

Queensland is investing in Hervey Bay

INVESTMENT PROSPECTUS



Queensland
Government

Nestled within the pristine waters of the Great Sandy Straits and K'gari (Fraser Island), Hervey Bay offers an unbeatable lifestyle and limitless opportunities.



Hervey Bay is Fraser Coast's jewel in the crown and one of Queensland's fastest growing regions. This beautiful city is ideally located, 250 km north of Brisbane, with convenient access to road, rail and air, and enjoys strong growth in business, population, and industry. Within an easy 3.5-hour drive or 45-minute flight from Brisbane and 90-minute flight from Sydney, Hervey Bay is brimming with investment opportunities, with all levels of government collaborating to support the right investors to attract regional growth and investment.

Known widely as a tourism hotspot, being one of the best places in the world to see and experience humpback whales, and on the doorstep of World Heritage Listed K'gari (Fraser Island), Hervey Bay

also proudly supports a range of traditional and emerging industries including health, education, marine, aviation, aquaculture, timber and manufacturing. Supporting mechanisms are in place for the development of Indigenous businesses, small business and start-ups.

Hervey Bay is an ideal place to raise families, with excellent access to a wide range of private and public schools, outdoor lifestyles and excellent sporting facilities. There is also a strong tertiary sector which is increasingly determined to work with industry and government to deliver evidence-based solutions to local issues. The University of the Sunshine Coast Fraser Coast campus continues to train the next generation of nurses, teachers, animal ecologists and businesspeople, with course options expected to increase with demand.

Hervey Bay's Medical Precinct offers high quality health care and services for all stages of life, along with many and varied allied health services and training opportunities for the sector.

If you are interested in investing in the Hervey Bay region, contact the Department of State Development, Infrastructure, Local Government and Planning to discuss the many opportunities the region has to offer.

The Queensland Government is committed to supporting the continual development of the region in a coordinated and sustainable manner. The draft Wide Bay Burnett Regional Plan sets a 25-year strategic vision, with strategic priorities, objectives, and regional responses to address challenges and capitalise on opportunities within the region. These strategic priorities are:

- › growing our people and places
- › taking charge of our economic future
- › sustaining our environment and lifestyle.

Hervey Bay is well placed to support the delivery of these priorities and contribute significantly to the broader regional economy.



Key strengths and specialities of the region

With an idyllic climate and enviable lifestyle, Hervey Bay is one of the world’s premier nature destinations. Tourism and residential populations are growing creating economic opportunities such as housing development to commercial and retail, health services and tourism.

Opportunities also exist for the region to be able to provide health care, education, digital connectivity and other community services that not only cut across the tyranny of distance but also attract and retain all cohorts of the future population. The region is well connected with good road, rail and air access. Industry development is supported with several types of NBN connections, including Fixed Wireless, HFC (Hybrid Fibre-Coaxial), FTTB (Fibre to the Basement), FTTP (Fibre to the Premises), and FTTN (Fibre to the Node).

There are also significant private opportunities to build on several existing strategic projects such as the Hervey Bay Airport, Urangan Boat Harbour, Hervey Bay Medical Precinct and tourism across the region.

The state will continue to support coordinated investment in freight, priority road, rail and port infrastructure and airline services in acknowledgement of the strategic importance of Hervey Bay to the regional economy, social and environmental circumstances.



Population **54,649**



Median age **52 years**



Median household weekly income **\$1,286**



Families **15,342**

Opportunities

Whether you are in the aviation, tourism, health or education sector, Hervey Bay has something to offer. While the region is internationally recognised as a place of beauty, the opportunities in those sectors, as well as many others, make Hervey Bay a great place to work, live and play.



Hervey Bay Airport Precinct

The aviation industry is a major contributor to the region's economy and offers significant investment opportunities now and into the future. With strong population growth, a robust tourism industry, a gentle climate, low terrain, and existing airport infrastructure, Hervey Bay is ideally suited to accommodate an expanding aviation industry.

A leading regional airport, the Hervey Bay Airport offers regular commercial flights to and from Brisbane, Sydney and Lady Elliott Island and frequent charter operations to nearby K'Gari (Fraser Island). The precinct incorporates a domestic terminal and industrial services, such as air transport, aircraft maintenance, aviation education and airport infrastructure.

The Hervey Bay Airport has been specifically designed to cater for the aviation industry with its own Airport Precinct offering flood-free industrial land with direct access to the existing runway and services. Freehold and lease options are available to support specialised aviation manufacturing and servicing, as well as airside supply chain projects. There are significant opportunities to develop aviation manufacturing and servicing clusters within the Hervey Bay aviation precinct.

The Fraser Coast Regional Council owns the airport and has developed the "Fraser Coast 2031 Aviation Strategy" specifically to support interested aviation businesses looking to establish or relocate to Hervey Bay.



Tourism

Located within easy driving distance and just a short flight from Brisbane and with its mild, temperate climate, Hervey Bay is a natural tourism paradise and popular tourist destination. Tourism is a well-established and rapidly growing industry and major economic driver for the region.

Well-known as a whale watching mecca and named as the world's first Whale Heritage Site, recognising its status as one of the best places in the world to see humpback whales up close, the region is also known as the gateway to World Heritage listed K'gari (Fraser Island). The region offers great depth of natural, historical and cultural tourism experiences in a pristine natural environment which includes 14 km of golden beaches.

Visitors are able to experience award winning restaurants, relaxed dining opportunities and whale watching adventures. Close to services and facilities and the rich cultural heritage experience of nearby Maryborough, visitors can enjoy a range of accommodation options from luxury stays and island getaways to caravan and camping options. As a package this makes Hervey Bay the perfect holiday destination year-round.

Tourism investment opportunities include high end hotel development, motel revitalisation, nature experiences, wellness tourism, accessible tourism and more.



Hervey Bay health and medical precinct

Hervey Bay's health and medical sector provides not only essential medical services but is also a growing contributor towards locally driven growth and employment. The region is committed to growing the medical industry by creating a medical precinct to provide a range of specialised medical services, as well as tertiary education facilities that support the establishment and advancement of the medical profession.

The precinct will incorporate both the public and private hospitals, as well as areas for private health professionals, commercial and retail opportunities.



Urangan Boat Harbour Precinct

The Urangan Boat Harbour Precinct is an iconic destination with significant investment and growth potential. The area draws upon Hervey Bay's unique strengths and natural assets with a range of investment opportunities, including marina facilities, residential living, convention and resort facilities, boat servicing and other tourism and research related facilities and the Indigenous history and culture of the Butchulla people.

The Urangan Harbour Master Plan sets a 30-year vision to develop a working harbour with the necessary facilities, infrastructure and amenities (including retail and dining experiences) to support local industries. The site will host a variety of green spaces and outdoor events and provide the focal point for the whale watching fleet, boating enthusiasts and recreational fishers.



Education

Hervey Bay boasts an exceptional education system, with a wide range of public and private schools and excellent tertiary education providers. There are several schools and colleges that cater to broad-ranging educational needs, such as St James Lutheran College and Hervey Bay High School, as well as vocational education (including TAFE and private training providers). Of course, the University of the Sunshine Coast, Fraser Coast campus is a great centrepiece provider for the health, education and business sectors.



Why Queensland and Hervey Bay?

Queensland has a dynamic and diverse economy supported by a pro-business government, sophisticated infrastructure and a skilled workforce. The state's economic environment and projected strong growth offers investors an ideal long-term investment climate. There has never been a better time to invest in Queensland.

Thriving business environment

Queensland is a place for innovation, enterprise and industry. Queensland has significant competitive advantages making it the best location to invest and grow your business.

Business confidence and taxation

- › Over the past two years, business conditions in Queensland have been amongst the highest of any state economy (NAB Quarterly Business Survey).
- › Queensland's tax system can deliver a competitive advantage for your business, including offering the lowest standard payroll tax rate in Australia.
- › Taxation in Queensland in 2021-22 is estimated to be \$452 per person less than the average of other Australian states and territories.

Highly skilled workforce and world-class universities

- › Our state's workforce of more than 2.8 million is highly skilled, motivated and employment ready. Companies have a broad choice of skilled workers, due to world-class educational facilities.
 - › Queensland has consistently recorded high levels of interstate migration, having the highest net interstate migration levels in Australia in 2020-21, and in 35 of the past 40 years.
 - › Queensland is home to eleven universities, including some of the newest universities in the world.
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Connectivity and infrastructure

- › Queensland offers great connectivity, through six major international passenger airports and extensive road and rail networks that move people efficiently across cities and regions.
- › Queensland will host the Brisbane 2032 Olympic and Paralympic Games, resulting in significant funding commitments by the Australian and Queensland Governments to upgrade and maintain the state's highways, keeping the vital network running smoothly and reducing travel times.

Information and communications technology

- › Many parts of Queensland have access to world-class digital infrastructure.
- › As of December 2021, Queensland had more than 1.6 million premises connected to the national broadband network, the third largest of any state or territory in Australia.
- › The Queensland Government is continuing to work with providers and the Australian Government to facilitate improvements to the state's digital infrastructure to boost communication and data speeds.

Liveability

- › Queensland is home to some of the most liveable cities and regions in the world and enjoys 300 days of sunshine per year.
- › There is a diverse range of living choices on offer in Hervey Bay, from rural areas or a large lot park residential estate to residential urban and apartment complex living.
- › The residents of Hervey Bay enjoy a relaxed outdoor lifestyle with world-class facilities, beautiful beaches and a perfect climate.
- › With its beautiful sunsets, enviable climate and stunning beaches, Hervey Bay, one of Queensland's best kept secrets, is fulfilling its potential.



Want to invest in Hervey Bay?

The Department of State Development, Infrastructure, Local Government and Planning understands business and provides potential investors with tailored support to help them investigate investment opportunities within the region.

We work closely with other key stakeholders such as the Fraser Coast Regional Council, to provide you with professional information and coordinated support. A range of assistance is available to investors including case management for individual high-value and complex projects to assist with facilitating approval processes, whole-of-government liaison and coordination of infrastructure requirements. A range of financial and non-financial assistance may be available to bring your project to fruition. Other assistance such as supply chain coordination, capability development, business and supplier matching may also be of benefit.

For more information contact

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