

INVEST MACKAY



REGIONAL
INVESTMENT
PROSPECTUS





OUR LOCATION, CLIMATE AND NATURAL BEAUTY OFFER INCREDIBLE
OPPORTUNITIES FOR INVESTMENT, GROWTH AND LIFESTYLE BENEFITS.



DIVERSIFIED
SUSTAINABLE
VIBRANT



Council has a determined focus on setting and supporting an active economic and industry development agenda.

MAYOR'S FOREWORD

The Mackay region was forged on the back of the sugar industry and in recent years has matured and diversified in to the resource service hub of Australia. We are home to one of the largest coal terminals in the world that accounts for over 7% of the total global seaborne coal exports and we also produce over one third of Australia's sugar.

While we possess this strong and resilient economic foundation, we continue to leverage off our natural advantages and look for emerging opportunities.

Investment opportunities are ripe throughout the region and council has a determined focus on setting and supporting an active economic and industry development agenda. This focus is supported by Council's suite of development incentives which measure up to the best in the country.

Of equal importance to the strength of our economy is the strength of our lifestyle choices. In recent years, there has been considerable investment by council to improve the region's appeal as a wonderful place to call home. With an enviable natural environment and the lifestyle offerings of a major capital city, there are few places that compare.

Sometimes we forget that a city's most valuable asset is its people. With such diversity and a strong multicultural population, our sense of community enables us to come together to support people of all culture, beliefs and backgrounds. #MackayPride conveys that message and cements a culture of inclusiveness, social cohesion, community pride and opportunity.

As a fifth generation local, I am enormously proud of this region and know that we are well placed to attract new investment and develop partnerships to capitalise on the enormous economic opportunities in the years to come.

Greg Williamson
Mayor – Mackay Regional Council



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REGIONAL SNAPSHOT

Mackay's employment, investment and development opportunities, buoyant economy and lifestyle attributes are just some of the many positive aspects that encourage people to live, work and play in the Mackay region.

The region has experienced the most prolonged period of growth in recent history and Mackay has established itself as a modern, regional city.

The region's growth is fuelled by the strength of our diversified economy, led by our globally recognised engineering resource sector, resurging agribusiness, and growth in construction, education, logistics and tourism.

Mackay is the gateway to the rich coal deposits in the Bowen and Galilee Basins and hosts much of the engineering, manufacturing and resource service industries supporting the wider Mackay-Isaac-Whitsunday economies.

Only an hour's flight from Brisbane, the region boasts many benefits of a fast-growing coastal city. Its coastal location is complemented by its spectacular natural environment, which includes 31 beaches, a picturesque blue river and pristine rainforest hinterland. Mackay also boasts easy access to the world-famous Whitsunday Islands, a group of 74 pristine islands in the heart of the Great Barrier Reef.



**\$61,718 REGIONAL
GRP PER CAPITA**



SINCE 2005



WORKERS



**IN MANUFACTURING
AND RESOURCE SECTORS**



WHY MACKAY

Our economy is driven by an innovative and productive business base from a number of key industry sectors including resource services, agriculture, tourism, education and health.

- Our comprehensive industry base and depth of population services provide a diverse, stable and growing regional economy.
- Our economy continues to diversify through our emerging and growing industries such as engineering and robotics, bio futures, multi-modal transport and freight distribution and Agritourism.
- Our location, climate and natural beauty provide incredible opportunities for investment, growth and lifestyle benefits.
- We possess a varied and affordable range of commercial, industry and residential real estate supply.
- We are one of the most innovative and recognised agricultural regions in Australia and provide over a third of Australia's cane sugar.
- We have experienced the most prolonged period of growth in recent history which has established Mackay as a modern, regional city with a breadth of assets to support economic and business development.
- We are the primary service hub to the world's largest coal deposits in the Bowen Basin and Galilee basins and are home to one of the largest coal terminals in the world that accounts for over 7% of the total global seaborne coal exports.
- We are home to the 450 hectare Paget industrial estate and possess over 300 hectares of future industrial land.
- We have access to major transport infrastructure, including air, rail, national highways and port facilities, connecting Mackay to the world.
- We have an engaged group of community and industry leaders and a regional focus on growth and investment coordinated by the Greater Whitsunday Alliance (GW3).
- We are Wotifs Australian Town of the Year and have over 1,500 job vacancies across most employment sectors.

FACILITATING DEVELOPMENT AND BUSINESS SUPPORT

The Mackay Regional Council provides a range of incentives and support to facilitate new development in the region and support business expansion.

Facilitating and supporting development for the growth, progression and increased liveability of the Mackay region is one of our leading objectives.

Mackay Regional Council is seeking sustainable economic growth that will generate employment, diversify our economy and value-add to existing businesses and industry.

The policy applies to targeted development including:

- Major development within the Mackay City Centre
- Major industry development in Paget, Marian, Mirani, Sarina, Slade Point and Glenella industry areas
- Aged care and retirement living
- Rural based and nature based tourism
- Commercial and retail development in urban areas
- Community facilities
- Residential development in urban areas



Facilitating development in the Mackay Region Policy outlines a number of key incentives and facilitation initiatives to encourage development in our region.



DEDICATED POINT OF CONTACT



The 'First Point of Contact' officer will work with project proponents to assess project suitability, facilitate access to the relevant areas of council, calculate the economic benefits and look at support options from project inception to completion.

ACCELERATED ASSESSMENT

Council is dedicated to cutting red tape and reducing your time and holding costs by providing **accelerated assessment for desirable development applications**.

SPECIFIC INCENTIVES



- > Delayed payment of charges
- > Development application fee refund on completion
- > Service connection fee discount
- > Concession on car parking rates in the City Centre
- > Reduction in Food License and Trade Waste fees

REDUCED INFRASTRUCTURE CHARGES

Council is offering concessions on infrastructure charges of up to 75% based on the net charge amount for new development.



BUSINESS SUPPORT



Council has delivered a number of initiatives to support business investment and expansion:

- > **Export Ready Program** - Providing leading international trade specialists to deliver an Export Ready Program for local businesses.
- > **International Trade Missions** - Providing access and funding towards establishing international connections and investment opportunities through trade missions.
- > **Façade Improvement Scheme** - Working with property owners to facilitate upgrades to commercial building through matched funding when utilising local contractors.
- > **Dedicated point of contact** - The 'first point of contact' officer can provide assistance with negotiating council approval processes, business opportunities as well as making connections with industry groups and professional contacts.
- > **Business Partnerships** - Providing support and funding to key industry groups and bodies.



LIFESTYLE AWAITS

Enjoy a fresh, stimulating lifestyle with plenty of space to work, rest and play. The region's 66,484 square kilometres encompass a diverse natural environment which includes a picturesque blue-water river, secluded beaches, a seaside marina and pristine rainforest hinterland.



Mackay is one of Australia's fastest growing, most idyllic regions, where lifestyle and prosperity are the daily currency.

- > One of Australia's fastest growing regions that offers affordable "big city standard" services and housing in a compact destination.
- > Central location with ease of access by air, road and rail makes Mackay ideally located in an accessible central coast Queensland location.
- > The fifth busiest airport in Queensland, Mackay is serviced by more than 110 flights weekly, with more than 70 of those providing the 1.5 hour flight between Brisbane and Mackay.
- > An impressive array of affordable quality accommodation, a purpose-built convention centre, hotel conference and meeting facilities and unique off-site dining venues.
- > With 31 beaches, pristine rainforests and easy access to nearby islands, Mackay region offers an idyllic work/life balance.



Mackay's new and improved bus network went live in 2016. The new bus network extends bus routes and connections, and increases frequencies to in-demand destinations.

CLIMATE

The Mackay region's hot summers and mild, sunny winters make its climate one of the best in the world.

Average daily temperatures range from just over 22C in the winter months of June to August and up to 30C during the summer months from December to February.

ACCESSIBILITY

Mackay is one of Queensland's most accessible regional destinations by air, road or rail.

Affordable and frequent air services into Mackay Airport enhance the destination's appeal as a business and leisure destination, with access to anywhere in the world.

Sitting astride the Bruce Highway, Mackay also has excellent road connections. Rail access is also available via Queensland Railway's 'Spirit of Queensland' train service which travels the state's coastline with five returns services per week from Cairns to Brisbane and all regions in between.

The Mackay region is serviced by Mackay Transit Coaches, which provides daily, quality public transport options across the region.

SPORTING

The Mackay region has a thriving and active sporting culture and is home to more than 130 sporting associations.

The city has Queensland representative teams in basketball, rugby league and netball. The range of sporting groups on offer is both large and diverse, including horse riding, shooting, athletics, boxing, cricket, darts, fishing, football, golf and much more.

The region also boasts seven aquatic facilities, which are regularly used all year round, including the Bluewater Lagoon (Mackay), Memorial Swim Centre (Mackay), Pioneer Swim Centre (North Mackay), Sarina and Mirani Swim Centres, cable ski park and an aqua fun park.

In 2011, the Mackay region opened a new \$11 million sports stadium, BB Print Stadium Mackay, which regularly hosts games and concerts at a national level. The stadium is home to Mackay's Queensland representative team in rugby league and can accommodate 12,000 people in total.

**MACKAY EXPERIENCES on average
261 days of sunshine a year.**

REGIONAL ECONOMY

Living and doing business in the Mackay region is affordable and relaxing. As a growing regional city, there is a broad range of readily available commercial, industrial and residential real estate supply.

Our recent growth has left the region with a depth of infrastructure and assets to support economic and business development. With more than \$2 billion worth of projects currently approved or under development, the Mackay region is positioned to further capitalise on its recent growth and take advantage of its status as a new age regional city.

The combined Mackay, Isaac, Whitsunday (MIW) gross regional product is \$15.9 billion which represents approximately 2.5% of Queensland's economy. The key contributors to the MIW regional economy are mining (\$5.69 billion), real estate (\$1.55 billion), construction (\$913 million) and manufacturing (\$742 million).

Over the past five years the MIW region has experienced positive economic growth, with the gross regional product per capita jumping to \$93,870 in 2017.

EMPLOYMENT

The local industry provides 44,470 regional jobs. The key contributors to the region's employment are retail trade (5234), manufacturing (4842), health care and social assistance (4596) and construction (4129).

We boast an innovative business community, demonstrated by ranking eighth highest for registered patents per capita in Australia.

Not-for-profit organisations, such as StartUp Mackay and Split Spaces Mackay, are providing increased opportunities for start-up businesses to nurture and develop their businesses in the region.

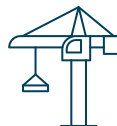
THE KEY CONTRIBUTORS TO OUR REGIONAL ECONOMY ARE:

MIW GROSS
REGIONAL PRODUCT

**\$15.9
BILLION**



**REAL ESTATE
\$1.55 BILLION**



**CONSTRUCTION
\$913 MILLION**

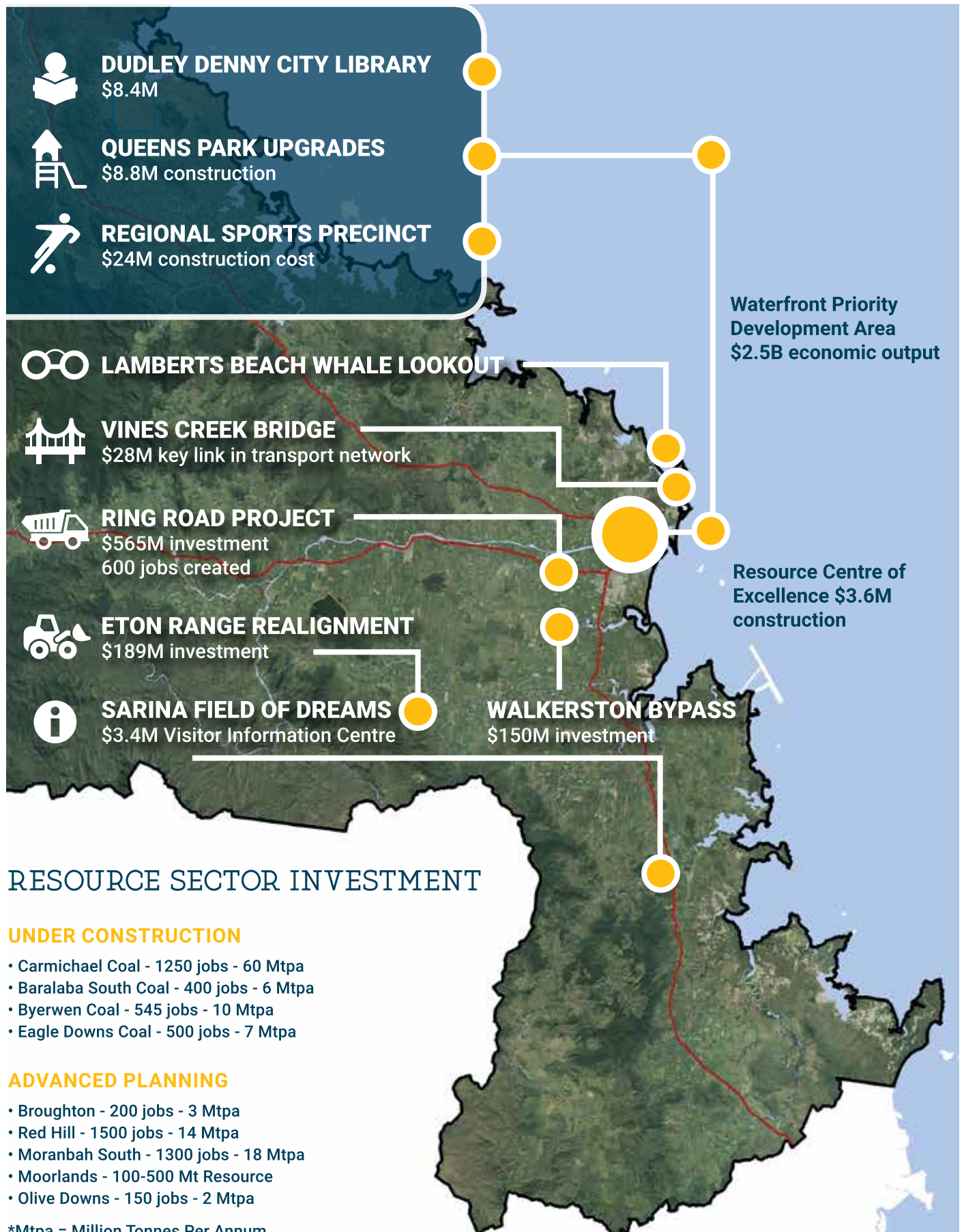


**MANUFACTURING
\$742 MILLION**



**MINING
\$5.69 BILLION**

SIGNIFICANT GROWTH & DEVELOPMENT





RESIDENTIAL RENTAL SUPPLY

The rental market in Mackay provides affordable opportunities for all desired housing types.

Mackay's median weekly rental prices are as follows:

- > three bedroom house: \$330
- > three bedroom townhouse: \$320
- > two bedroom unit: \$230

Mackay's rental market provides more affordable housing choices in comparison to other regional centres, including Rockhampton and Townsville.

Comparison to other regional cities is provided below:

	3 bed house	3 bed townhouse	2 bed unit
Mackay	\$330	\$320	\$230
Rockhampton	\$270	\$330	\$210
Townsville	\$290	\$310	\$248

Source: REIQ Queensland Market Monitor Issue 39 - June 2018 Quarter

RESIDENTIAL SALES SUPPLY

Mackay's median house price is \$335,000 and \$218,000 for units and townhouses.

The stable housing market provides sought-after housing affordability and allows for a sustainable balance between income and living costs.

INNER-CITY LIVING

Mackay has an inventory of more than 2000 rooms of 3.5 star standard and above accommodation, offering both short and long-term accommodation.

More than 500 of these rooms are located in the Mackay City Centre and provide direct and convenient access to all the City Centre services, including business, hospitality, entertainment and free high-speed WiFi.

Mackay's inner-city living opportunities allow for employees to live, work and play in a single location without the need to be motor vehicle reliant.



The combined
Mackay, Isaac and
Whitsunday GRP is
\$14.93 BILLION
equating to \$89,504
per capita.

COMMERCIAL SUPPLY

The Mackay City Centre is the region's principal business hub and offers affordable commercial space for sale and lease at very competitive rates.

Mackay City Centre provides excellent exposure and access to a range of professional services, including banking, accounting and legal firms. The City Centre also provides high-rise accommodation living opportunities with all the lifestyle benefits of a major capital city.

Over the past 18 months, Mackay City Centre has undergone an \$18 million capital works program, which included the revitalisation of the streetscapes, introduction of new public art, and revamp of building facades. The result is an reinvigorated vibrant business hub, offering essential businesses services and public events for the community. The Mackay City Centre is fully WiFi and NBN enabled and provides consistent download and upload speeds of up to 100 Mbps.

INDUSTRIAL SUPPLY

The Paget industrial estate is the heart of Australia's globally recognised resource and engineering sector, the service hub for the Bowen and Galilee Basin coal mines.

There is a variety of affordable sites in Paget available for both sale and lease. These readily available sites will cater to the needs of any business.

The region currently has more than 170 hectares of undeveloped serviced industrial land that is ready for development. More than 150 hectares of this land is located in the Paget industrial estate, the service hub for the Bowen and Galilee Basin coal mines.

Vacant industrial land sales in Mackay record sale prices as low as \$105 per square metre, which equates to less than half of the cost in Sydney and Brisbane.



KEY

INDUSTRIES

Mackay features a diverse industrial sector that is a world leader in mining equipment, technology and services (METS).

The regional economy is driven by an innovative and productive business community from a number of key industry sectors, including resource services, education, health, aviation, tourism and agriculture.

MINING EQUIPMENT, TECHNOLOGY AND SERVICES (METS).

The region was at the centre of the most intense and prolonged resource sector exploration, investment and development period in Australian history.

We feature a diverse industrial sector that is a world leader in the mining equipment, technology and services (METS). As one of the six key growth industries identified by the Queensland State Government, the Mackay's METs sector will continue to expand and capitalise on our role as the service industry hub of the Bowen and Galilee Basins.

Mackay has also been identified by Adani Group as being the key service centre for its \$21 billion coal mine project in the Galilee Basin. With significant growth expected, the region has ample industrial land supply to cater for the industry needs of any businesses locating to the region.

Coupled with a well-established industry and technology sector and a supportive industry network, the region's METs sector is going to continue to grow from strength to strength.

CONSTRUCTION

Mackay's construction industry contributes over \$1.8 billion to the annual regional economy and supports over 4,000 jobs.

Strong economic growth is driving demand for residential and commercial developments. Construction firms based in the region are at the forefront of innovative residential, commercial and industrial design and construction, bringing world-class expertise to the projects they undertake.

With over \$1 billion in major projects currently underway or due to commence soon, the construction industry will continue to be a major component of our regional economy.



AGRICULTURE

The region was settled as a sugar farming area and has since established an innovative and world-class agricultural sector. The region has valuable and strategic agricultural and grazing land, key labour specialisations, established supply chains and well regarded industry knowledge.

The Mackay region is one of the most recognised and innovative sugar cane growing and milling areas in Australia. Sugar cane cultivation forms the mainstay of the region's agricultural production with the region producing more than one million tonnes of raw sugar per year, equating to one third of Australia's cane sugar production.

Mackay also represents a key processing and storage centre for a broad range of other valuable raw and processed agricultural commodities (e.g. beef, horticulture, forestry, fibre and aquaculture).

The region holds an increasing stake in the expanding bio-industry sector. With access to a reliable feedstock, notably sugar and its bio-products, the region is positioned to capitalise on this growing market.

About 30 per cent of Mackay's electricity supply is currently created by Mackay Sugar, via a co-generation electricity plant fuelled by bagasse, a waste product from sugar cane crushing. The green energy electricity plant reduces Queensland's greenhouse gas emissions by 200,000 tonnes equivalent carbon dioxide (CO₂e) each year.

HEALTH AND ALLIED HEALTH SERVICES

Mackay includes the critical health infrastructure required to support the growing region and surrounding areas.

The demand for health services will continue to grow in the future with an aging population and increasing propensity for access to a higher level of health service.

The Mackay region currently has the following key health-related infrastructure:

- > Mackay Base Hospital
- > Mater Misericordiae Hospital Mackay
- > Specialist medical and health care facilities
- > Allied health services typical of a major regional city
- > Local health facilities in outlying urban areas, including Sarina, Walkerston, Marian and Mirani

Mackay Base Hospital recently received a \$408 million dollar upgrade.



EDUCATION

The region has an established, respected, innovative and growing education sector. It is a vibrant industry, with a range of different providers contributing to and supporting the expansion of other critical local industries.



The city has Queensland's first comprehensive university with a combined secondary school, TAFE and university curriculum. This partnership is a key factor in driving a collaborative and highly innovative education sector focused on the future and working with key local industries.

The university's School of Engineering and Technology provides engineering specialisations in Civil, Electrical, Mechanical, Mechatronics and Mining and works closely with local resource companies to train and supply future engineers.

Central Queensland University is also home to Split Spaces Mackay, a not-for-profit co-working space which nurtures innovation and entrepreneurship through incubation and accelerator programs.

The core education and training capabilities in the area are driven by a number of key institutions -

- > Central Queensland University (including a \$46 million Trade Training Centre and a \$16 million Engineering Centre)
- > A James Cook University Mackay Education and Research Centre located at the Mackay Base Hospital
- > Twelve (12) private schools: some of which include Whitsunday Anglican College, St Patrick's College, Holy Spirit College and Mackay Christian College
- > Numerous public secondary schools and a range of other primary school and education options.

TOURISM



World-class attractions, amenities and lifestyle factors provide an excellent environment for residents and tourists alike.

The region provides visitors and residents with access to a vibrant urban lifestyle, as well as a range of different lifestyle options, such as easy and convenient access to rural and regional areas.

The breadth and diversity of local culture, nature, dining and the arts makes Mackay an ideal destination for those wanting a relaxed holiday experience in both an urban and natural setting. Key attractions of the region include the Eungella National Park, Finch Hatton Gorge, numerous beaches, pristine coastal areas and close proximity to the beautiful tropical islands of the Great Barrier Reef Marine Park.

The tourism industry is a growing component of the Mackay economy with an estimated economic output of \$543 million in 2016. Over the twelve months from January 2015, the region attracted over 750,000 domestic and 40,000 international overnight visitors, equating to an estimated expenditure of \$300 million.

Our growing tourism market will present many opportunities for the advancement of tourism initiatives. The Eungella Hinterland is recognised as the best location in the world to see platypus and is perfectly positioned to grow as a key boutique eco-tourism destination.

With redevelopment plans for resort complexes at Brampton Island, Lindeman Island and Laguna Quays, the region is positioning itself as a key domestic and international tourist destination.



DID YOU KNOW, THERE'S OVER 101 THINGS TO DO IN THE MACKAY REGION!



Mackay has the only blue water river in Queensland.



Mackay has one of the largest collections of art deco architecture buildings in Australia.



You can enjoy a sunrise with wallabies on at Cape Hillsborough National Park.



Mackay's fresh and salt water fishing is world renowned and catching a metre plus barramundi is not uncommon.



Mackay is one of the most reliable spots to see the elusive platypus in the wild.



The region's national parks are Queensland's most ecologically diverse and home to Australia's longest stretch of sub-tropical rainforest.

Mackay boasts easy access to the world-famous Whitsunday Islands, a group of 74 pristine islands in the heart of the Great Barrier Reef.

KEY

INFRASTRUCTURE

The airport is strategically positioned as a business hub to service the resource-rich Bowen and Galilee Basins with volume-based operations and reliable jet services.

MACKAY AIRPORT

The Mackay Airport is a key driver for regional growth and one of the busiest airports in regional Queensland. Mackay Airport services more than one million domestic passengers per year and is well progressed with plans to offer international flights to New Zealand and beyond.

The Mackay Airport Land Use Plan was recently approved. The Land Use Plan proposes a \$900 million redevelopment of the Mackay Airport over the next 20 years. This redevelopment will underpin the airport's role as Central Queensland's multi-modal integrated transport hub and will introduce an aviation enterprise precinct, commercial precinct and terminal business zone.

The proposed upgrades will involve freight, logistics and distribution facilities and will allow the region's growing industries to access enhanced export opportunities and a wider market base.

The airport boasts a 152-room Ibis Hotel opposite the terminal, which includes eateries and a fully serviced bar. There are excellent ground transport connections to Mackay City, outlying regions and Whitsundays. A range of car parking options are available.



PORT OF MACKAY

The multi-cargo import and export port is ideally located just seven minutes from Mackay's City Centre. It's one of the largest multi-commodity ports in Queensland in terms of cargo throughput.

The port's capabilities include a heavy-lift wharf, a general cargo berth and marine infrastructure with AQIS approved wash down facilities.

Port of Mackay's current capacity is up to 600 ships a year, with a combined import/export cargo of more than six million tonnes per year (Mtpa).

The port offers competitive cost options for importation and exportation from the Bowen and Galilee Coal Basins.

As well as servicing coastal and international shipping, the port has a small craft harbour with tourist terminal, major marina amenities and public boating access.

The port is vital for fuel distribution to the resource sector, but also provides extensive opportunities related to resource service; and other port-related industrial, shipping and marine service activities.

The Port of Hay Point is one of the largest coal export ports in the world.

PORT OF HAY POINT

The Port of Hay Point is one of the largest coal export ports in the world and exported 115 million tonnes of coal in the 2015/2016 financial year. Comprised of two separate terminals, the port is linked to the Bowen Basin coal mines through an integrated rail-port network. Both terminals have rail unloading facilities, onshore stockpile yards and offshore wharves which are serviced by conveyor systems which allow deep water loading.

ROAD AND RAIL

Excellent transport infrastructure and accessibility to local and regional markets, via a combination of road connectivity (Bruce Highway, Peak Downs Highway and rail (passenger and freight), provide a strong foundation to support existing industries.

Planned major infrastructure developments, such as the Mackay Ring Road and the Bowen Basin Service Link will enable further improved efficiencies for local and other business alike, through lower transport costs and reduced negative externalities to residents and other user. These benefits flow beyond the resource sector to other horticultural and agricultural supply chain efficiencies.



RESOURCE INDUSTRY LEADER

The Mackay-Isaac-Whitsunday region's manufacturing sector currently contributes over \$3.7 billion to the regions economy and creates over 4,700 jobs.

Mackay is the resource services hub and is home to the world's most advanced, skilled and innovative resource service.

The Mackay-Isaac-Whitsunday region's manufacturing sector currently contributes over \$3.7 billion to the regions economy and creates over 4,700 jobs.

Mackay features a diverse industrial sector that is a world leader in the METs sector with proven strengths in resource fields, including safety, management, site closures and rehabilitation.

Mackay's strategic role as a key hub/logistic and export/ support service centre for the resource-rich deposits, and projects across the Bowen and Galilee basins, has provided the region a competitive edge due to our excellent track record, established infrastructure, facilities, business and knowledge and skill base.



In manufacturing sectors



Produced by manufacturing



In resource technology and innovation



Mining and Manufacturing sectors

SKILLED WORKFORCE

The Mackay region has a highly skilled workforce that is well represented in the resource and manufacturing sectors with more than 6540 jobs attributed across these sectors.

Local resource contractor services, such as G&S Engineering, WorkPac and Mastermyne, specialise in recruitment for resource jobs and labour hire and have a proven track record for servicing the region's resource sector with skilled employees.

The region also benefits from the Mackay Region Joblink, which is a free service for local businesses and residents to link employers with prospective employees from the local community.

PROVEN TRACK RECORD

Mackay's extensive business network has a proven track record of successfully delivering a broad range of significant resource projects.

From stacker and reclaimer installation to health and safety management systems, Mackay's broad business base can provide the expertise and workforce to satisfy the needs of any on-site mine operations.

Our resource services businesses and workforce hold vast experience in the resource industry sector and understand the changing demands of the resource industry. As Queensland's primary services hub, we have the experience and business know-how to help deliver innovative and cost effective solutions to the resource sector.



WHO'S ALREADY HERE?

Doing business in the region is made easier by our established business network, comprising a number of experienced and accessible Original Equipment Manufacturers (OEMs).

Located just 10 minutes from the City Centre, the Paget Industrial Estate is the epicentre of the resource services sector.

Some of Australia's major players call the estate home -

OEMS:

- > Komatsu
- > Hastings Deering (Caterpillar)
- > Joy Global
- > Orionstone
- > Sandvik

ENGINEERING CONSULTANTS:

- > Aecom
- > Aurecon
- > GHD Engineering
- > Worley Parsons

ENGINEERING SERVICES:

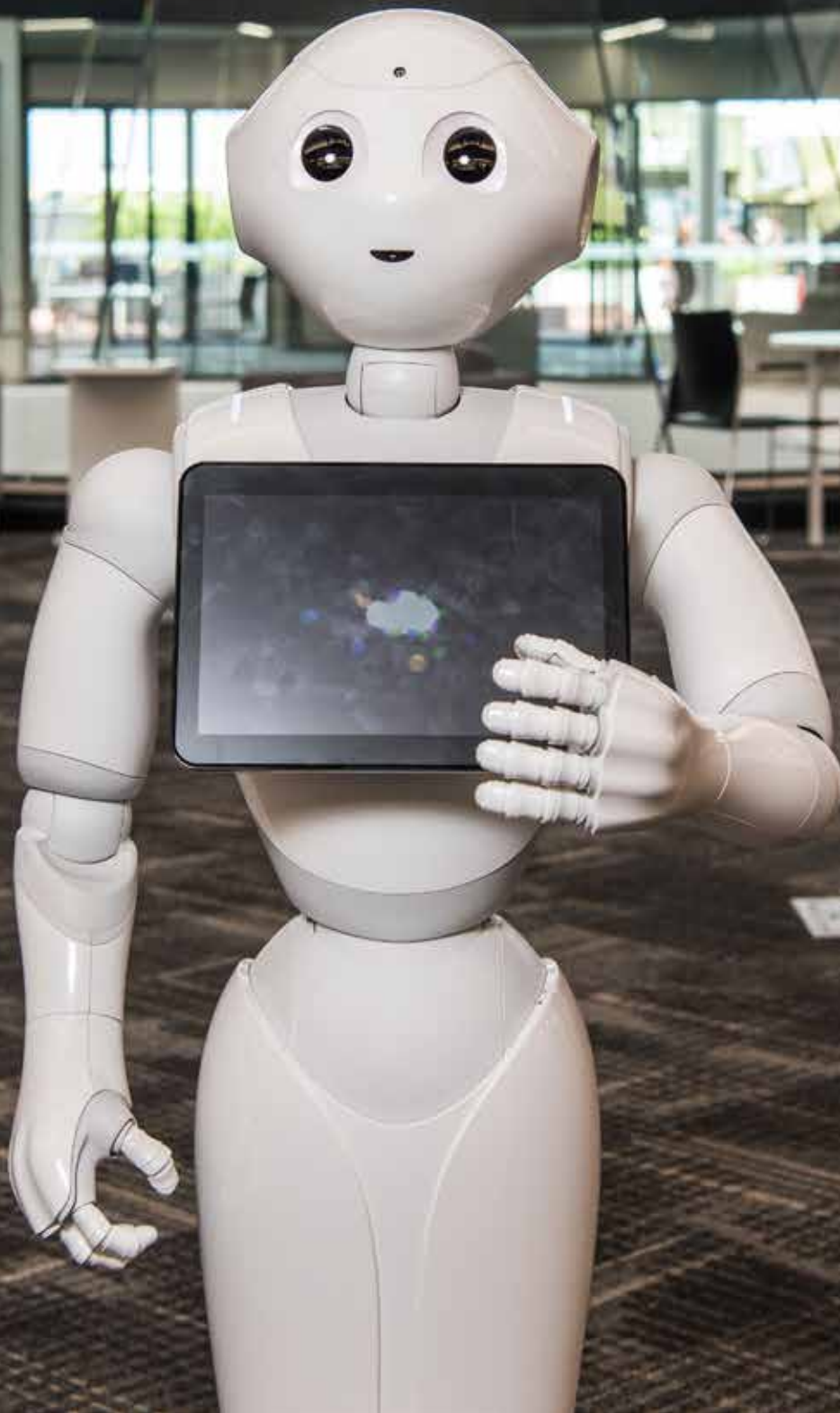
- > Downer
- > G&S Engineering Services
- > Mastermyne Group
- > Nepean Mining
- > Sedgman
- > Thiess
- > UGL Limited

SPECIALIST SUPPLIERS:

- > ACE Conveyors
- > AMP Control
- > Austin Engineering
- > Fenner Dunlop

The Paget Industrial Estate is comprised of more than 480 hectares of industrial land and is home to more than 500 registered businesses.

EMERGING INDUSTRIES



The region's economy has historically been built on the back of our sugar-cane and resource services industries; however we are continuing to grow a sustainable and diversified economic base with a broad range of emerging industries and investment opportunities.

ENGINEERING AND ROBOTICS

Mackay possesses an innovative and adaptive business community which is globally recognised as a world-leader in innovation, in particular, our resource service sector which presents numerous opportunities to export knowledge and technology globally. The creativity of the region's business community is reflected by our registered patents per capita which Mackay is ranked one of the highest in Australia.

The Central Queensland University continues to support the growth of the region's innovation sector through their School of Engineering and Technology which provides specialisations in Civil, Electrical, Mechanical, Mechatronics and Mining.

Mackay Regional Council and Central Queensland University also recently collaborated to bring Australia's first humanoid artificial intelligent robots to Mackay.

The local start-up business community is supported through not-for-profit organisations such as Split Spaces Mackay, Start-up Mackay and MakerSpaces.

The region's manufacturing sector currently contributes over \$3.7 billion annually to the region's economy and creates over 4,700 jobs.

AGRIBUSINESS

Mackay was built on the back of the sugar cane industry, however as domestic and international demand for food production continues to increase, Mackay is well positioned to diversify our existing agricultural base and capitalise on this growing market.

The region has a natural competitive advantage due to our proximity to the growing Asian market, year-round climate, productive soils, established supply chains and well regarded industry knowledge.

Opportunity also exists to expand our existing sugar cane industry base through the commercialisation and export of industry knowledge and the further production and value adding of sugar bio-products.

These natural advantages place the Mackay region in a very strong position to value-add to our existing agricultural base and capitalise on these growing opportunities.





BIOFUTURES

Biofutures has been identified as a growing global market and one that the Queensland Government have identified as a key industry of the future as part of its Advance Queensland Program.

The Mackay region is positioned to capitalise on this growing market given its access to bio-mass, notably sugar, access to market and established involvement in the industry. The region is at the forefront of Australia's bio-industry and is home to the QUT Renewable Biocommodities Pilot Plant co-located at the Mackay Sugar owned Racecourse Sugar Mill. The Pilot Plant is a pilot scale research and development centre that aims to develop biofuels and biocommodity products and processes that are commercially viable.

As the owner of three (3) of the region's sugar cane mills, Mackay Sugar, will continue to be a driving force in the industry. Mackay Sugar currently provide over a third of Mackay's electricity through their co-generation electricity plant fuelled by bagasse, a waste product from sugar cane. They also have a 20-year diversification plan that seeks to build on their current operations and further utilise milling product and by-products.

The region is also home to the Sucrogren BioEthanol Bio-refinery which is one of three commercial bio refineries in Queensland. The Sarina based bio-refinery is Australia's largest producer of sugar-based ethanol with capacity to produce 60 million litres of ethanol per year.



Biofutures will continue to grow in to a profitable world market on the back of future research and private and government collaboration.

MULTI-MODAL TRANSPORT AND FREIGHT DISTRIBUTION

The region's central location along the Queensland coast line provides Mackay an opportunity to develop as the major freight distribution hub for central and northern Queensland.

Excellent transport infrastructure and accessibility to local and regional markets, via a combination of road connectivity (Bruce Highway, Peak Downs Highway), rail (passenger and freight), port (Port of Mackay, Abbot Point and Hay Point) connectivity, and air links to key markets provides strong foundation to support existing industries.

Mackay is positioned within a 12 hour driving distance from most regional settlements along the Queensland coast line and provides the region a key opportunity to develop as a regional distribution hub.

Planned major infrastructure developments such as the Mackay Ring Road and Bowen Basin Service Link will enable further improved efficiencies for local and other businesses alike.

The approved land use plan for the Mackay Airport includes significant freight, logistics and distribution facilities which further improves the region's intermodal accessibility via road, rail, port and air connections.

TOURISM AND AGRITOURISM

The region is rich in natural tourism attractions including the world-renowned Great Barrier Reef Marine Park, Eungella National Park and Finch Hatton Gorge and a range of stunning sandy beaches.

Ongoing investment in social infrastructure continues to support the region's liveability and growing tourism industry. The region has a growing agri-tourism industry that continues to gain strength through farm based enterprise and initiatives such as the weekly Farmers Markets held in the Mackay City Centre.





MACKAY WATERFRONT PRIORITY DEVELOPMENT AREA

The Mackay Waterfront is set to be a game changer for the region.

The Priority Development Area (PDA) was declared on May 25, 2018 to kick start this visionary project that will unlock the true value of Queensland's Bluewater Edge and transform the city.

The PDA is approximately 172 hectares and is centrally located within the Mackay urban area and includes land and water along the southern side of the Pioneer River, including the City centre core, and extends east to the adjacent coastal water frontage along Binnington Esplanade (Town Beach).

The PDA is in close proximity to the Mackay Airport, major road infrastructure (Bruce Highway and Peak Downs Highway) and the Port of Mackay.

The Mackay Waterfront PDA was declared to establish the necessary policy framework to support the intended development and community outcomes for the area. The PDA provides opportunities to redevelop the Pioneer River and Binnington Esplanade waterfronts; establishing a precinct for innovation and knowledge based industries; promoting the City centre as a key business hub; and providing exciting and activated

streets, places and attractions that improve the city's liveability, tourism appeal, and investment attraction.

OPPORTUNITIES

- > Commercial and residential development sites positioned along the Pioneer River
- > Boutique industrial revitalisation in close proximity to the City Centre
- > Public riverside promenade offering generous space for outdoor activities and public realm upgrades
- > Beachfront esplanade and key recreational enhancements
- > Central public square and major water play park
- > Mixed use residential living within a park setting
- > Café, restaurant and function centre overlooking the Coral Sea
- > Mixed use tourist development stepping out on the beach
- > Nature based development and learning opportunities



THE VISION

The establishment of a world class waterfront tourist destination will significantly increase the liveability and tourism appeal of the city and region; and increase growth in the tourism industry sector for the region and Queensland.



KEY

PARTNERSHIPS





Mackay Mayor Greg Williamson, Isaac Mayor Anne Baker and Whitsunday Mayor Andrew Willcox

Mackay Regional Council is committed to working collaboratively to support business and industry, build our capabilities, promote Mackay as an attractive investment destination and realise the potential of our region. Council has a history of establishing key partnerships with industry groups and industry members to promote the region and further enhance its reputation in the global market.

GREATER WHITSUNDAY ALLIANCE (GW3)



The Greater Whitsunday Alliance (GW3) is an economic development body funded as an alliance of the three local governments in the region in collaboration with business, industry and community organisations.

The three regional councils of Mackay, Isaac and Whitsunday are working together to improve the lives of residents and support the delivery of projects that benefit the wider region.

As a not-for-profit organisation, GW3's financial support comes from the three councils, but operates independently and works closely with Regional Development Australia and State and Federal Governments to highlight the needs and priorities of the region.

The GW3 region has a population of about 170,000 and covers an area of 90,000km².

The region's Gross Regional Product per capita is double Brisbane's and triple that of the Gold Coast and Sunshine Coast.

Cementing a strong partnership between the three councils and proactively engaging business and industry across the region is paramount to the success of GW3.

The formation of this new economic body is an exciting chapter in the region's growth and prosperity. It signals an intention for improved collaboration and stronger support for sustainable economic growth that will generate employment and ensure we value-add to existing business and industry across the wider region.



RESOURCE INDUSTRY NETWORK

Resource Industry Network (RIN) is a not-for-profit, membership based cooperative established to represent resource sector companies within the region. A key aim of RIN is to bring together the local industry sectors from around the region and facilitate networking and relationship building opportunities. Regular networking allows companies to get a better understanding of other businesses and to develop a culture of trust and sharing of resources along with the ability to access and share knowledge and information.

A key initiative of the Resource Industry Network is their Capability and Procurement Portal that seeks to promote the capabilities and capacity the region offers and to connect businesses and industry to develop the local economy.

Another initiative driven by the Resource Industry Network is the development of a Regional Industry Capability Directory that is being established to identify the depth of engineering and heavy industrial services available in the region.



BOWEN BASIN MINING CLUB

The Bowen Basin Mining Club (BBMC) was established to develop the communication channels across all facets of the resource sectors. With bi-monthly networking luncheons across the region, it provides a platform for key resource sector personnel to share project announcements, updates, supply chain information and other topics relevant to the membership base.

Mackay Regional Council is a proud annual sponsor of the Bowen Basin Mining Club.



CHAMBER OF COMMERCE

The goal of the Mackay Region Chamber of Commerce is to establish Mackay as the number one business region in Australia.

The Chamber has a long, proud history of supporting local businesses. Their greatest strength is the ongoing support and interest of their members.

The Mackay Region Chamber of Commerce charter includes:

- > Championing the issues which face business in the Mackay region.
- > Developing and promoting the Mackay region as the premier business region in Australia.
- > Supporting local business by creating an optimum environment to grow and prosper.



DEPARTMENT OF STATE DEVELOPMENT

The Department of State Development (the Department) is a State Government department that leads the delivery of economic development outcomes for Queensland.

The Department has a strong focus on influencing policy and the investment environment to strengthen the regions and facilitate major projects, emerging industries and job creation.

Mackay Regional Council works closely with the Department to align our key strategic aims and strengthen the region's economy. We work collaboratively with the department and local State Government representatives to raise the profile of our region and lobby for increased government funding.



TRADE AND INVESTMENT QLD

Trade and Investment Queensland (TIQ) is the State Government's export and investment agency. Mackay Regional Council has a strong working relationship with TIQ and has been involved in a number of regional initiatives to assist Mackay businesses to extend the global reach of their products and services. Key projects delivered collaboratively between council and TIQ include trade missions, hosting international delegations, network functions and business development workshops.



Australian Government

AUSINDUSTRY

AusIndustry, a division within the Department of Industry, Innovation and Science, supports local business and industry through the provision of enhanced business management and supply chain management programs.

We work closely with AusIndustry to support business and industry across the Mackay region, facilitating access to funding and collaboration opportunities, and improving their productivity and competitiveness.

FACILITIES AND EVENTS

AVAILABLE FACILITIES

The Mackay region is home to a wide range of world-class facilities ranging from sport to theatre.

> Mackay Entertainment and Convention Centre

The state-of-the-art Mackay Entertainment and Convention Centre (MECC) is located in the heart of Mackay and caters for most conferences and events. The MECC offers affordable, world-class facilities delivered with excellent hospitality and customer service.

Council owns this facility and works regularly with a variety of organisations to provide facilities for staff training, inductions and a range of other events.

Given our unique position as being the only local government-owned convention centre in Queensland, we have the ability to provide attractive and cost-effective options for a range of functions or events.

> Artspace Mackay

This award-winning architecturally appealing building is Mackay's Regional Art Gallery located adjacent to the MECC. In addition to galleries, it offers a multi-purpose venue for meetings, seminars, functions and events.

> Mackay Regional Botanic Gardens

A green 51-hectare oasis just five kilometres from the City Centre. Facilities include a meeting room, cafe and gallery, al fresco deck area and outdoor Meadowlands Amphitheatre with grassed seating for up to 5000 patrons.

> Bluewater Trail

Bluewater Trail incorporates raised boardwalks plus extensive pedestrian/bike pathways. The circuit meanders along the river, connecting the city to the botanic gardens and beaches. The trail is ideal for escorted walks, bike rides and fitness activities, such as yoga sessions, as well as informal al fresco functions.

> Sarina Sugar Shed

Australia's only miniature sugar mill and distillery, located 30 minutes south of Mackay. Specialising in rum and liqueurs, it has a 50-seat theatre and onsite catering.





LOCAL EVENTS

The Mackay Region hosts a diverse array of events, conferences and expos which enhance the region's liveability and provides a significant economic boost through visitor spend and overnight accommodation.

Council places significant importance on attracting events and conferences to the region through our Events and Conferences Attraction Program.

The Program which commenced in July 2015 has been successful in attracting over 50 significant events and conferences to the region (as on Dec 2016), with a focus on events which deliver an economic boost to the region.

ANNUAL PLUBIC EVENTS

- > **Chinese New Year** - Family-friendly cultural street party event held in the City Centre (Feb)
- > **Wintermoon Festival** - Four-day music festival (Apr -May)
- > **Marina Run** - Running event held at the Mackay Harbour (Jun)
- > **Mackay Festival of Arts** - 10-day arts festival (Jul)
- > **Mackay Airport Beach Horse Racing Festival** - Mackay's Harbour Beach is transformed each year into a unique racecourse, featuring an afternoon of horse racing with a backdrop like no other (Aug)
- > **Global Grooves Cultural Festival** - Family-friendly multi-cultural festival

TRADE AND SIGNATURE EVENTS

- > **Ag.Trade.Life** - Two-day agricultural exhibition (May)
- > **Queensland Mining and Engineering Exhibition** - Three-day mining and engineering exhibition held at the Mackay Showgrounds (Biennial - July)
- > **Sheffield Shield Cricket Match**
- > **Pre-season NRL Match**
- > **Pre-season AFL match**
- > **Indoor Netball Supnationals**





OUR ECONOMY, LOCATION AND NATURAL ENVIRONMENT
OFFER INCREDIBLE OPPORTUNITIES FOR INVESTMENT,
GROWTH AND LIFESTYLE BENEFITS.

DIVERSIFIED
SUSTAINABLE
VIBRANT

INVEST
MACKAY

MACKAY AT A GLANCE



FROM STRENGTH TO STRENGTH



TOURISM GROWTH

3 years of consistent growth in visitation and expenditure



HOUSING

1.9% rental vacancy rate - lowest levels since 2012



DEVELOPMENT ACTIVITY

Over \$2 billion in regional development activity



UNEMPLOYMENT

3.8% in June-18
(below Queensland average)



JOBS

Over 2 consecutive years of strong employment growth - current work force is the highest ever

TOP CONTRIBUTORS TO OUR ECONOMY



MANUFACTURING - \$2.58 Billion



MINING - \$2.03 Billion



CONSTRUCTION - \$1.84 Billion



REAL ESTATE - \$1.5 Billion



LOGISTICS - \$1.13 Billion

ENVIABLE LIFESTYLE



ACCESS TO 74 GBR ISLANDS



BEACHES



FISHING HAVEN

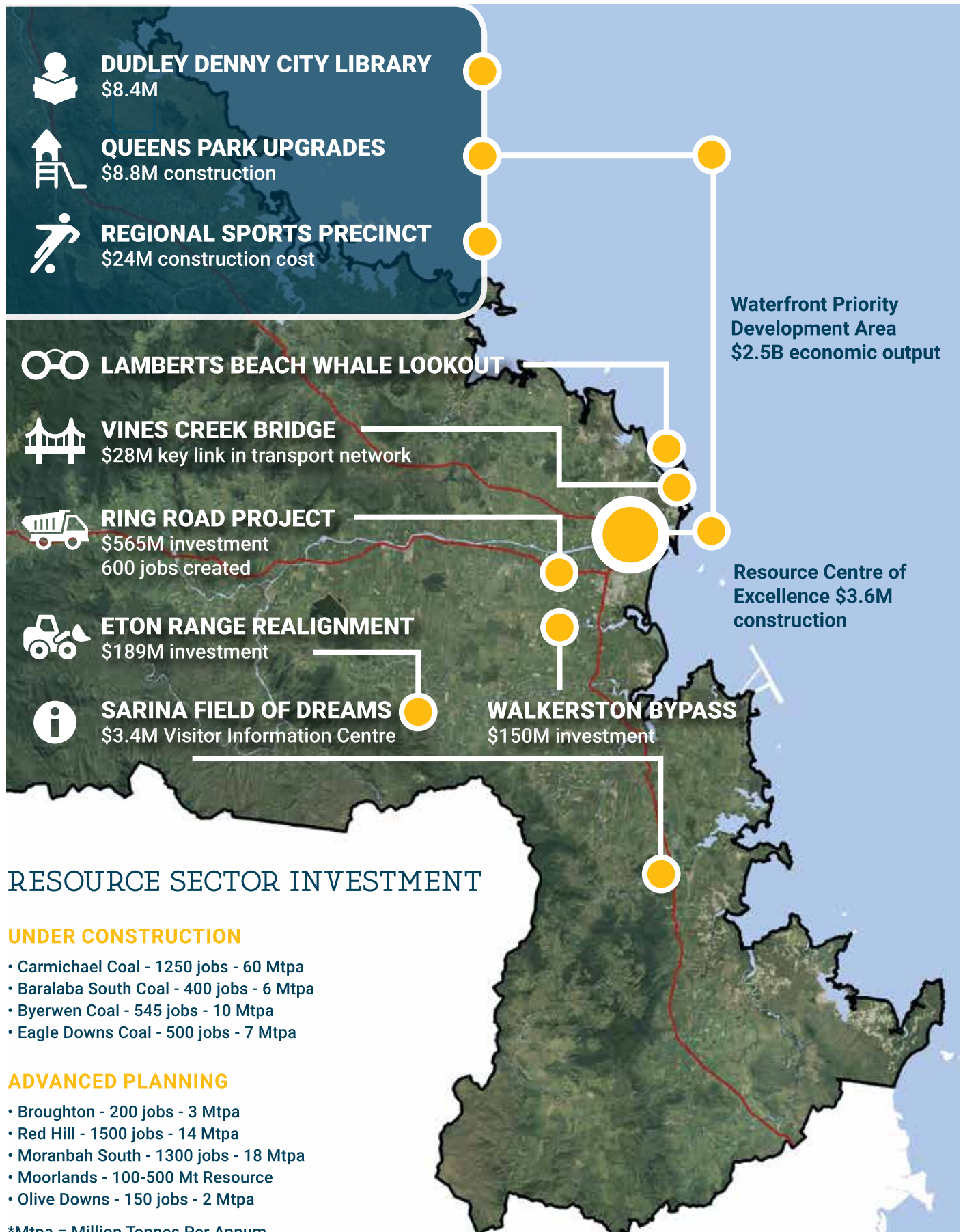


RAINFOREST



VIBRANT CITY CENTRE

SIGNIFICANT GROWTH & DEVELOPMENT





To download an electronic copy of
this document please visit:
www.investmackay.com

FOR FURTHER INFORMATION CONTACT:

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