

# MACKAY & WHITSUNDAYS AN ECONOMIC POWERHOUSE

The Mackay/Whitsunday region covers the city of Mackay, Airlie Beach, Bowen, Proserpine, Collinsville, Eungella, Mirani, Sarina, Carmilla, St Lawrence, Middlemount, Dysart, Clermont, Moranbah and Glenden.

## Natural Assets

- Great Barrier Reef
- 74 Whitsunday Islands and some of the best sailing in the world
- Eungella National Park - largest subtropical rainforest in the southern hemisphere

## Access

- Three major commercial air gateways
- Regular flights to Brisbane, Sydney and Melbourne
- Direct flights to regional centres, Cairns, Rockhampton, Gladstone, Townsville.

## Economy

- Currently almost \$30 billion projects under study, committed or under construction in the region
- A second mining boom is on its way with 33 new mining projects bringing 15,000 more jobs and millions of dollars into Mackay's economy
- Excellent business opportunities increased as a result of boom with high business confidence
- Average income in Mackay risen over 46% since 2001

## Population

- State Government estimates show Mackay Whitsunday region can expect to have nearly 220,000 people by 2026 - (increase of 42%)

## Accommodation/Tourism

- Immediate need for 1200 beds in Mackay
- New hotels/motels in Mackay around 95% occupancy
- Tourism developments in region total nearly \$1.7 billion
- Currently welcoming around 1.6 million visitors
- Super Yacht Marina, Mackay, one of only three in QLD

## Infrastructure/Lifestyle

Significant government and private investment will enhance lifestyle:

- Convention Centre
- Sporting stadium
- Showgrounds
- Bluewater Quay and Aquatic Lagoons
- Hotels, resorts, restaurants
- Retail - Myer and other major shopping centres
- Cruises and island destinations
- New Hospital to be built
- Upgrade of Dalrymple Coal Terminal
- Forgan Bridge upgrade
- Port of Airlie - resort/marina

## Property Development

- \$2.8 billion projects under development/construction
- Industrial/commercial projects strong with regions such as Paget and Mackay Gateway Business Park
- Commercial property investors looking for better margins than SE QLD are turning to the region.

## Industries

- Agribusiness - Sugar sector going strong
- Mining - booming industry
- Tourism - International Tourist Destination
- Manufacturing - Business confidence soaring

## Property Growth

- Seachange phenomenon drives growth
- High incomes driven by the resources boom
- Median house prices in Mackay grew by 175% since 2002
- Waterfront has enjoyed even higher growth!



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