostrom Voice of Youth in 2020 which resulted in 800 young people across the state losing the opportunity to compete in a live public speaking competition.

"It was suggested the competition move to an online competition," said Ms Keune.

"Over the past 30 years I have witnessed a deterioration in young people's verbal speaking ability. Oratory education is critical for our upcoming generations."

When Rostrom Voice of Youth cancelled, Pimlico State High School encouraged Ms Keune to find another competition that students could enter.

The English Speaking Union flew two students to Brisbane for their age group finals recently and now will fly Barnabus Juhasz to Brisbane for the senior state final on Monday, August 9.



Communication workshop with refugee young people.