



## Frank Wilkie

Accessible. Responsive. Experienced.

Frank has a proven track record of putting residents first.

# Frank Wilkie For Noosa Mayor

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## Professional and Community experience

- ☑ Worked with four different Noosa Mayors, 10 years local government experience
- ☑ Served two terms as Deputy Mayor
- ☑ Chair, Council's General Committee
- ☑ Chair, Capital Works Executive
- ☑ Chair, Climate Change Response Plan Community Reference Group
- ☑ Councillor invitee on the Cooroy Future Group Board
- ☑ Graduate of the Australian Institute of Company Directors
- ☑ Former newspaper editor, journalist, and teacher
- ☑ Award for environmental journalism
- ☑ President Noosa Arts Theatre, since 2015, involved since 2001
- ☑ In 2015, for the 100th Anniversary of the Gallipoli landing, wrote "The Soldier", which was performed to 10,000 people on Noosa Main Beach
- ☑ Council observer, Tourism Noosa board, 2014-2020
- ☑ Involved with Noosa running groups
- ☑ Secretary, Noosa Gymnastics Club, committee member since 2007
- ☑ Director, Sunshine Coast Creative Writing Institute



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## Platform

1. Effective Services, Responsible Budgeting: Delivering quality services, infrastructure, and facilities, while keeping rates low.
2. Smart Development: Protecting against overdevelopment, reducing STA impacts in neighbourhoods, ensuring Noosa stays Noosa.
3. Traffic Solutions: Innovative strategies for traffic and parking relief with residents the priority.
4. Responsible environmental management: Evidence-based efforts to protect our natural assets: forests, beaches, waterways and wildlife.
5. Housing Solutions: Focused initiatives for residents on low to moderate incomes and community support.
6. Balanced Tourism: Noosa is a community first. Managing peak period influx in a way that respects Noosa's lifestyle, environment, and community identity.
7. Seizing Opportunities: Leveraging the 2032 Olympics and Paralympics to secure what we need: sporting and community facilities upgrades, improving all-abilities access.
8. Fostering Economic Diversity: Supporting the 7000 small businesses that support many residents' families, diversifying the economy and job prospects through innovative projects.

**I'm committed to creating an effective and accountable Noosa Council, one that listens and acts.**

*More details can be found t <https://frankfornoosa.com/franks-platform/>*



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### About Frank Wilkie

Mayoral Candidate for Noosa

Noosa has been adapting to rapid and constant change since de-amalgamation in 2014. Despite these pressures, Frank has been working via his role of Councillor and Deputy Mayor to maintain Noosa's sense of community connection, natural assets, and relaxed lifestyle.

He has a proven record over many years of protecting Noosa against overdevelopment, for responsible council service, and community involvement.

Frank gained his understanding of the Noosa Shire communities as a journalist and editor for local and regional newspapers from 1996-2007.

"My focus was always on understanding local issues and helping residents, and community and business groups achieve their aims and objectives," Frank says.

"I have been doing this in a consultative, service-focused way, independent of any party political membership or ideology."

### Frank's Experience in Council

In his over 10 years as a local journalist, Frank often reported on Noosa Council issues, but it was in 2007 when a Councillor resigned, that he decided to take a leap into the world of politics, or as he termed it "community service".

He was elected in the 2007 by-election to the Bob Abbot-led council, just before the then Queensland Premier, Peter Beattie, announced Noosa was to be amalgamated with Maroochy and Caloundra Councils to form the Sunshine Coast Regional Council.

Frank marched with 10,000 Noosa residents to Parliament House in Brisbane against the amalgamation. He did stand as Councillor for the amalgamated Sunshine Coast Council, but he was defeated and went back to journalism and teaching at a local school - a period he described as humbling and enlightening.





“It reminded me that our young people are so incredible and evolved. They inspire faith in the future, which is why we must do everything as custodians to leave Noosa in better shape than we found it.”

In 2013, 81 per cent of Noosa residents voted for de-amalgamation, following a campaign that was political, strategic, and well-organised.

It was a heady time, focused on an issue that united the community like never before.

Noel Playford became Mayor in Noosa’s de-amalgamated Council and Frank was elected as Councillor. Frank gained invaluable experience in what it takes to rebuild a financially sustainable council, from the ground up.

In 2016 he was elected again and appointed Deputy Mayor by colleagues under Mayor Tony Wellington. He was again elected in 2020 and unanimously appointed Deputy Mayor under Mayor Clare Stewart.

Frank chairs Noosa Council’s General Committee, which is attended by all Councillors, and is where key issues are debated, and where discussions are steered towards resolution.

He also chairs the Capital Works Executive, which oversees current and emerging infrastructure projects, and The Climate Change Response Plan Community Reference Group.

He served for six years as Council observer/liason on the board of Tourism Noosa in the turbulent de-amalgamation years and is the councillor invitee on the Cooroy Future Group board which runs the Cooroy Butter Factory Arts Centre and the Great Noosa Trail Walk.

Frank has never been a member of a political party and his political philosophy has always been “Noosa residents and environment first”.

“I respect that a small minority of Australians are members of political parties, yet they dominate state and federal governments. For me, being independent makes it



easier to ensure my loyalty and focus remains firstly on the needs of Noosa’s residents, the broader community, and the environment we all love.”

“It’s always about the issues, not the personalities. You can be robust with the topic while respecting everyone as members of this community, and always be prepared to listen.”

“Great ideas are great ideas, regardless of where they come from.”

## Young Frank

Frank grew up in the northern suburbs of Brisbane where musician Keith Urban lived across the street. Although the Urbans eventually moved to Caboolture, Keith’s guitar expertise inspired Frank to pick up a guitar as well.

Frank busked in the Brisbane Queen Street mall as a young man and still plays in a duet with friend Jo Hendrie at community events and aged care facilities.

Like so many other Aussies in their 20s, Frank responded to the call of adventure, and cycled around most of Australia, eventually working in the Whitsunday Islands, learning all aspects of hospitality.

It was on South Molle Island that he met his wife-to-be, Palmira, and together they purchased their home in Peregrin Beach in 1994. They have one daughter. Frank’s parents had already owned a unit in Peregrin Beach since the 1980s.

## Frank in the Noosa Community

Frank worked as a journalist for the now defunct Noosa Citizen, and later for the Sunshine Coast Daily and the Noosa News, at which he spent several years as editor. During this time he won an award for Environmental Journalism.

One of his tasks as a community theatre reviewer triggered his interest, and Frank joined Noosa Arts Theatre in 2001. He has since appeared in over 50 productions, directed and written plays, some of which have been performed around Australia.



In the 100-year commemoration of the Gallipoli Landing in 2015, Frank’s single actor monologue, “The Soldier”, was performed to 10,000 people on Main Beach in front of the Noosa Heads Surf Club.

“It was an honour to be entrusted by the Tewantin Noosa RSL to create that work,” Frank said.

Other highlights include treading the boards in a David Williamson play “Charitable Intent” with David and Kristin Williamson, at the inaugural Noosa Long Weekend.

Frank has served as President of the Noosa Arts Theatre since 2015 and been involved since 2001. He pays forward his good fortune by encouraging aspiring actors, writers, and directors of all ages and also serves as the Secretary for the Noosa Gymnastic Club where he has been involved since 2007.

“Gymnastics is a fantastic foundation for all sports and, like theatre, a brilliant way of integrating the physical, mental, emotional development of young people.”

Frank also serves as a Director of the Sunshine Coast Creative Writing Institute co-founded by Shelley Davidow, Paul Williams, and Annie Grossman of Annie’s Books at Peregian. The Institute offers writing workshops and book launches, and has hosted forums with artist, cartoonist, and poet Michael Leunig.

###

For more information, you can contact Frank directly:

Phone: 0413 530 587

Email: [frank@frankfornoosa.com](mailto:frank@frankfornoosa.com)

Post: PO Box 117, Peregian Beach 4573



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## Achievements

I am truly proud to have worked on, advocated and voted for these initiatives:

### **STA/Development**

- The development and adoption of the Noosa Plan 2020, with provisions to limit the spread of STAs in low density residential neighbourhoods – completed, with further amendments due back from the State government for further public consultation.
- The development and adoption of Queensland's first local law to manage the impacts of STAs on residential neighbourhoods – completed, with ongoing reviews planned in consultation with residents.
- Consistently defending against over-scale and out of zone development.– ongoing

### **Fiscal Responsibility**

A zero-base budgeting protocol for Noosa's finances, ensuring minimal waste and financial sustainability – implemented, with ongoing consultation with council staff and public consultation on annual budgets.

### **Social Housing/John's Landing**

- In partnership with state agencies and NGO's, provided social housing and support services for 90+ men, women and children living in poor conditions at Johns' Landing camping ground. – completed.
- The purchase and rehabilitation of John's Landing Camping ground – completed, with further plans to create a community asset at this location.
- Housing Strategy actions to build social/community dwellings at Tewantin and Cooroy in partnership with the State and a community housing provider. – construction due to begin this year.
- Housing strategy actions enabling the State to build more social housing units on their land. – awaiting notification from the State Government.

### **Tourism and Event Management**

- Limiting the number of commercial events on Noosa's Main Beach – implemented and to be reviewed.



- Long-term tourism management via the Destination Management Plan – with a final draft to be completed after public feedback after the March election.

## **Traffic**

- The expansion of the no-charge bus services to include all weekends. – implemented.
- The addition of an extra loop bus during Christmas and Easter Holidays that operates every 15 minutes between 7am and 7pm, then every 30 minutes from 7pm to 10pm. – implemented.
- Planning for transit lanes for buses, park and rides, paid parking solutions that prioritise access for residents. – ongoing

## **Community Facilities**

- Expansion of the Community/Sporting Club Grants and Environmental Grants programs – completed.
- The upgrade of the Tewanin and Cooroy Sporting Complexes – underway.
- The construction of the Olive Donaldson pavilion at Tewanin Sports Complex. – implemented.
- The upgrade of the Noosaville Library. – implemented
- The shire-wide program of upgrades to disability compliant bus shelters – ongoing
- The design and construction of the Hinterland Adventure Playground at Cooroy – completed.

## **Roads**

- The sealing of the Dr Pages Road, hinterland loop – completed
- The sealing of Teewah Road and Hector Street in Boreen Point – completed
- The sealing of Ambulance Street in Pomona – completed

## **Environment/Access**

- Award winning boardwalk at Noosa Heads
- The restoration of a series of oyster reefs in Noosa River in partnership with the world's leading environmental science group, The Nature Conservancy. – ongoing





- Better long-term protection for our beaches through the Eastern Beaches Foreshore Management Plan – actions to be implemented this year.
- The upgrade of the First Point to National Park boardwalk – completed
- The upgrade of Trail Five linking Pomona to Cooran – completed.
- Creating the Noosa Shire Waste to Resource Strategy – due for implementation this term.
- The retrofitting of all council buildings with solar panels, saving ratepayers hundreds of thousands of dollars each year in power costs. Completed
- Yurol Ringtail Forest – partnership between QLD State Gov, HQ Plantations, Noosa Parks Association and Noosa Council to convert 2400 hectares of former timber plantation and state forest into conservation estate and eventually National Park to create a continuous wildlife corridor linking Tewantin to Pomona. – underway

### **Developing Technological Expertise**

The establishment of the Peregrian Digital Hub, fostering the growth of digital/creative industries – completed

Over the last 10 years it has been a privilege to represent the people of the Noosa Shire as both Councillor and Deputy Mayor.

I have lived here for 28 years and during that time I've been an active member of the community, involved with many groups and serving the community in a variety of roles including journalist, school teacher and local government councillor.

It shouldn't be surprising then that I have met thousands of locals. They know me and understand that I am here to help them solve problems whenever I can, and to champion projects that are for Noosa's greater good.

The Noosa Shire is diverse, comprising rural areas, townships, coastal residential areas, and tourist zones. Each area is worthy of the attention of the Mayor and Councillors, and single issues pushed by the loudest voices should not overshadow other worthwhile initiatives and real needs.





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## Recent Media

92.7 Mix FM Interview [5 Feb 2024]

<https://frankfornoosa.com/interview-with-mark-caroline-on-92-7-mix-fm/>

Network 10 Newsbites [18 Feb 2024]

<https://frankfornoosa.com/network-10-interview/>

Frank Wilkie to Run for Mayor [Noosa News]

<https://noosatoday.com.au/news/07-08-2023/frank-wilkie-to-run-for-mayor/>

Deputy Wilkie steps up for mayoral bid [Noosa Matters]

<https://noosamatters.com.au/deputy-wilkie-steps-up-for-mayoral-bid/>

Noosa Deputy Mayor Address To Solar For Strata Launch

<https://www.zeroemissionsnoosa.com.au/news-2/2022/3/2/noosa-deputy-mayor-address-to-solar-for-strata-launch>

John Caruso “Everyone Has A Story” Podcast [2018]

<https://frankfornoosa.com/john-caruso-podcast-frank-wilkie/>

## Articles

Achievements

<https://frankfornoosa.com/advocating-for-noosa-shire-wide-projects-and-initiatives/>

Who Lives In the Noosa Shire

<https://frankfornoosa.com/who-lives-in-the-noosa-shire/>

Action vs Words: 2019 Vote To Adopt the Noosa Plan

<https://frankfornoosa.com/action-vs-words-2019-vote-to-adopt-the-noosa-planning-scheme/>



Shout Out To New Noosa Residents

<https://frankfornoosa.com/shout-out-to-new-noosa-residents/>

Putting the Brakes on Vexatious Complaints

<https://frankfornoosa.com/putting-the-brakes-on-vexatious-complaints/>

The Important Relationship Between Mayors and Their Council CEO

<https://frankfornoosa.com/the-important-relationship-between-mayors-and-their-council-ceo/>

Community Grants Program Opens February 1st

<https://frankfornoosa.com/noosa-council-community-grants-program-open-1-february/>

Noosa's Influential Young People

<https://frankfornoosa.com/noosas-influential-young-people/>

Noosa Hinterland Communities

<https://frankfornoosa.com/noosa-hinterland-communities/>

Combining Forces For The Greater Good

<https://frankfornoosa.com/combining-forces-for-the-greater-good/>

Keep it Real - Noosa Housing

<https://frankfornoosa.com/keep-it-real/>

Shaping the Future Now

<https://frankfornoosa.com/shaping-the-future-now/>

Landing a Monster

<https://frankfornoosa.com/landing-a-monster/>

Gaining Perspective

<https://frankfornoosa.com/gaining-perspective/>

Combining Forces For the Greater Good

<https://frankfornoosa.com/combining-forces-for-the-greater-good/>



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## Photo Library

Select a thumbnail to view and download the full size image:





## Contact Information

Frank welcomes media enquiries regarding his candidacy for the position of Noosa Mayor, and other issues relating to the Noosa Shire.

Phone: 0413 530 587

Email: [frank@frankfornoosa.com](mailto:frank@frankfornoosa.com)

Post: PO Box 117, Peregian Beach 4573

Website: [frankfornoosa.com](http://frankfornoosa.com)

Facebook: <https://www.facebook.com/FrankforNoosaMayor>

Instagram: [https://www.instagram.com/frank\\_for\\_noosa\\_mayor/](https://www.instagram.com/frank_for_noosa_mayor/)

LinkedIn: <https://www.linkedin.com/in/frank-wilkie-51b391117/>