

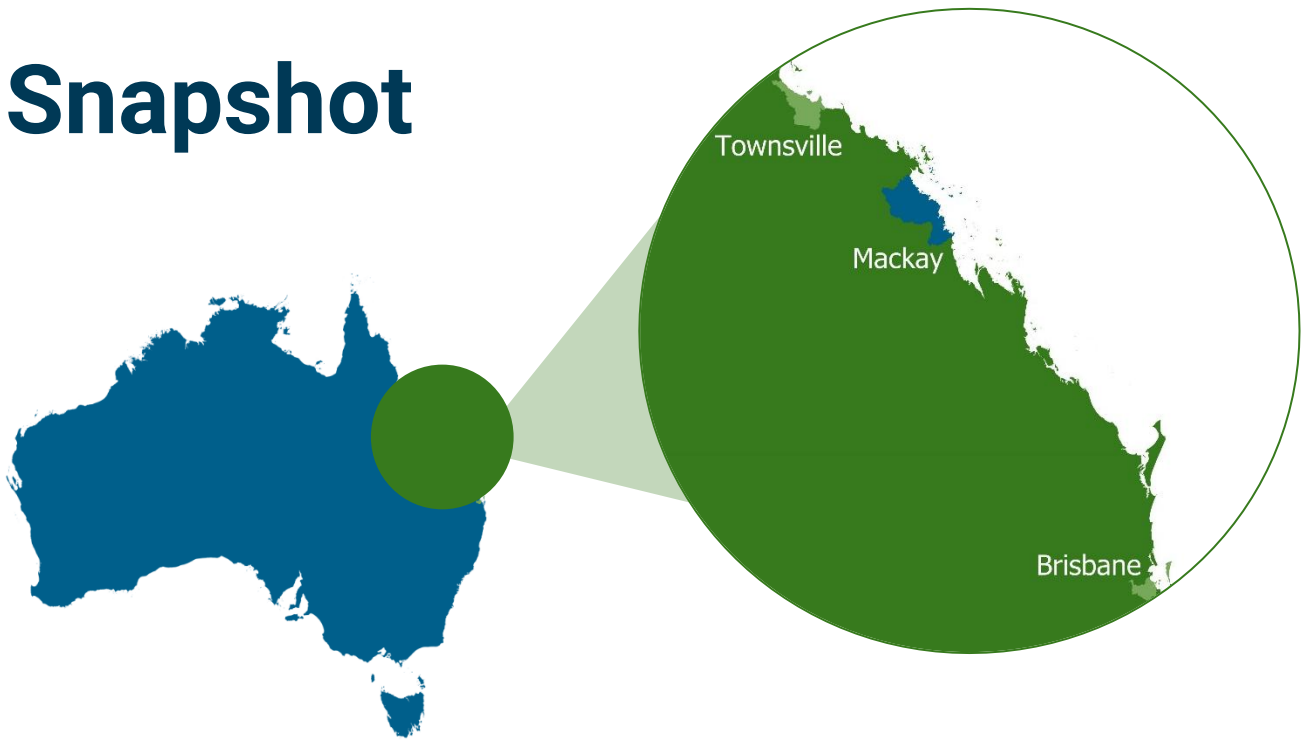


# Mackay Region Economic Profile

June 2025

Mackay Regional Council respectfully acknowledges the Traditional Owners of the land, the Yuwi People, and we pay our respects to Elders past and present, and to the young emerging leaders.

# Snapshot



Population:  
**128,361**  
(2024)



**62.0%**  
workers hold a formal  
qualification



Unemployment rate:  
**3.3%**  
annual average (2024)



Largest employing sector:  
Health Care  
**8,324** jobs



Tourism generates:  
**\$603.9M**



Value added by industry:  
**\$14.0B**



Population growth:  
**24.2%**  
(2024-2046)



New businesses:  
**687**  
(2022-2024)



Mining is the highest  
exporting sector:  
**\$7.5B**

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# Overview

## Mackay: A Region of Opportunity and Growth

A strong economy, growing investment pipeline and enviable lifestyle – the Mackay region continues to attract people to live, work, invest and explore.

With nearly \$50 billion in projects approved, underway, or in planning, the region is embracing transformative growth across both traditional and emerging industries.

A vital contributor to Queensland's economy, Mackay is built on a foundation of diversity, innovation, and opportunity. As one of Australia's leading sugar-producing regions, Mackay's strong agricultural base also supports extensive livestock and crop production for the greater region. Mackay plays a strategic role in the resources sector, serving as a nationally recognised hub for mining equipment, technology, and services (METS), supporting operations in the Bowen and Galilee Basins.

With a population of 128,000 and continued growth projected over the next 20 years, Mackay is well-positioned to leverage its traditional strengths while unlocking new opportunities in biomanufacturing, critical mineral processing and eco-tourism. The growth of these emerging sectors is key to creating step-change economic growth for the region.

Mackay Regional Council is actively welcoming investment in future-focused, job-creating projects that support long-term prosperity. This is supported by the Facilitating Development in the Mackay Region Policy, which offers targeted incentives to attract and accelerate qualifying developments that stimulate economic growth and employment.

To guide this growth, the Mackay Region Economic Development Strategy 2025-2030 is being finalised, shaped by extensive stakeholder engagement. It outlines a clear vision and priority actions focused on workforce development, infrastructure, investment attraction, and precinct activation to support a more prosperous and liveable region.

Complementing this, an updated Investment Prospectus showcases Mackay's competitive advantages, emerging industries, and major project opportunities. A Quarterly Snapshot is also available, providing up-to-date regional statistics to support informed decision-making and investment planning.

For more information, contact the Economic Development and Tourism team on 1300 622 529 or email [business@mackay.qld.gov.au](mailto:business@mackay.qld.gov.au).



# Demographics



# Population



**128,361**

Residents

**7.9%**

Population growth  
(2014-2024)

**9,445**

New residents  
(2014 to 2024)

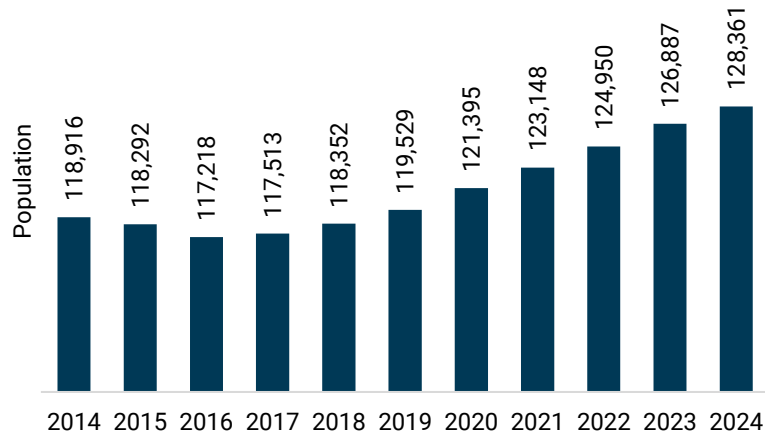
**38 years**

Median age

## Estimated Resident Population

As of 2024, an estimated 128,361 people reside within the Mackay region. Since 2014, an additional 9,445 residents have called the region home, increasing the population by 7.9 per cent.

Figure 1 Estimated resident population, Mackay region



A large proportion of Mackay residents live in the Eimeo—Rural View area, which saw the largest population increase, adding 2,556 additional residents between 2014 and 2024.

## Indigenous status

It is estimated that 6.2 per cent of the total population in the Mackay region identify as Aboriginal, Torres Strait Islander, or both. This is higher than the Queensland average, with 4.6 per cent of the population identifying as Indigenous.

Figure 2 Indigenous status of residents, Mackay region, 2021

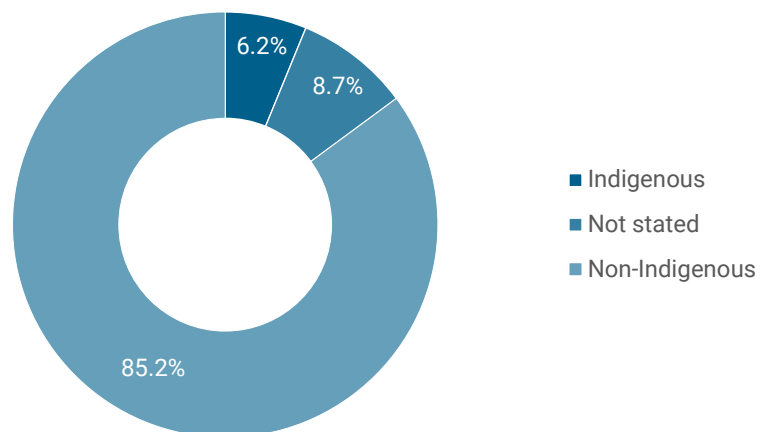
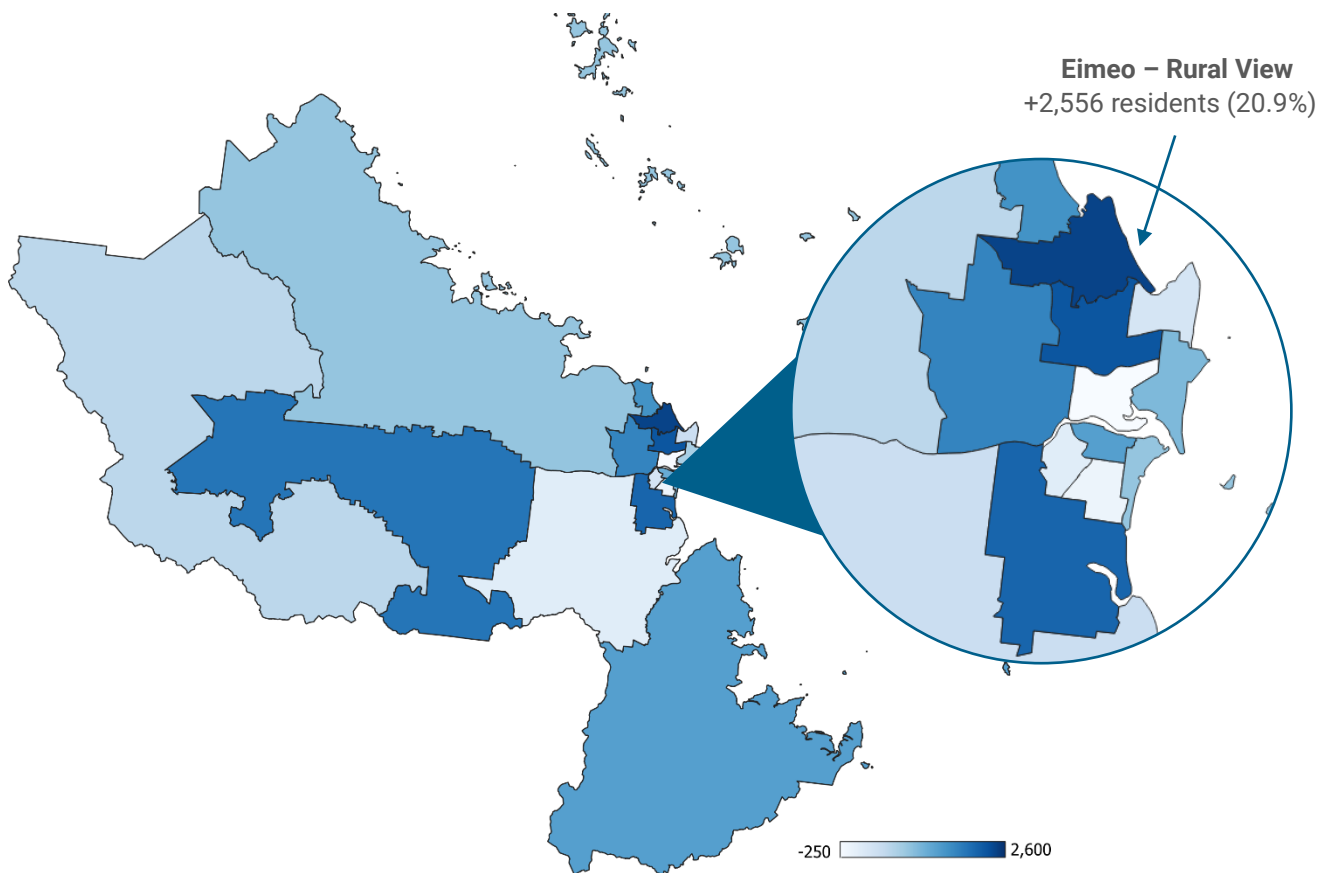


Figure 3 Population by statistical area level 2, Mackay region, 2014, 2019 and 2024

	2014	2019	2024	Change
Andergrove - Beaconsfield	15,196	15,689	16,860	11.0%
East Mackay	3,689	3,693	3,864	4.7%
Eimeo - Rural View	12,240	13,195	14,796	20.9%
Eungella Hinterland	11	12	9	-18.2%
Mackay	3,861	3,972	4,159	7.7%
Mackay Harbour	548	587	668	21.9%
Mount Pleasant - Glenella	10,972	11,433	12,028	9.6%
North Mackay	6,666	6,103	6,414	-3.8%
Ooralea - Bakers Creek	4,955	5,602	6,514	31.5%
Pioneer Valley	8,166	8,666	9,363	14.7%
Sarina	12,031	11,625	12,409	3.1%
Seaforth - Calen	8,487	8,090	8,657	2.0%
Shoal Point - Bucasia	5,884	6,019	6,530	11.0%
Slade Point	3,678	3,334	3,666	-0.3%
South Mackay	7,243	6,815	7,190	-0.7%
Walkerston - Eton	8,767	8,343	8,730	-0.4%
West Mackay	6,522	6,351	6,504	-0.3%
Mackay region	118,916	119,529	128,361	7.9%

Figure 4 Population change heat map by statistical area level 2, Mackay region, 2014-2024





**159,361**

Projected total population in 2046

**24.2%**

Projected growth (2024 to 2046)

**31,000**

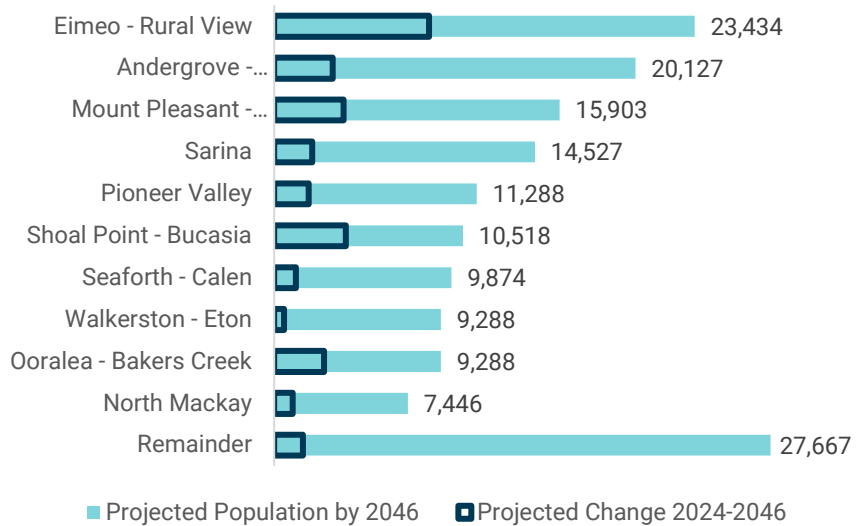
New residents (2024 to 2046)

### Population Projections

The Mackay region is projected to grow by an additional 31,000 residents by 2046, reaching a total population of 160,000 by 2046.

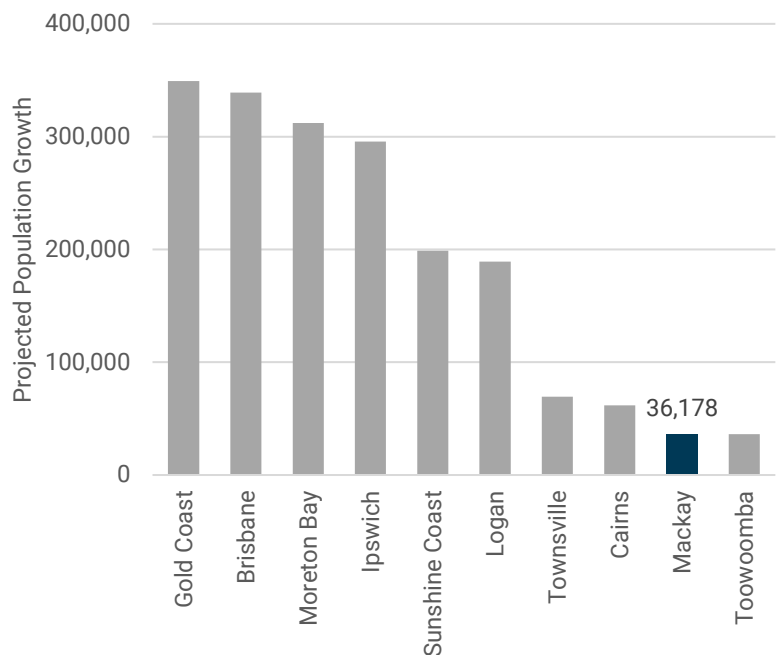
The majority of the population growth is projected to occur in Eimeo – Rural View (the most populated area) where 8,638 new residents are projected to reside by 2046, accounting for 27.9 per cent of total population growth.

Figure 5 Population projections by statistical area level 2, Mackay region, 2024 – 2046



By 2046 the Mackay region is projected to be the 11<sup>th</sup> most populated local government area (LGA) in Queensland and the ninth fastest growing of the 78 LGAs in the State.

Figure 6 Top 10 QLD LGAs for projected population change 2023-2046



# Age



**39.5%**

Of residents are aged 35-64 years (2023)

**5,020**

Increase in retired residents (65-79) (2013 to 2023)

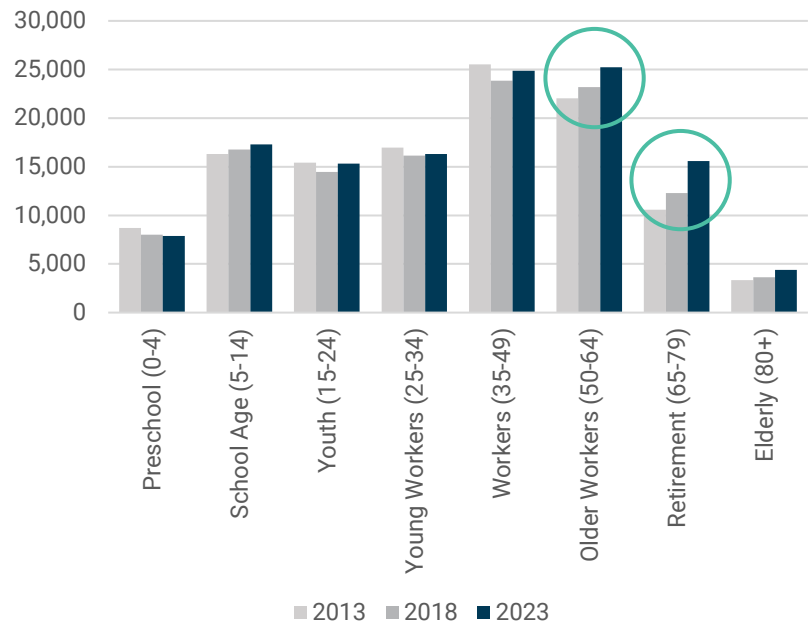
**3,182**

Increase in older workers (50-64) (2013 to 2023)

## Population by Age

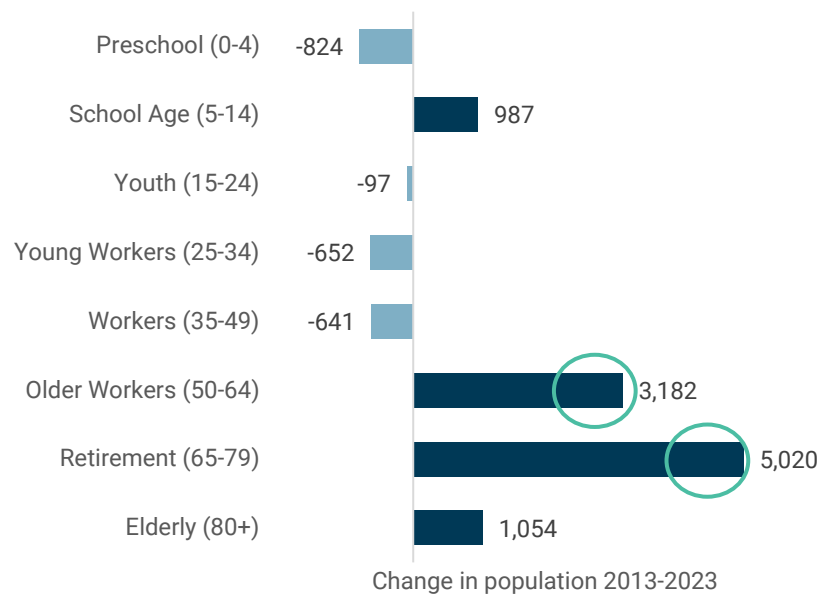
As of 2023, the population of Mackay region is predominately older workers aged 35 to 64 years. This cohort accounts for 39.5 per cent of residents.

Figure 7 Population by life stage, Mackay region, 2013-2023



From 2013 to 2023, strong growth has occurred in the age cohorts of older workers (aged 50-64) and retirees (65-79 years). The number of younger workers (aged 25-49 years) and young residents (aged 0-4 and 15-24 years) has declined.

Figure 8 Population change by life stage, Mackay region, 2013-2023

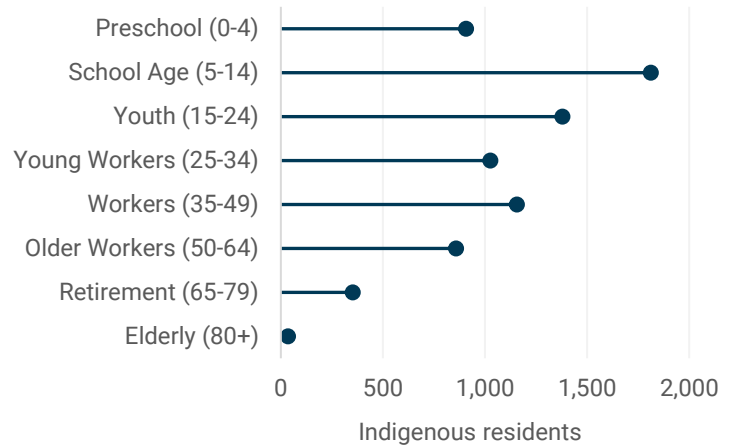


## Indigenous Population by Age

In 2021, 7,511 residents in the Mackay region identified as Aboriginal, Torres Strait Islander, or both. It is estimated that one in five of these residents were aged between 5 to 14 years.

Since 2016, the largest increase in Indigenous residents was seen in the youth aged cohort (15-24 years), which increased by 297 residents or 27.5 per cent.

Figure 9 Indigenous population by life stage, Mackay region, 2021

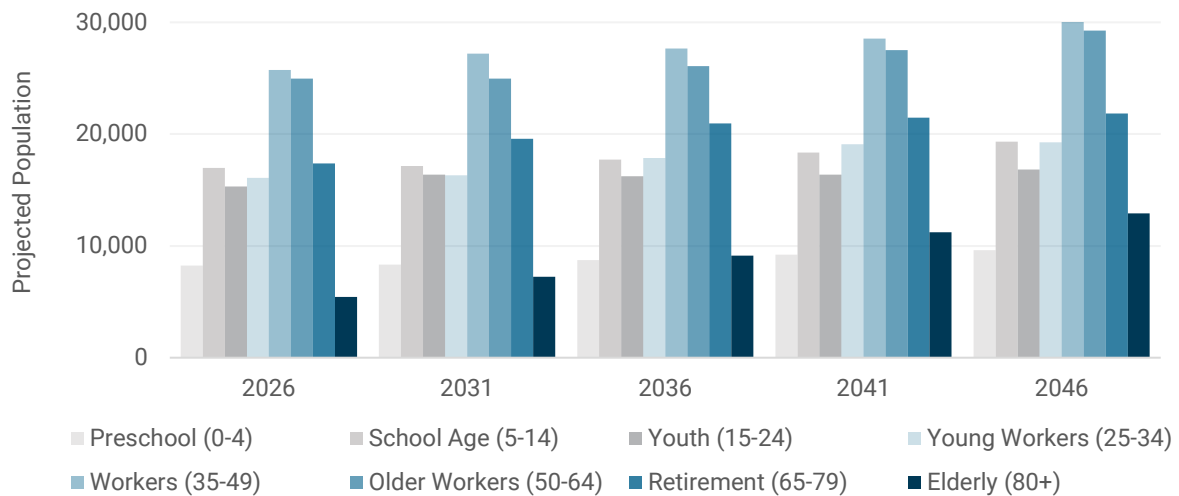


## Projected Population by Age

Population growth is expected to be driven primarily by older age cohorts 65 years and over, accounting for 45.5 per cent of the total projected population increase to 2046.

- Residents aged 35 to 49 currently form the largest cohort but are projected to decline in representation as the population ages.
- Residents aged 80+ will experience the largest and fastest growth among all age cohorts.

Figure 10 Projected population by life stage, Mackay region, 2026-2046



**11.3%**  
increase in school age children by 2046

# Education



**9.8%**

Residents are tertiary qualified

**27.6%**

Have a vocational qualification

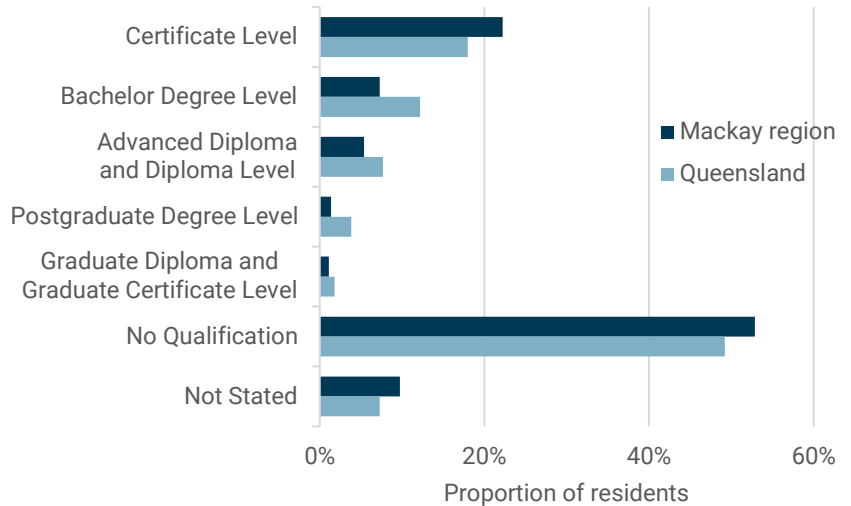
## Qualification

An estimated 45,530 residents held a formal, non-school qualification as of the 2021 Census, including:

- 22.2 per cent held a Certificate.
- 5.4 per cent held a Diploma or Advanced Diploma.
- 9.8 per cent held a Bachelor Degree or higher.

Between 2016 and 2021, residents' most common education attainment was certificate level qualifications (+2,657).

Figure 11 Qualifications held by Mackay region and Queensland residents, 2021



# Families



**41%**

Couple family with no children

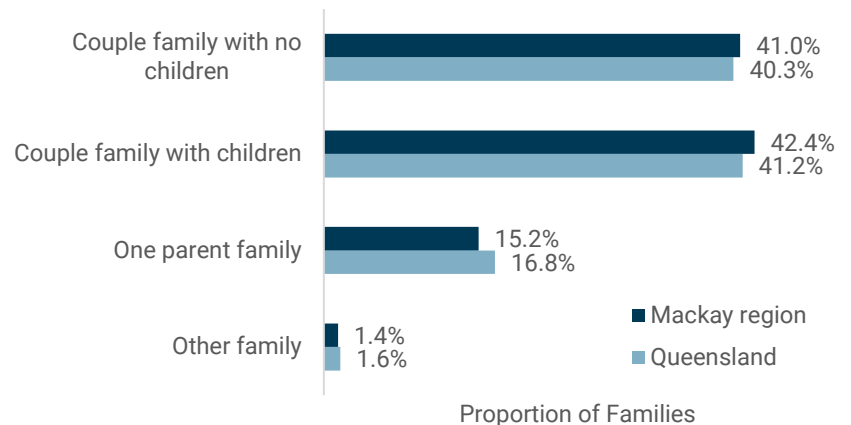
**15.2%**

One parent family

## Family Composition

The family composition of Mackay residents reflects that of Queensland, with 42.4 per cent of families being couples with children. In the Mackay region 15.2 per cent of families are single-parent families, compared to 16.8 per cent in Queensland.

Figure 12 Family composition, Mackay region and Queensland, 2021



# Income



**\$866**

Median weekly individual income

**18.5%**

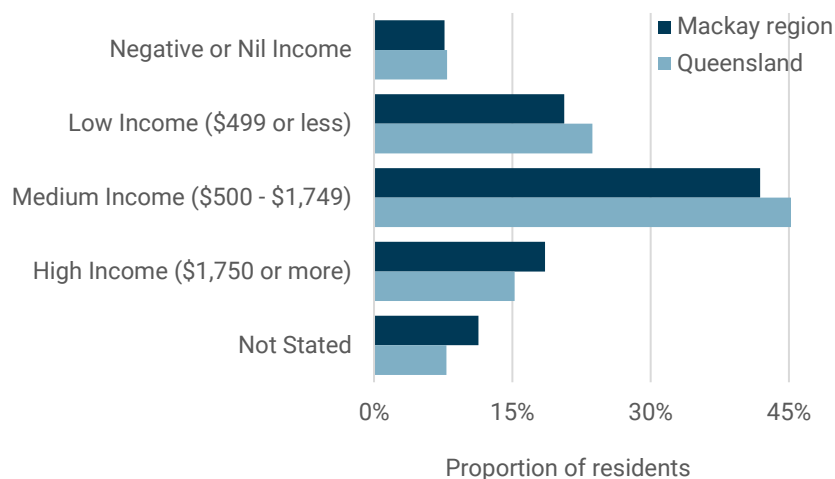
Earn a high weekly income

## Weekly Income

Relative to the Queensland average, more residents in the Mackay region earn a high income and fewer earn a medium or low income.

Overall, 18.5 per cent of residents in the Mackay region earn a high income compared to 15.3 per cent in Queensland.

Figure 13 Individual income of Mackay region and Queensland residents, 2021

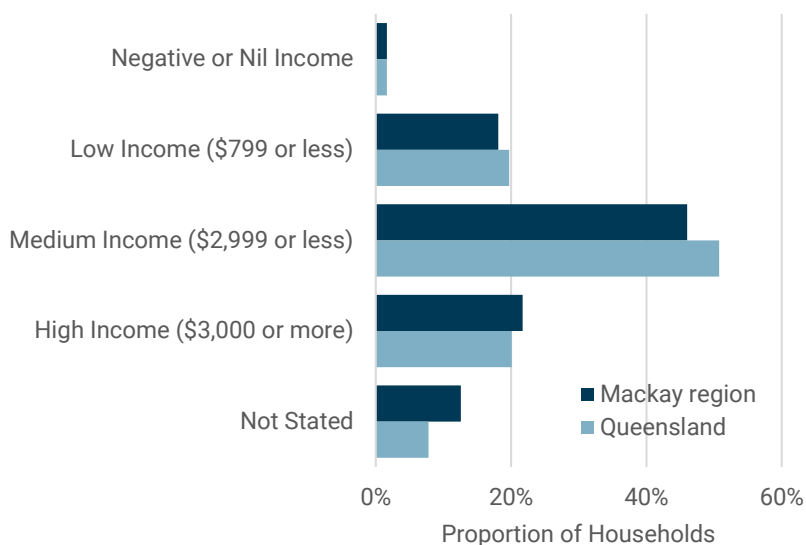


## Household Income

Relative to the Queensland average, a higher proportion of households in the Mackay region have a high income and fewer earn a medium or low income.

Overall, 21.7 per cent of households in the Mackay region earn a high income compared to 20.1 per cent in Queensland. In contrast, 46.0 per cent of households in the Mackay region earn a medium income compared to 50.8 per cent of households in Queensland.

Figure 14 Household income, of Mackay region and Queensland, 2021



# Dwellings



**27.8%**

Of dwellings in the Mackay region are owned outright

**81.6%**

Of dwellings are separate houses

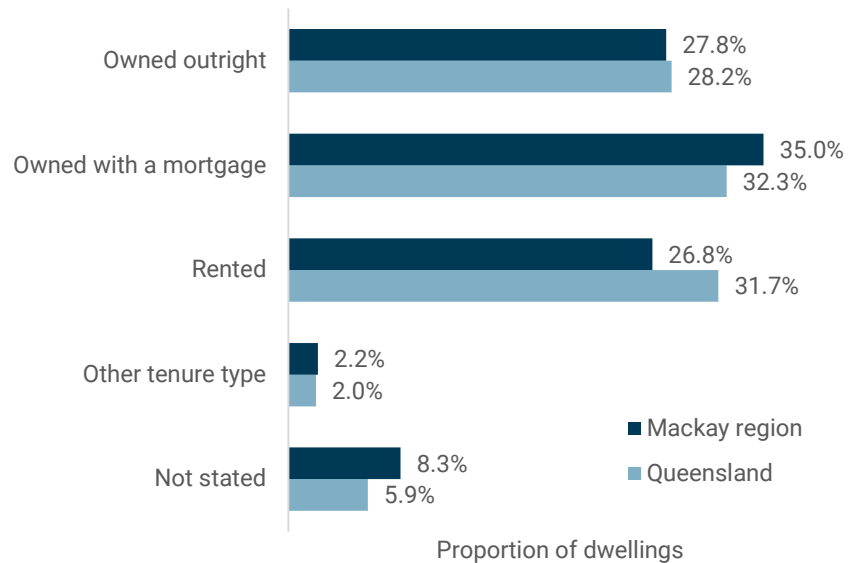
## Dwelling Tenure

Just over a quarter of homes in the Mackay region are owned outright, while 35 per cent of dwellings are owned with a mortgage.

Fewer dwellings are rented in the Mackay region (26.8 per cent) relative to the State (32.3 per cent).

Between 2016 and 2021, the largest change in dwelling tenure was seen in dwellings owned with a mortgage (+1,582 or 10.2 per cent).

Figure 15 Dwelling tenure, Mackay region and Queensland, 2021

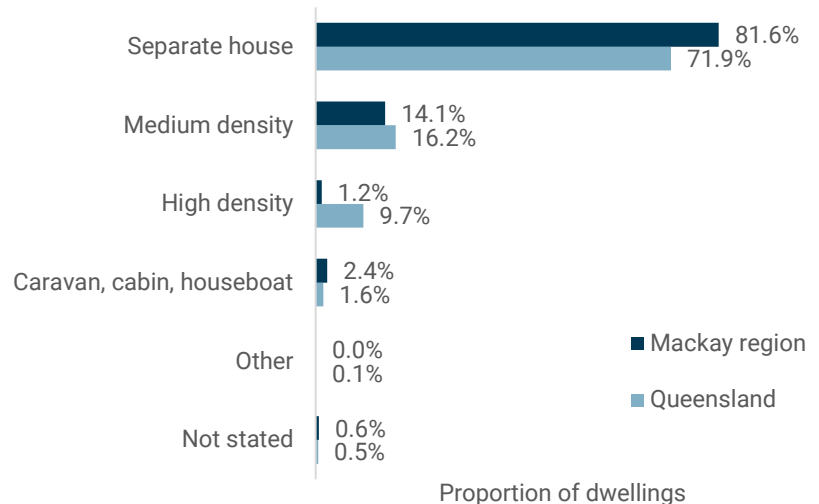


## Dwelling Structure

In 2021, there were 52,205 dwellings in the Mackay region. Most dwellings are separate houses (81.6 per cent) or medium density dwellings (14.1 per cent).

There was an increase of 1,701 dwellings between 2016 and 2021. Of these new dwellings, 87.0 per cent (1,474) were separate dwellings.

Figure 16 Dwelling structure, Mackay region and Queensland, 2021



# Socio-Economic Conditions



Socio-Economic Indexes for Areas (SEIFA) is a set of indexes developed by the Australian Bureau of Statistics (ABS) using Census data. The index ranks geographic areas across based on relative socio-economic advantage or disadvantage.

A SEIFA score provides a summary of economic and social conditions for residents and households within an area.

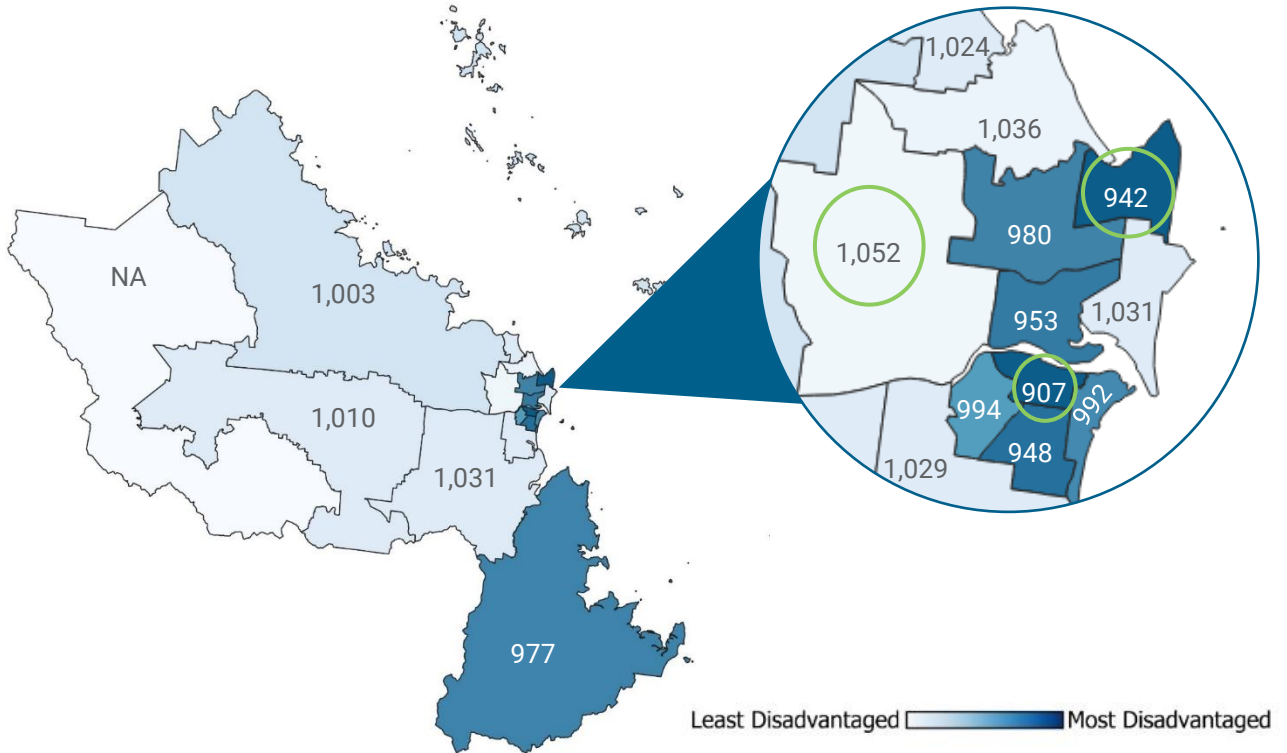
## SEIFA

The SEIFA score for the Mackay region is 999, and ranks 362 out of 547 LGAs in Australia, meaning 185 LGAs are less disadvantaged, and 361 are more disadvantaged.

SEIFA scores for statistical areas within the Mackay region range from 907 (most disadvantaged) to 1052 (least disadvantaged).

The least disadvantaged area is Mount Pleasant-Glenella (1,052), while Mackay and Slade Point were the most disadvantaged (907 and 942 respectively).

Figure 17 SEIFA score by small area, Mackay region, 2021



SEIFA Score	Statistical Area Level 2	SEIFA Score	Statistical Area Level 2
1,052	Mount Pleasant - Glenella	994	West Mackay
1,036	Eimeo - Rural View	992	East Mackay
1,031	Mackay Harbour	980	Andergrove - Beaconsfield
1,031	Walkerston - Eton	977	Sarina
1,029	Ooralea - Bakers Creek	953	North Mackay
1,024	Shoal Point - Bucasia	948	South Mackay
1,010	Pioneer Valley	942	Slade Point
1,003	Seaforth - Calen	907	Mackay

# Youth



**25.9%**

Of youth are engaged in education and employment

**9.3%**

Of youth are disengaged from education or employment

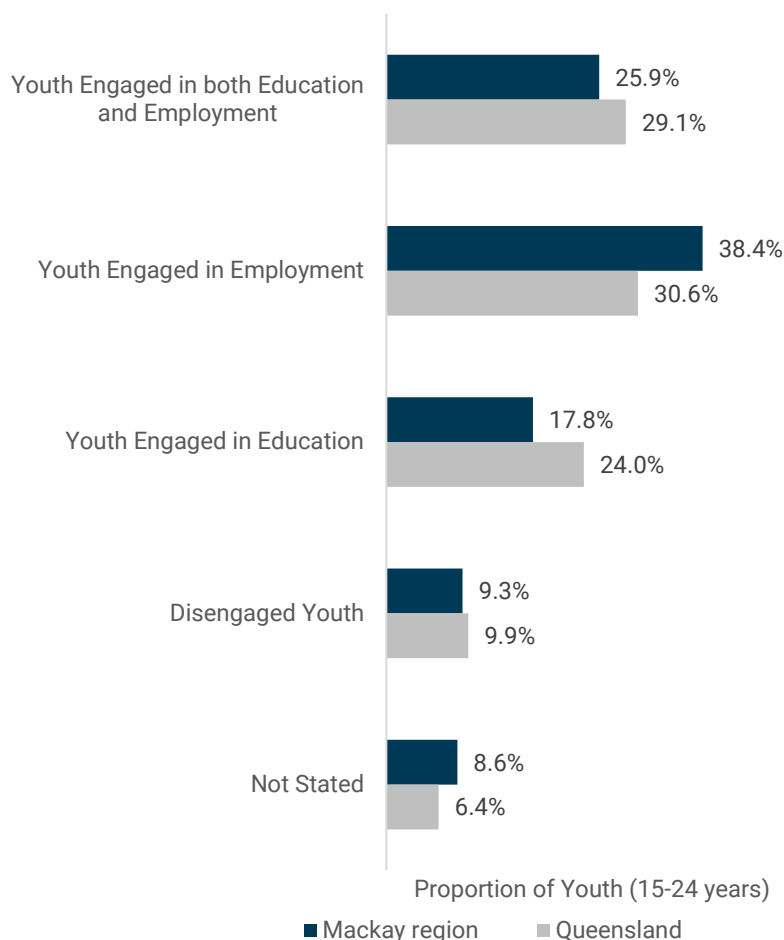
## Youth Engagement

Of the total population in the Mackay region, 11.8 per cent were youth aged 15-24 years. 9.3 per cent of this cohort were identified as disengaged youth (not engaged in employment or education).

Youth disengagement has decreased notably, from 14.0 per cent in 2016.

Young people in the Mackay region are more likely to be engaged in work than education alone or both education and employment.

Figure 18 Youth engagement, Mackay region and Queensland, 2021



# Housing



# Dwelling Approvals



**3,454**

New house approvals since 2014-15

**\$361.1**

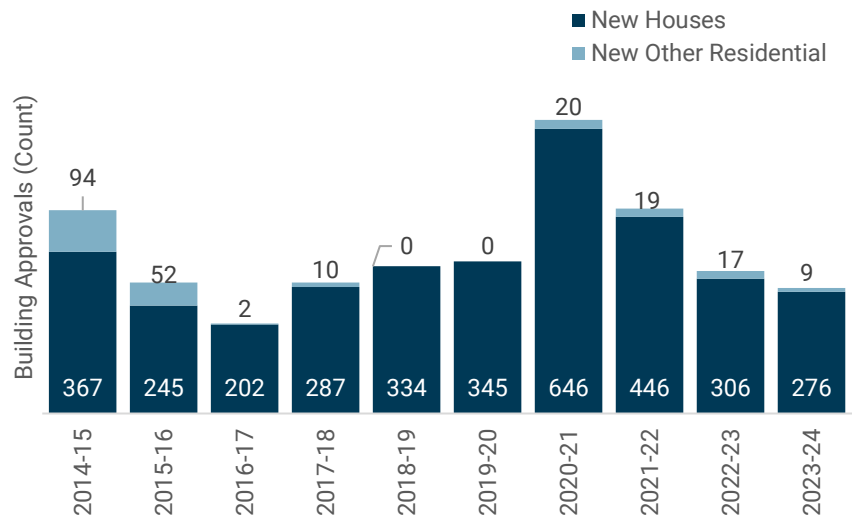
Million in building approvals in 2023-24

## Dwelling Approvals

There were 3,454 new houses and 223 new 'other residential buildings' approved in the Mackay region since 2014-15.

276 new houses and 9 other residential types were approved in the 2023-24 financial year, which is less than the 10-year average of 345 new houses and 22 other residential buildings.

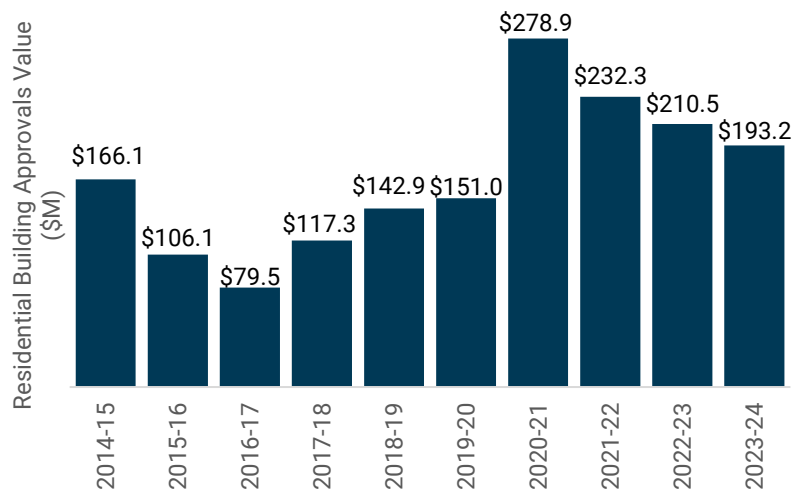
Figure 19 Residential building approvals, Mackay region, 2014-15 to 2023-24



## Building Approval Value

The total value of residential building approvals during 2023-24 was \$193.2 million. The value of residential building approvals peaked in 2020-21 at \$278.9 million and was at the lowest value (\$79.5 million) in 2016-17.

Figure 20 Residential Building approval value, Mackay region, 2014-15 to 2023-24



# Residential Lots



**382**

Lot approvals in the Mackay region (2023-24)

**52.8%**

Of lot approvals in the Mackay Isaac Whitsunday region are in the Mackay region

**161**

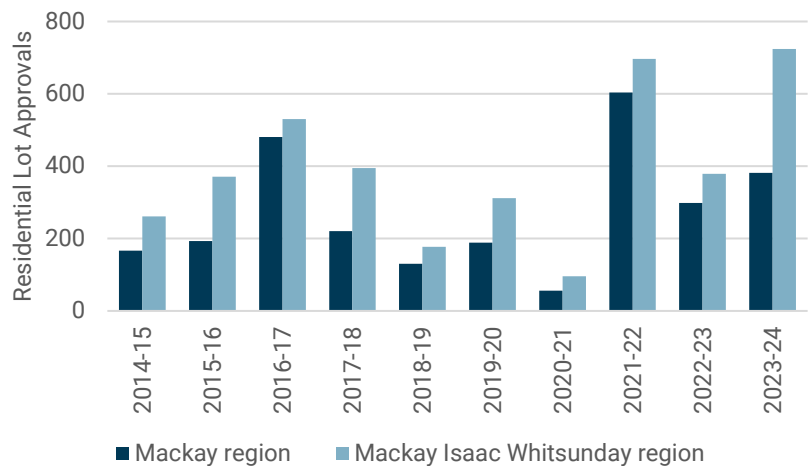
Lot registrations (2023-24)

## Lot Approvals

Between 2014-15 and 2023-24, an average of 272 lots were approved each financial year within the Mackay region.

In 2023-24, lot approvals in the Mackay region accounted for 52.8 per cent of total lot approvals in the Mackay Isaac Whitsunday region. This is down 25.8 percentage points from 2022-23, attributable to a greater proportion of lots approved in Whitsunday over this time (47.2 per cent of the Mackay Isaac Whitsunday region).

Figure 21 Lot approvals, Mackay region and Mackay Isaac Whitsunday region, 2014-15 to 2023-24

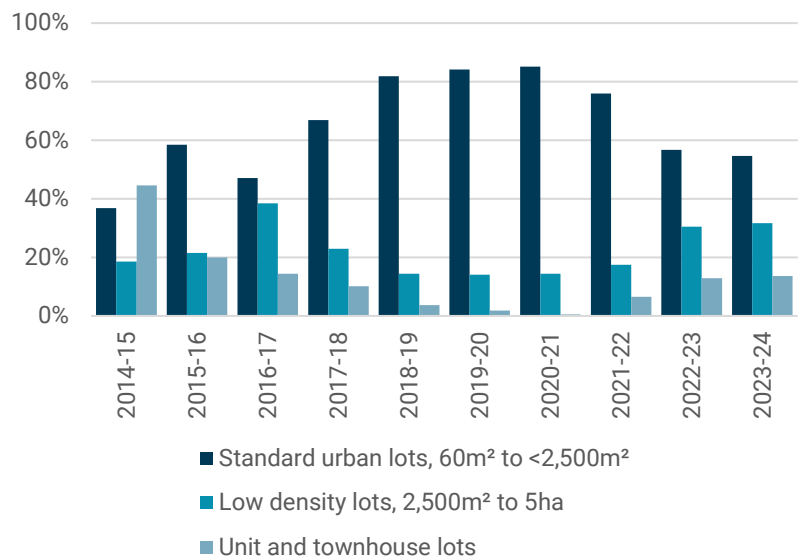


## Lot Registrations

Lot registration is the final stage of the development of new residential lots.

Between 2014-15 and 2023-24, 2,476 lots were registered in the Mackay region, of which an average of 64.8 per cent were registered as standard urban lots.

Figure 22 Lot registrations, Mackay region, 2014-15 to 2023-24



# Sales



**229**

Lot sales  
(2023-24)

**23,568**

Dwellings were  
sold between  
2014-15 and  
2023-24

**84.9%**

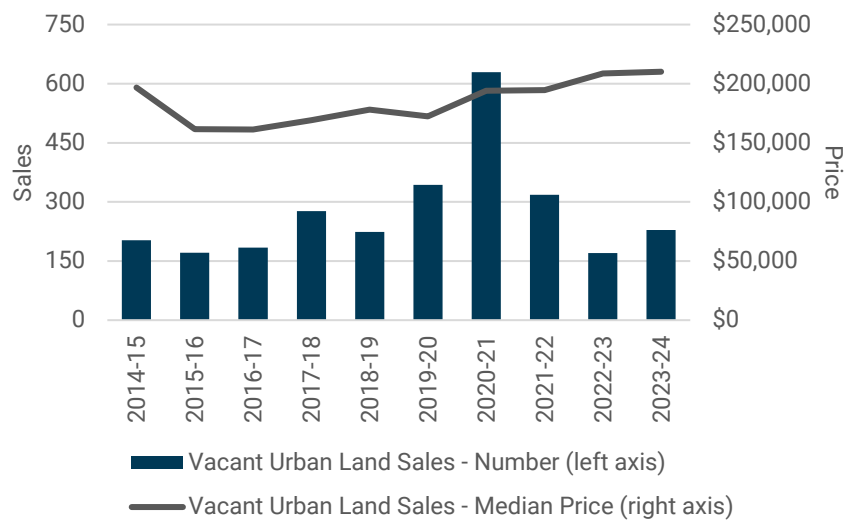
Of dwelling sales  
are detached  
dwellings

## Vacant Lot Sales

An average of 275 lot sales occurred at a median price of \$184,668 between 2014-15 and 2023-24.

While the volume of vacant lot sales in the Mackay region has fluctuated, particularly over recent years, the median price has continued to trend upwards since 2015-16.

Figure 23 Land sales and median price, Mackay region, 2014-15 to 2023-24

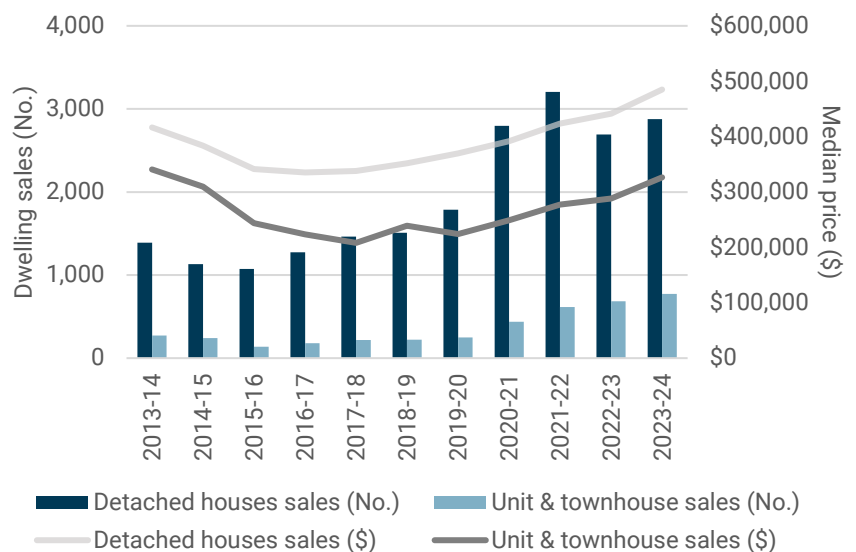


## Dwelling Sales

There were 23,568 dwelling sales in the Mackay region between 2013-14 and 2023-24. Over the period, detached dwellings generally accounted for around 84.9 per cent of dwelling sales in the Mackay region, and units and townhouses make the balance.

The median price of houses in 2023-24 was \$485,000, which increased by 9.9 per cent from the year prior (\$441,250).

Figure 24 Dwelling sales and median price, Mackay region, 2013-14 to 2023-24



# Rent & Affordability



**\$528**

Median weekly rent price of houses in 2023-24

**24.3%**

Of all dwellings sold in 2023-24 were considered affordable

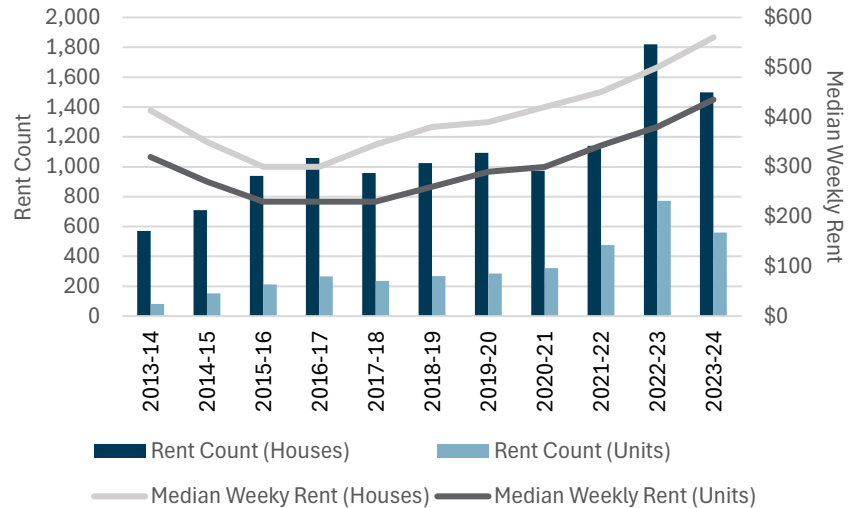
**32.9%**

Of all dwellings rented in 2023-24 were considered affordable

## Median Weekly Rent

A total of 1,499 houses and 560 units were rented in the Mackay region in 2023-24. The average median weekly rent price for a house was \$528 and units were \$388.

Figure 25 Median weekly rent, Mackay region, 2013-14 to 2023-24

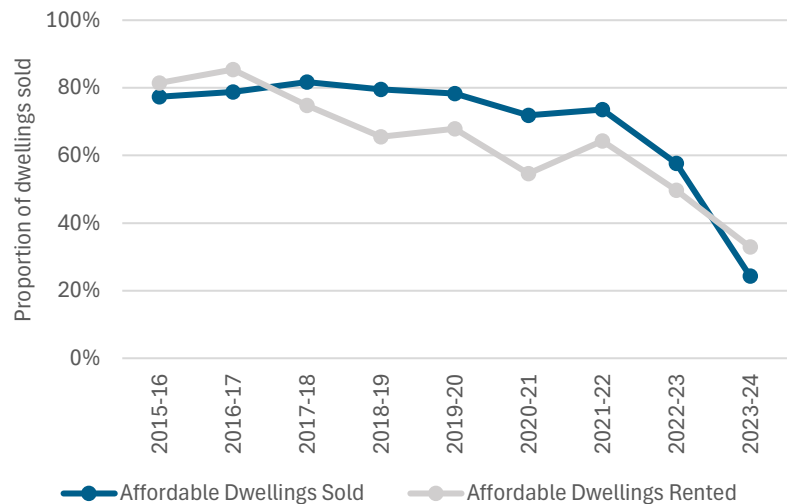


## Housing Affordability

The term 'housing affordability' refers to the relationship between expenditure on housing and household incomes to reflect potential barriers to entry into the housing market. A dwelling is unaffordable if the asking price for sale or rent is more than 30 per cent of household income.

In 2015-16, 1,181 affordable dwellings were sold in the Mackay region, representing 77.4 per cent of all dwellings sold. In 2023-24, this decreased to 909 affordable dwellings, representing 24.3 per cent of all sold dwellings.

Figure 26 Housing affordability, Mackay region, 2015-16 to 2023-24



# Employment



# Employment

The following profiles show data for employed persons who work in the Mackay region, regardless of where they live.



**54,582**

Jobs in the Mackay region

**15.3%**

Of workers are employed by the health care sector

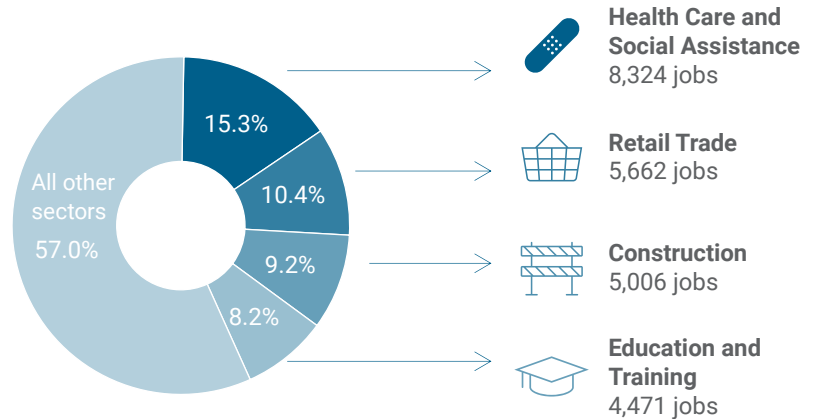
**+2,376**

New jobs in health care and social assistance (2016-2021)

## Employment by Industry

The total employment estimate for the Mackay region at the 2021 Census was 54,582 jobs. The health care and social assistance sector is the largest employing sector, comprising 8,324 jobs, followed by the retail trade sector (5,662 jobs).

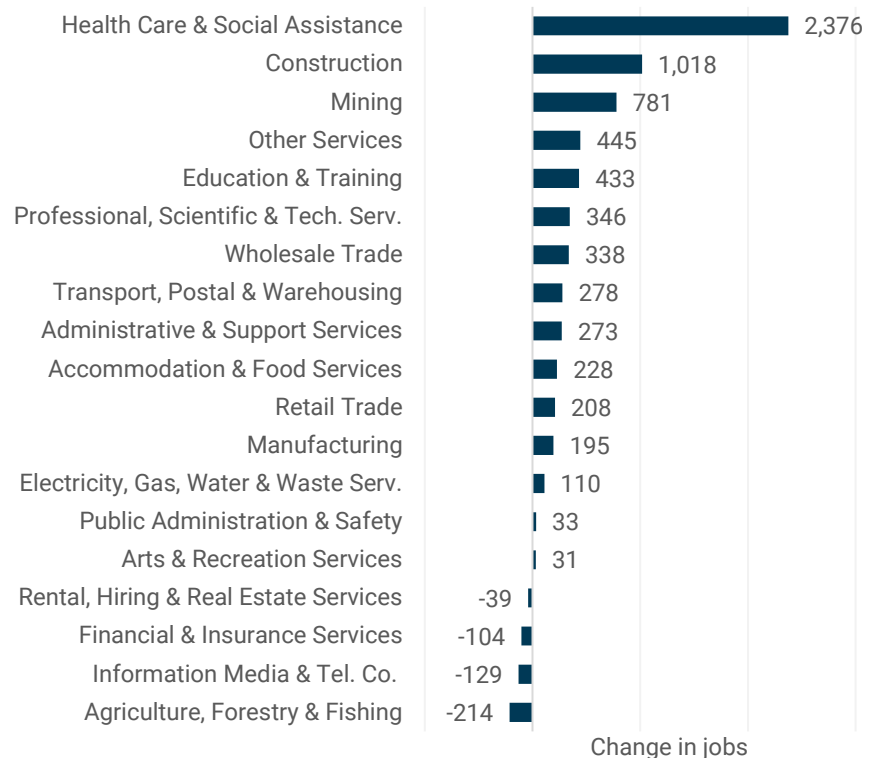
Figure 27 Jobs by industry, Mackay region, 2021



## Change in Employment by Industry

Between 2016 and 2021, the total number of jobs in the Mackay region increased by 6,607. The health care and social assistance sector experienced the greatest increase (+2,376 jobs), followed by the construction sector (+1,018 jobs).

Figure 28 Change in jobs by industry, Mackay region, 2016-2021



# Workforce Demographics



**+1,447**

Largest increase in workers aged 35-44 (2016-2021)

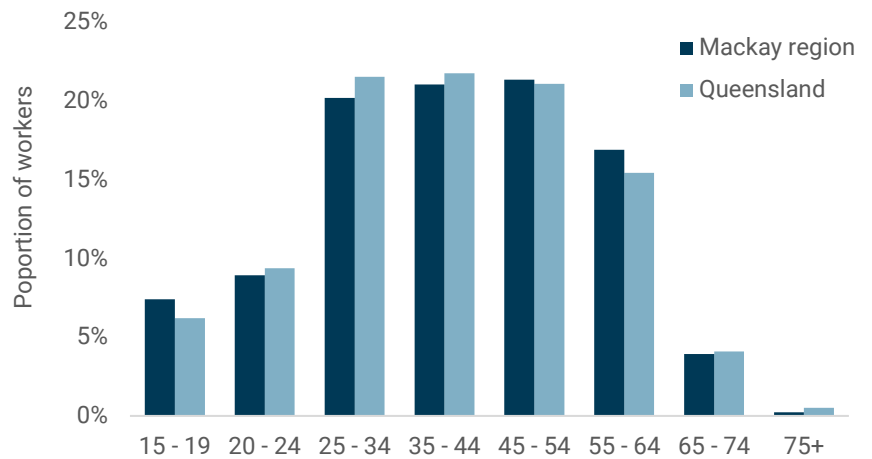
**19.3%**

Of workers are technicians and trades workers

## Workforce Age Breakdown

The age breakdown of the Mackay region's workforce largely reflects the State average, however there is a slightly higher representation of older workers (45-64 years) compared to Queensland (38.3 per cent and 36.5 per cent, respectively).

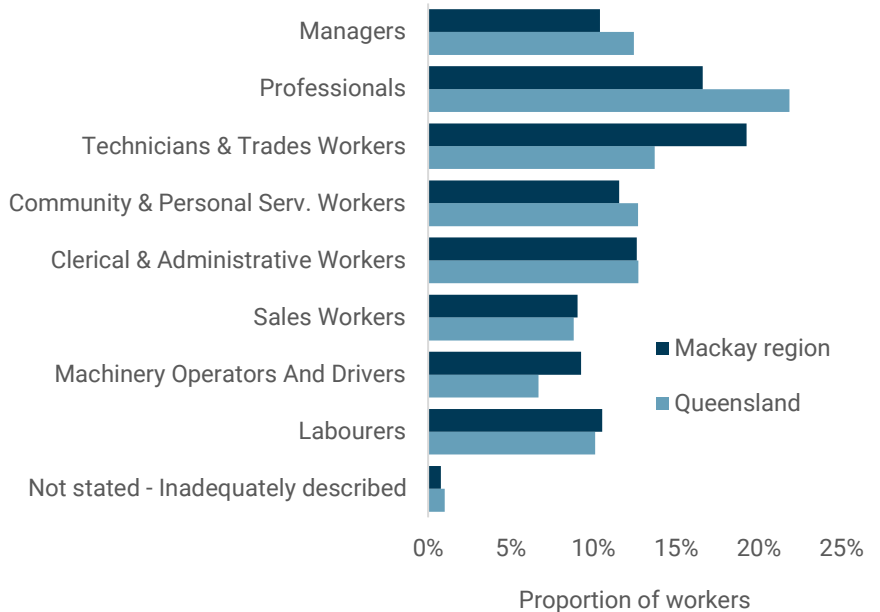
Figure 29 Workforce by age, Mackay region and Queensland, 2021



## Workforce Occupations

Mackay region has a distinct representation of workers across all occupation types. The most common occupation is technicians and trades workers (19.3 per cent), followed by professionals (16.6 per cent).

Figure 30 Occupations of workers, Mackay region and Queensland, 2021





**62.0%**

Of workers in the Mackay region hold a formal qualification

**+5,983**

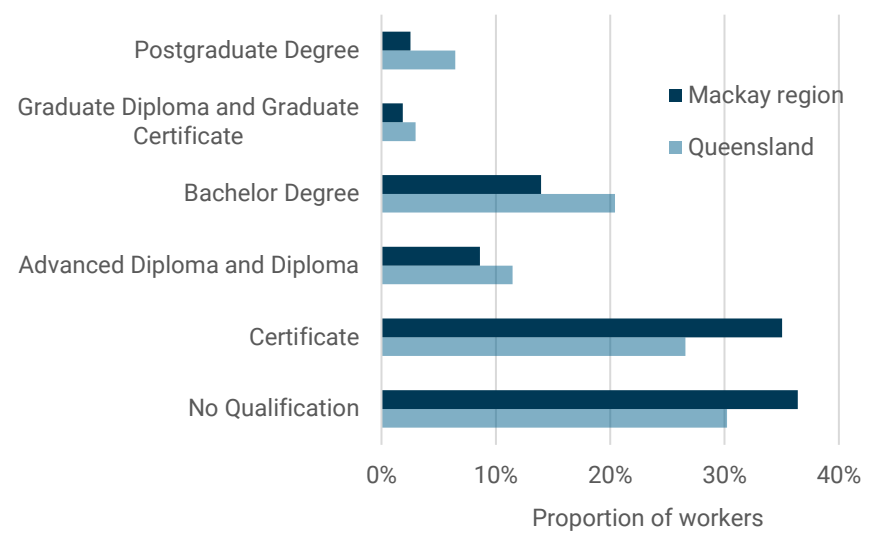
Increase in the number of workers that hold a formal qualification. (2016-2021)

### Workforce Qualifications

Approximately 62.0 per cent of the Mackay region's workforce hold a formal qualification (including certificate, diploma, bachelor degree and higher) compared to 67.9 per cent for Queensland.

Certificate is the most common form of qualification for the Mackay region workers at 35.0 per cent, higher than the State average at 26.6 per cent.

Figure 31 Qualifications of workforce, Mackay region, 2021



**19,128** workers in the Mackay region hold a certificate level qualification.



# Commuting Workers



**97.8%**

Of jobs in the Mackay region are filled by residents

**80.6%**

Of workers drive to work

**11.4%**

Of working residents travel to other municipalities to work

## Movement of Workers

### Self-Containment

Where people live and work has important implications on their lives and the local economy. Jobs in the Mackay region are filled primarily by workers who live locally (97.8 per cent).

	Persons	Share of Total
Work and live in the Mackay region	53,382	97.8%
Work in the Mackay region, live elsewhere	1,200	2.2%
Total persons working in the Mackay region	54,582	100.0%

### Self-Sufficiency

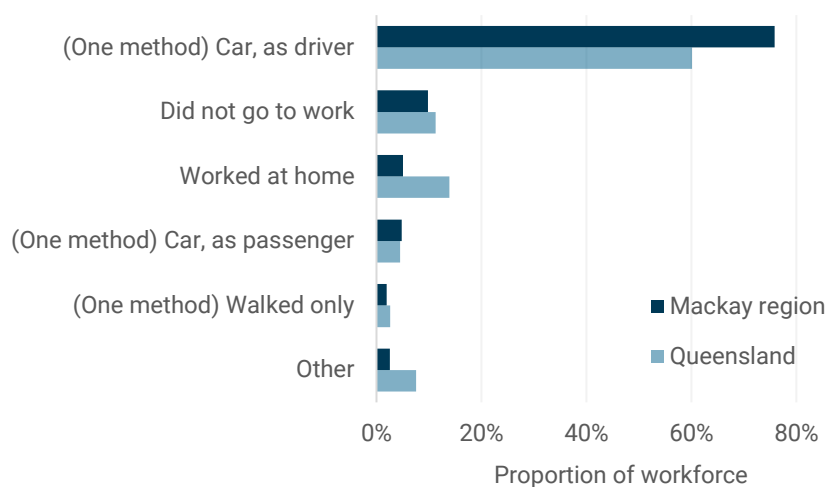
While the number of workers in the Mackay region is 54,582, the number of working residents is much higher at 60,244. It is estimated that 11.4 per cent of working residents in the Mackay region travel to other municipalities for work.

	Persons	Share of Total
Work and live in the Mackay region	53,382	88.6%
Live in the Mackay region, work elsewhere	6,862	11.4%
Total workers living in the Mackay region	60,244	100.0%

## Method of travel to work

Approximately 80.6 per cent of workers travel by car, 5.0 per cent work from home, and 1.9 per cent walk to their workplace.

Figure 32 Method of travel to work for Mackay region workers, 2021



# Work Hours



**29.4%**

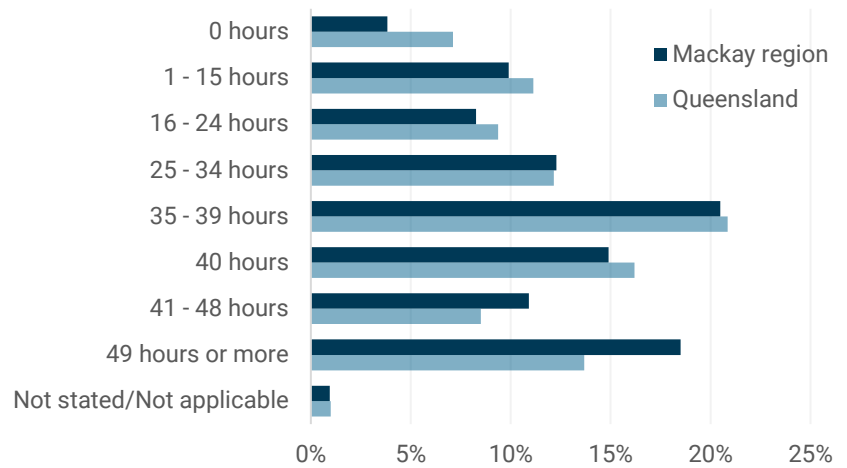
Of workers in the Mackay region work more than 40 hours a week

## Weekly hours worked

One in five workers in the Mackay region work between 35 and 39 hours per week.

A higher proportion of workers in the Mackay region work 40 hours or more per week relative to Queensland (44.3 per cent and 38.4 per cent, respectively).

Figure 33 Weekly hours worked, Mackay region, 2021



# Labour Force



**69,890**

Labour force, 2024

**2.4%**

Quarterly unemployment rate, December 2024

**3.3%**

Annual unemployment rate, 2024

## Employed and Unemployed

In 2024, the Mackay region's labour force is estimated at 69,890 people, with 67,566 employed and 2,324 unemployed. Employment in the region has grown steadily since 2019. The average annual unemployment rate for 2024 was 3.3 per cent, down from 3.5 per cent in 2022.

Figure 34 Labour force, Mackay region, 2019-2024





**+1,973**

Overall increase in the number of employed persons in the Mackay region (2014-2024)

**-341**

Decrease in total employment in 2024

*The job growth rate reflects the rate of change in the number of people employed within the region.*

### Annual Change in Employment

Total employment in the Mackay region decreased by 341 during 2024 after a period of growth from 2020 to 2022.

Figure 35 Annual change in employment, Mackay region, 2014- 2024

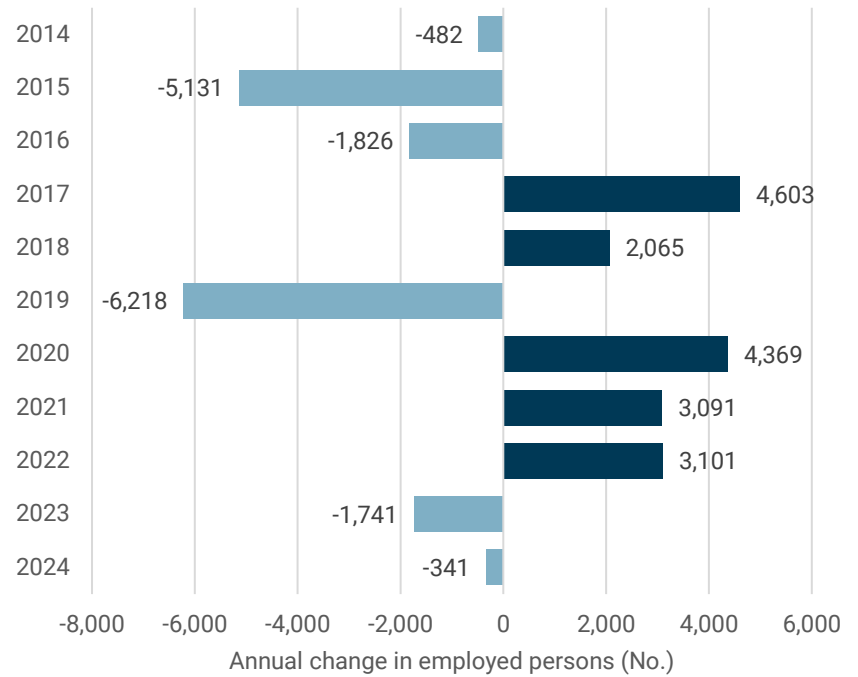


Figure 36 Labour force summary, Mackay region, 2014-2024

	Employed	Unemployed	Labour Force	Unemployment rate	Job Growth Rate
2014	65,593	3,151	68,744	4.6%	-0.7%
2015	60,462	5,008	65,470	7.7%	-7.8%
2016	58,636	4,454	63,090	7.1%	-3.0%
2017	63,239	3,838	67,077	5.7%	7.9%
2018	65,304	2,636	67,940	3.9%	3.3%
2019	59,087	3,585	62,671	5.7%	-9.5%
2020	63,455	3,714	67,169	5.5%	7.4%
2021	66,546	2,803	69,349	4.0%	4.9%
2022	69,647	1,851	71,498	2.6%	4.7%
2023	67,906	2,484	70,390	3.5%	-2.5%
<b>2024</b>	<b>67,566</b>	<b>2,324</b>	<b>69,890</b>	<b>3.3%</b>	<b>-0.5%</b>

# Industry



# Gross Regional Product



Gross Regional Product is the total value of final goods and services produced in the region over the one year.

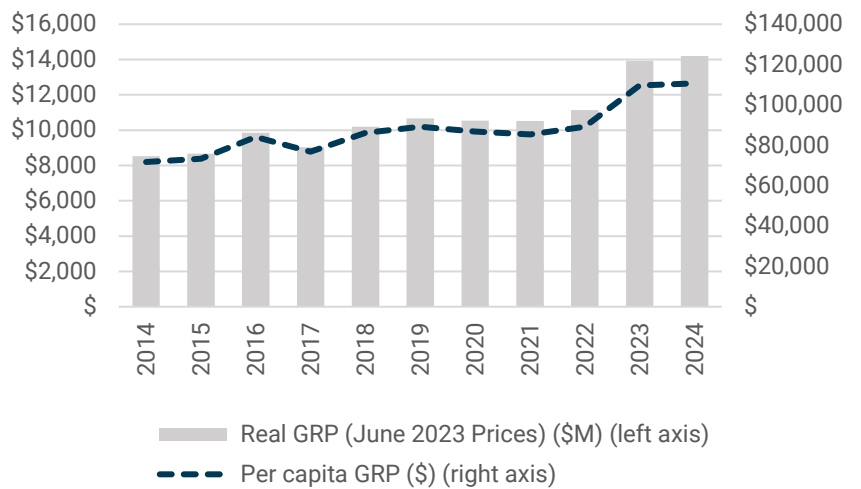
**\$14.7B**

GRP (2024)

Gross Regional Product (GRP) represents the economic wealth generated in a region. The Mackay region's GRP for 2024 is estimated to be \$14.7 billion, which is 29 per cent of the total GRP for the Mackay Isaac Whitsunday region and 3 per cent of Queensland's Gross State Product.

Real values are used over a longer term to remove the effects of inflation. The following figure reflects the change in real GRP and real GRP per capita since 2014. Real GRP per capita has increased from \$71,729 in 2014 to \$110,688 in 2024.

Figure 37 Gross Real Regional Product, Mackay region, 2014-2024



# Value Added



Value added represents the marginal economic value added by each industry in the Mackay region.

**\$14.0B**

Value added generated (2024)

Value added data represents the marginal economic value added by each industry sector within the Mackay region. Value added is a major element used to calculate GRP.

An estimated \$14.0 billion in value added was generated in the Mackay region in 2024. The mining sector contributes the most (\$5.8 billion), 4.3 times more than the second-highest sector. This substantial contribution is primarily due to the presence of operational head offices for mining businesses in Mackay.

Figure 38 Value Added by Industry, Mackay region, 2024



# Output



Output represents the gross revenue generated by local businesses.

**\$27.0B**

Output generated in 2024

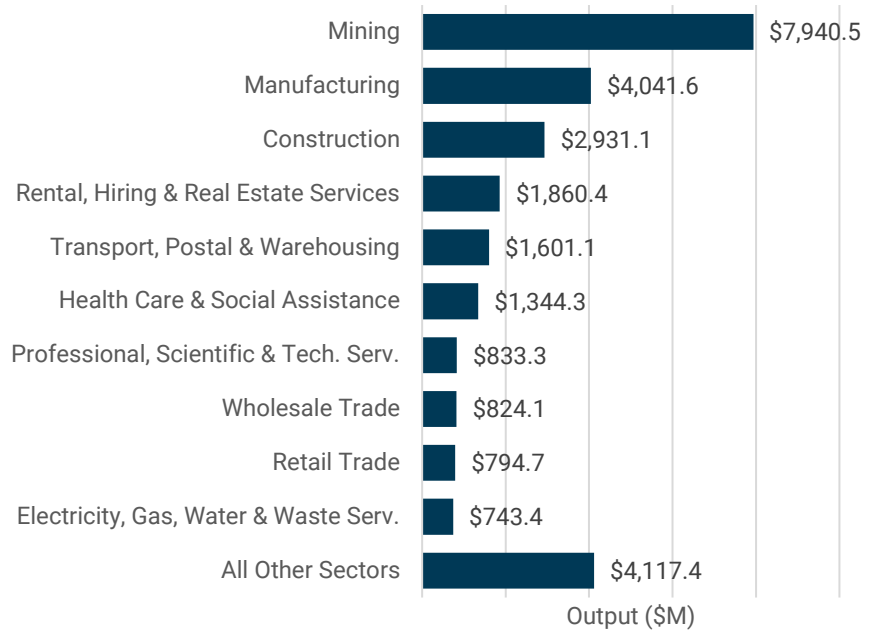
**\$7.9B**

Output generated by the mining sector

Output data represents the gross revenue generated by businesses in each industry sector.

The Mackay region generates an estimated \$27.0 billion in output, with the mining sector contributing the largest amount (\$7.9 billion), followed by manufacturing (\$4.0 billion).

Figure 39 Output by Industry, Mackay region, 2024



**\$7.9B**

Output generated by the mining sector in the Mackay region

# Exports and Imports



Regional exports represent the value of goods and services exported from the Mackay region.

**\$12.1B**

Regional exports in 2024



Regional imports represent the value of goods and services imported to the Mackay region.

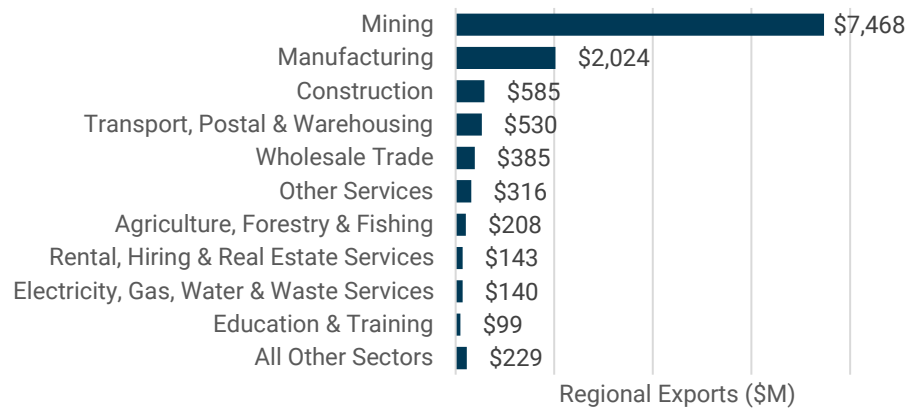
**\$6.3B**

Regional imports in 2024

## Exports

Regional exports (including domestic and international exports) for the Mackay region are estimated at \$12.1 billion for 2024. The mining sector contributes the highest value of regional exports (\$7.5 billion), followed by manufacturing (\$2.0 billion).

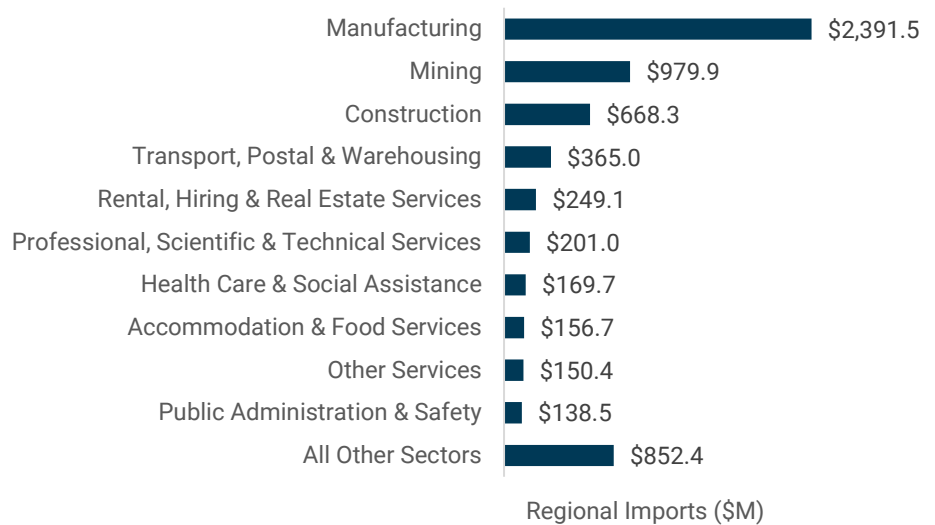
Figure 40 Regional Exports by Industry, Mackay region, 2024



## Imports

Imported goods and services by industry in the Mackay region is valued at \$6.3 billion in 2024. The manufacturing sector represents 38 per cent of total imports, importing an estimated \$2.4 billion in goods and services annually.

Figure 41 Regional Imports by Industry, Mackay region, 2024



# Local Expenditure



Local expenditure represents the value of intermediate goods and services purchased by local industry sectors.

**\$6.7B**

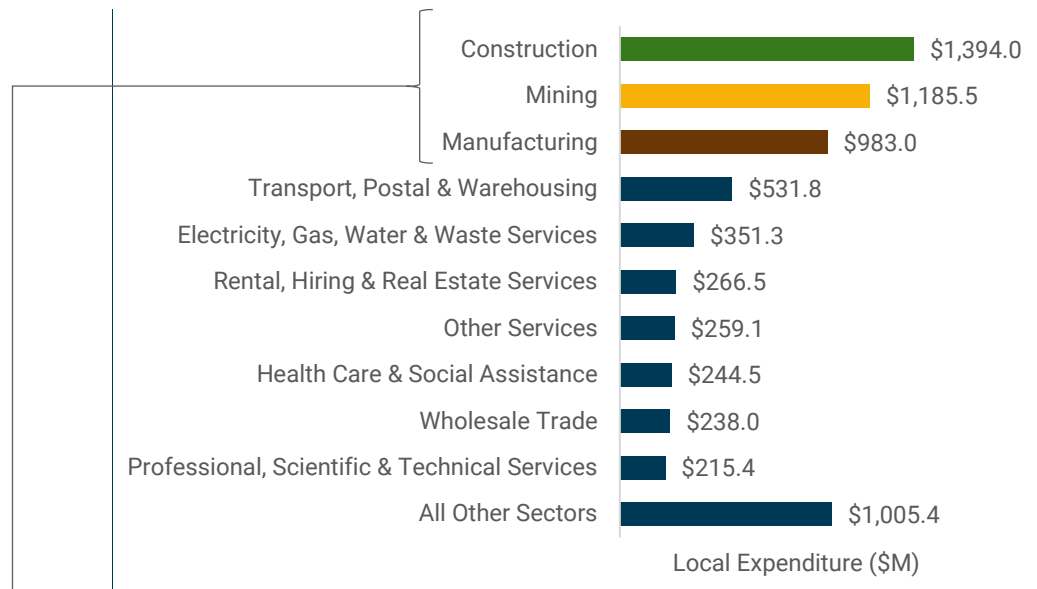
Local expenditure in 2024

Local expenditure represents the value of intermediate goods and services purchased by local industry within the Mackay region. A high rate of local expenditure relative to total output is reflective of well-developed local supply chains.

The total local expenditure estimate for the Mackay region is \$6.7 billion. The construction sector has the highest level of local expenditure, spending \$1.4 billion on local goods and services, followed by mining and manufacturing (\$1.2 billion and \$983.0 million, respectively).

Most of the local expenditure by construction is spent on other local construction (\$672.0 million), manufacturing (\$308.8 million) and professional services (\$108.4 million).

Figure 42 Local Expenditure by Industry, Mackay region, 2024



Local Demand Sector	Local Supply Sector
<b>Construction (\$1.4B)</b>	Construction \$672.0M
	Manufacturing \$308.8M
	Professional Services \$108.4M
<b>Mining (\$1.2B)</b>	Mining \$254.1M
	Manufacturing \$210.1M
	Transport, Postal & Warehousing \$193.2M
<b>Manufacturing (\$983.0M)</b>	Manufacturing \$339.0M
	Agriculture, Forestry & Fishing \$207.7M
	Transport, Postal & Warehousing \$86.7M

# Core Economic Drivers

Core economic drivers represent industry sectors and subsectors that are key to the Mackay region's economy in terms of regional exports, employment, value added, and local expenditure on goods and services (backward linkages).

The following industry sectors are identified as the largest contributors to the regional economy across key economic indicators, with construction identified as the most significant.

Figure 43 Core economic drivers, Mackay region, 2024

	Backward Linkages	Exports	Employment	Value Added
Construction	✓	✓	✓	✓
Transport, Postal & Warehousing	✓	✓		✓
Manufacturing		✓	✓	
Mining		✓		✓
Health Care & Social Assistance			✓	✓

# Import Replacement Opportunities

Imports reflect demand in the region's economy for goods and services not supplied locally, highlighting gaps in local supply chains. When goods are imported from other parts of Australia, local businesses may be able to fill these gaps. The region can add value and strengthen its economy by producing these goods locally, even partially.

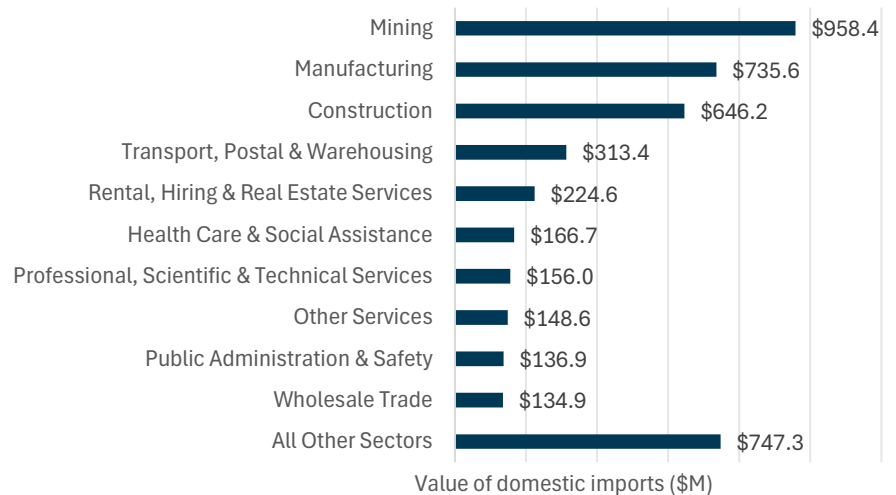
In 2024, industries in the Mackay region imported \$4.4 billion from the rest of Australia.

Figure 44 Local industries demand for domestic imports from the rest of Australia, 2024



## \$4.4B

Imported from the rest of Australia



# Business Trends



The largest number of businesses in the Mackay region operate in the agriculture, forestry and fishing sector.

## 11,010

Total businesses in the Mackay region in 2024

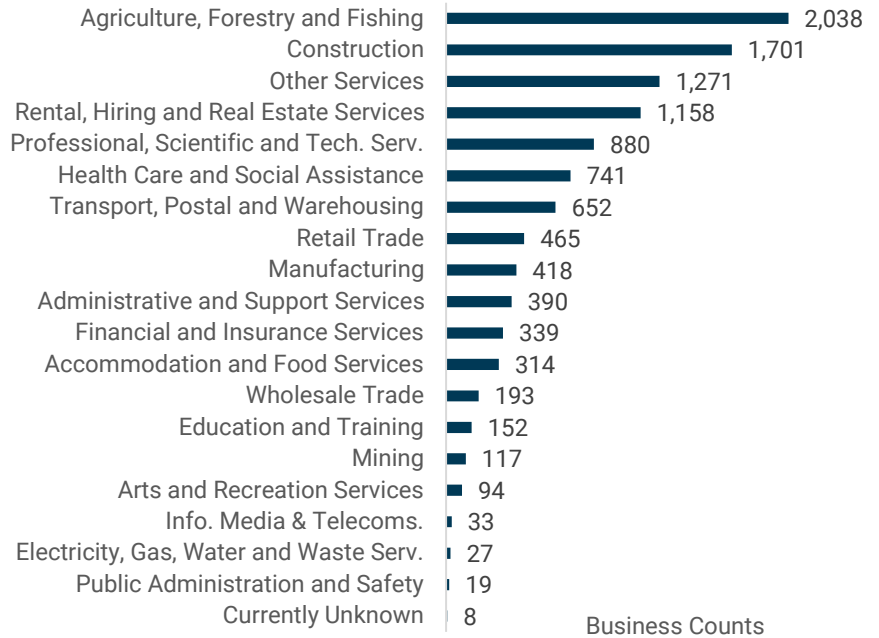
## 687

New businesses between 2022 and 2024

## Count of Businesses

As of June 2024, 11,010 businesses operated in the Mackay region. The largest number of businesses are registered in the agriculture, forestry, and fishing sector (2,038 businesses), followed by construction (1,701 businesses).

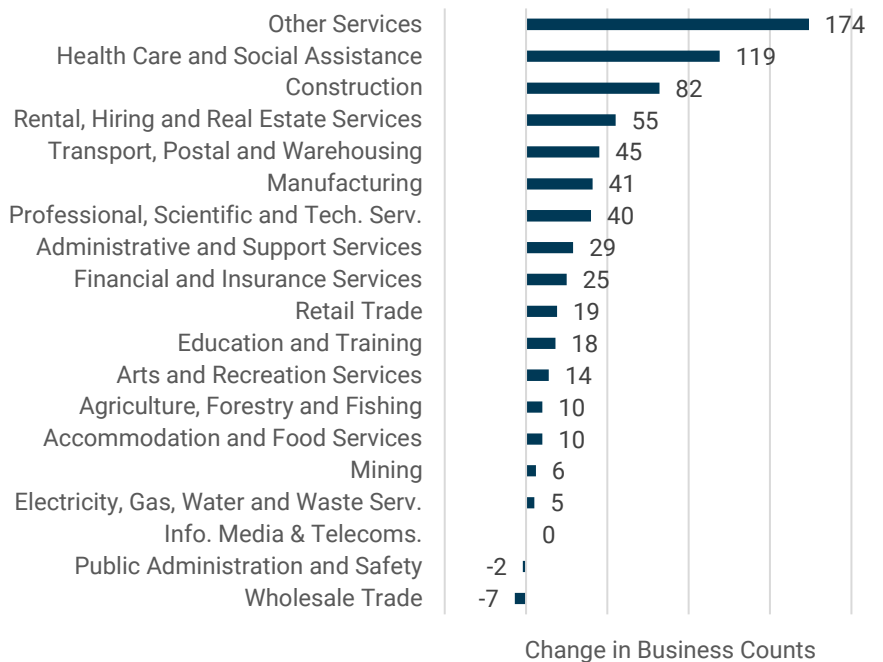
Figure 45 Business counts by industry, Mackay region, 2024



## Change in Business Count

Between 2022 and 2024, registered businesses increased by 687. The other services sector experienced the largest increase (+174).

Figure 46 Change in business counts by industry, Mackay region, 2022-2024





**573**

New non-employing businesses between 2022 and 2024

**687**

New businesses between 2022 and 2024

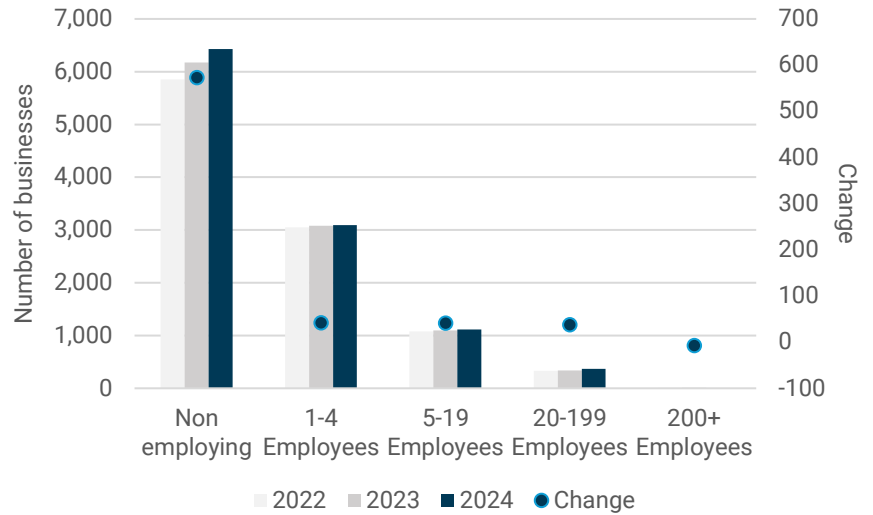
**58.4%**

Of businesses in the Mackay region are non-employing

### Business Counts by Workforce Size

Between 2022 and 2024, non-employing businesses accounted for the majority (58.4 per cent) of businesses in the Mackay region and experienced the greatest increase, from 5,855 in 2022 to 6,428 in 2024.

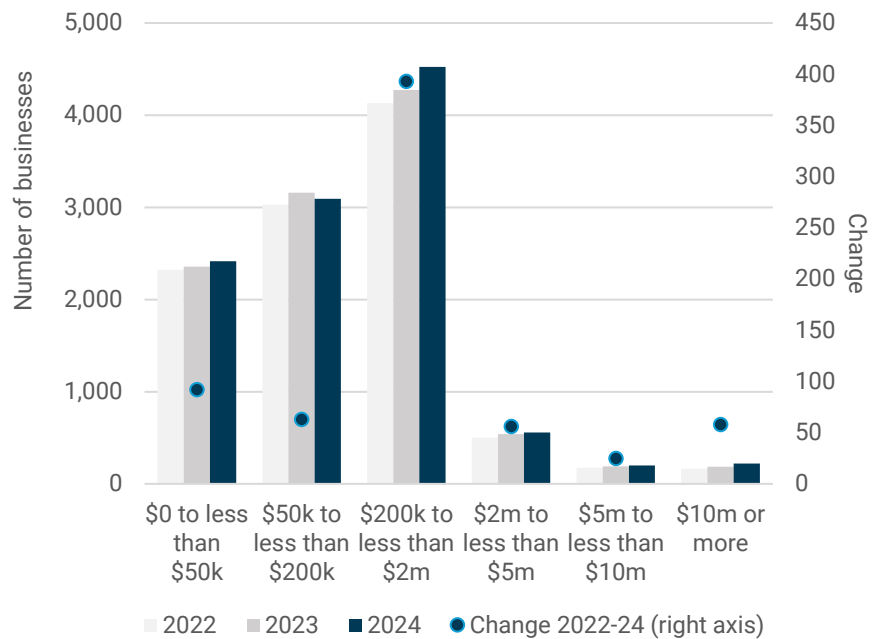
Figure 47 Business counts by workforce size, Mackay region, 2022-2024



### Business Counts by Turnover

Businesses with annual revenue between \$200,000 and \$2.0 million increased the most between 2022 and 2024, increasing by 393 businesses, from 4,130 to 4,523.

Figure 48 Business counts by turnover, Mackay region, 2022-2024



# Tourism



# Tourism Output



Tourism is an amalgamation of activities across various industry sectors.

**\$603.9M**

Output generated by tourism activity in the Mackay region

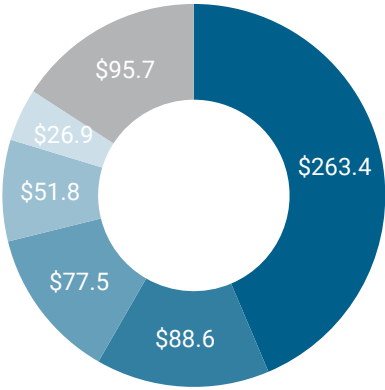
Tourism is not classified as a separate industry sector in the National Accounts data. Instead, tourism is an amalgam of activities across various sectors, such as:

- Retail
- Accommodation
- Cafes and restaurants
- Cultural and recreational services
- Transport

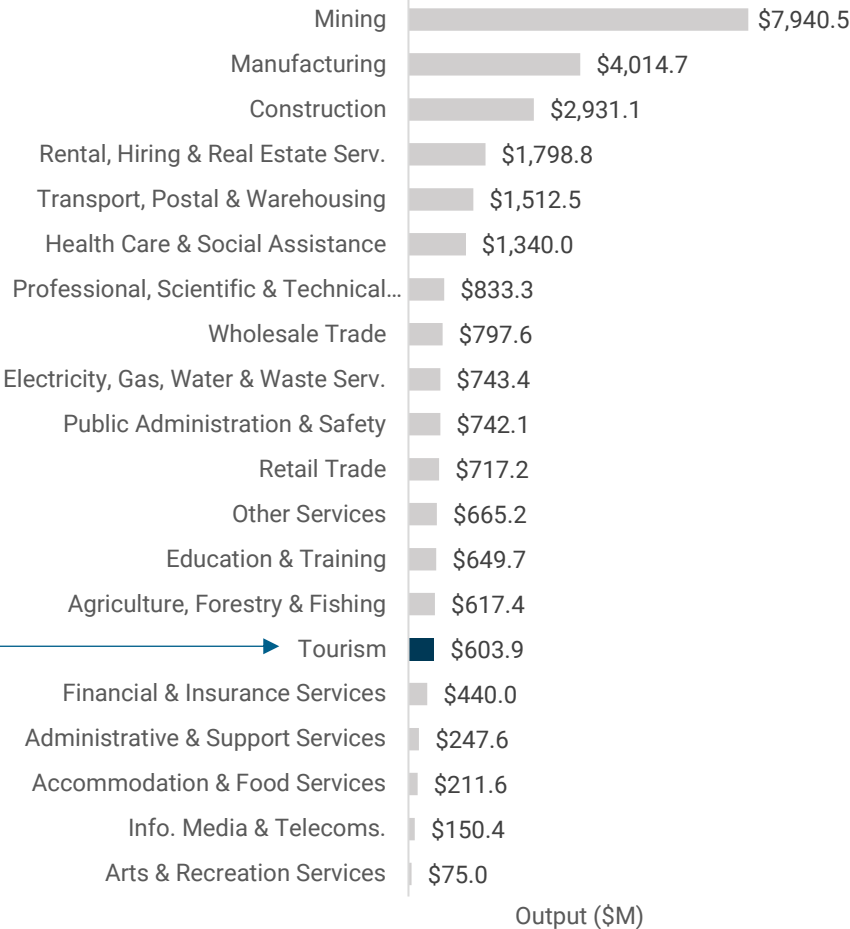
The estimated output generated by each industry sector in the Mackay region is deducted and consolidated into a separate tourism sector.

Tourism contributes an estimated \$603.9 million in output in the Mackay region.

Figure 49 Tourism output breakdown, Mackay region, 2024



- Accommodation & Food Services
- Transport, Postal & Warehousing
- Retail Trade
- Ownership of Dwellings
- Manufacturing
- All Other Sectors



# Tourism Employment



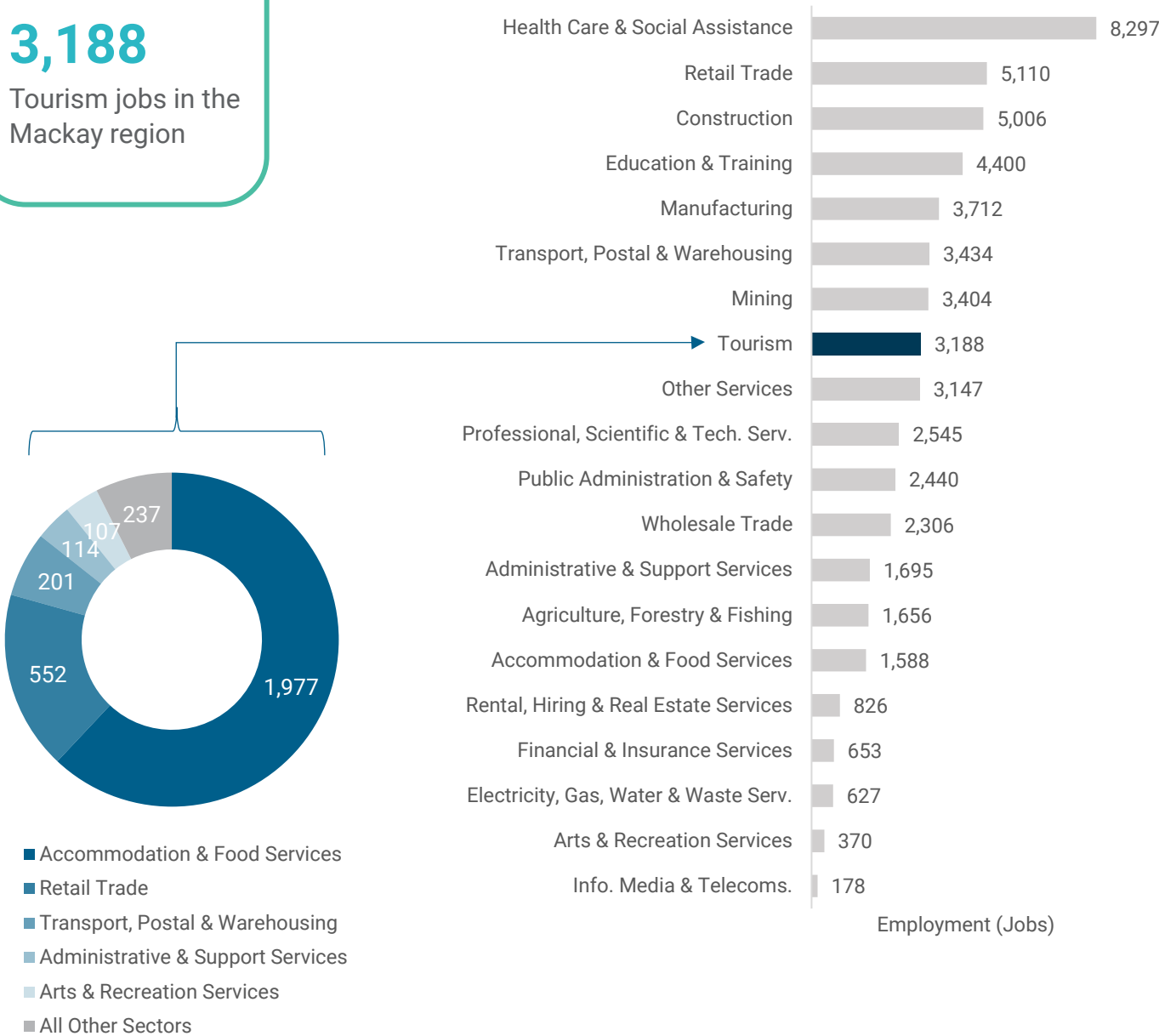
Tourism is an amalgamation of activities across various industry sectors.

**3,188**

Tourism jobs in the Mackay region

Tourism is estimated to account for 3,188 (5.9 per cent) of the 54,582 total jobs in the Mackay region. The accommodation and food services sector, along with the retail trade sector, have the highest number of jobs supported by tourism demand in the area, with 1,977 and 552 jobs, respectively.

Figure 50 Tourism employment breakdown, Mackay region, 2021



# Tourist Spend



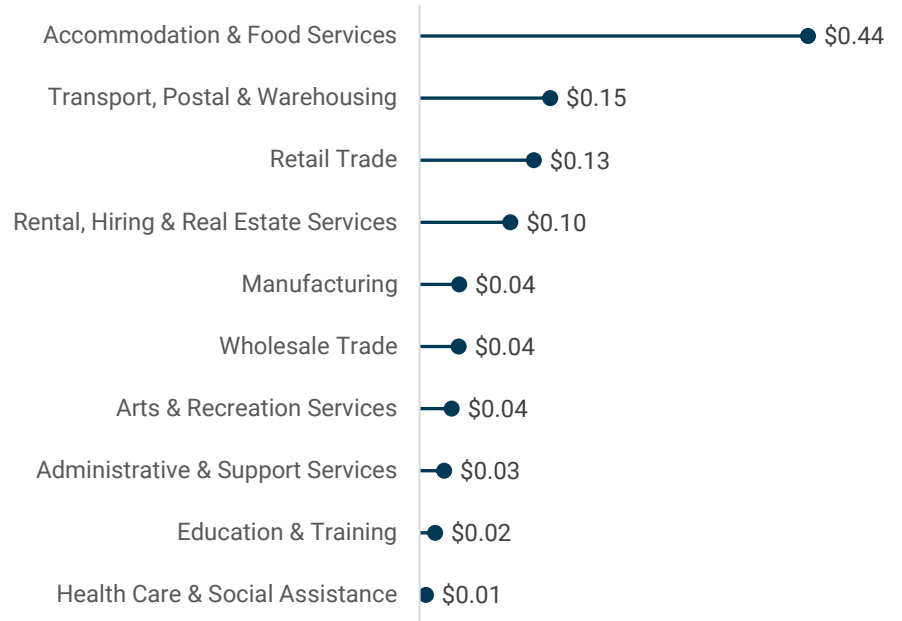
**\$0.44**

Out of every \$1.00 of tourist expenditure is spent on accommodation and food services

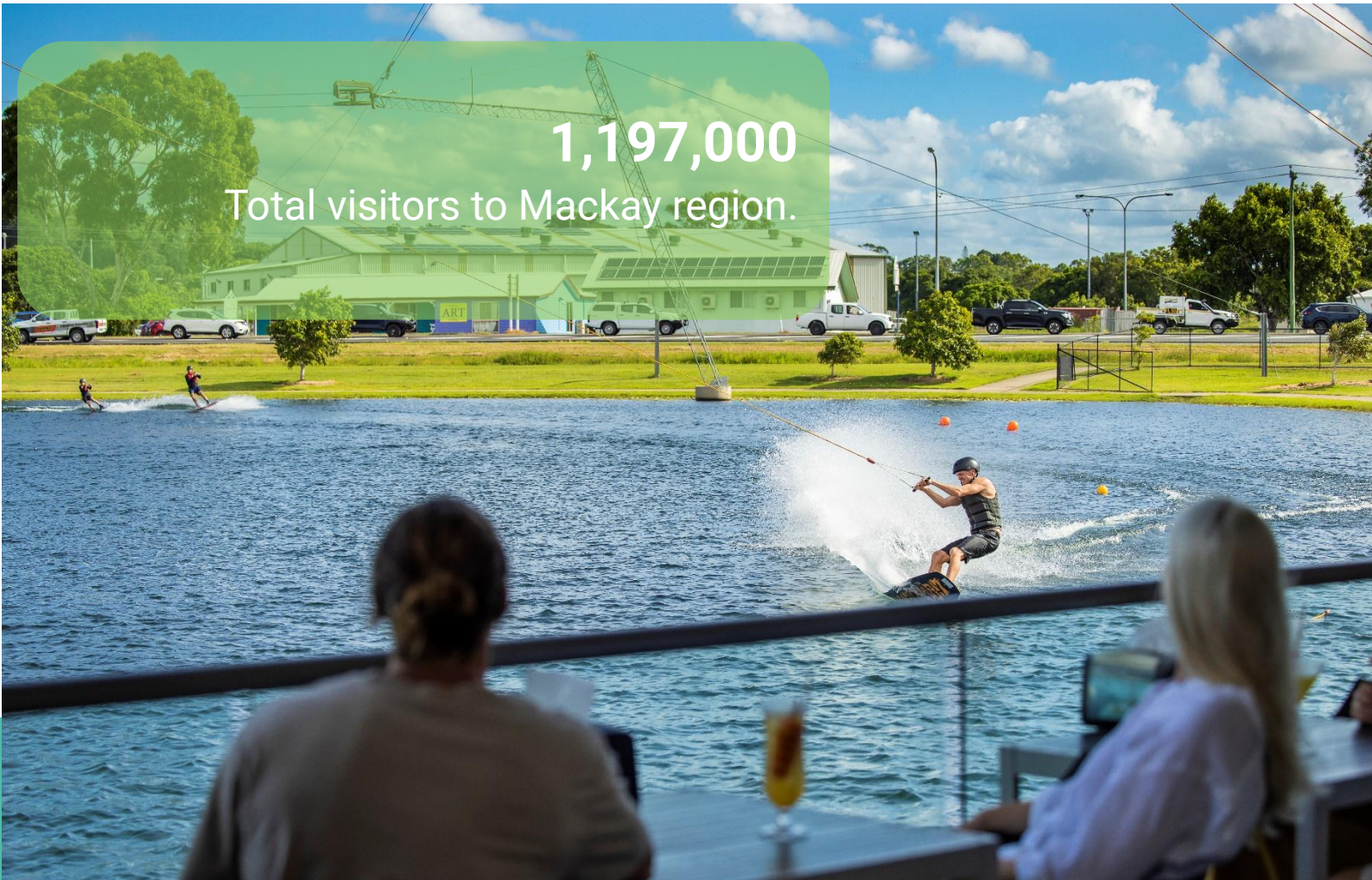
## Distribution of a Tourist Dollar

For each dollar a tourist spends in the Mackay region, it is estimated that \$0.44 is spent on accommodation and food services, \$0.15 on transport, postal and warehousing, and \$0.13 on retail trade.

Figure 51 Breakdown of tourist expenditure per \$1.00, Mackay region, 2024



**1,197,000**  
Total visitors to Mackay region.



# Visitor Profile

## Visitor Type, Count and Length of Stay

This section provides data for the Mackay Tourism Region for the year ending December 2024.

Mackay welcomed 1.2 million overnight visitors in the year ending December 2024, up 7.7 per cent from 2019. An estimated 1,161,000 domestic overnight visitors accounted for 97.0 per cent of the total visitors to the region. The 'business' travellers are the largest source of visitors to the area, contributing more than half of total visitations over the 12 months to December 2024.

On average, visitors to the Mackay region stay for approximately 3.6 nights<sup>1</sup>.

Figure 52 Visitor breakdown, Mackay Tourism Region, 2024

		Visitors	Trend % Chg	Nights	Trend % Chg <sup>2</sup>	Length of stay
Domestic	Holiday	241,000	-3.4%	823,000	4.5%	3.4
	VFR <sup>3</sup>	n/p	n/p	n/p	n/p	n/p
	Business	640,000	4.3%	2,607,000	-0.1%	4.1
	<b>Domestic</b>	<b>1,161,000</b>	<b>1.6%</b>	<b>4,220,000</b>	<b>1.2%</b>	<b>3.6</b>
Intrastate	Holiday	207,000	-4.9%	728,000	4.2%	3.5
	VFR	n/p	n/p	n/p	n/p	n/p
	Business	610,000	4.3%	2,437,000	-1.0%	4.0
	<b>Intrastate</b>	<b>1,070,000</b>	<b>1.7%</b>	<b>3,808,000</b>	<b>0.5%</b>	<b>3.6</b>
International	Holiday	26,000	-28.3%	409,000	260.4%	15.9
	VFR	n/p	n/p	n/p	n/p	n/p
	Business	n/p	n/p	n/p	n/p	n/p
	<b>International</b>	<b>37,000</b>	<b>-22.8%</b>	<b>754,000</b>	<b>80.4%</b>	<b>20.5</b>

## Day Visitor Profile

The number of domestic day travellers to Mackay in the year ending December 2024 was 740,000. This is 59.3 per cent lower than the year ending December 2023.

Figure 53 Day trippers, Mackay Tourism Region, 2024

	Day trip visitors	Year % Chg	Expenditure (\$M)	Year % Chg
Mackay region	740,000	n/p	\$141.00	n/p
Queensland	43,078,000	-6.1%	\$6,532.90	-9.8%
Australia	200,564,000	-7.2%	\$30,673.50	-6.9%

<sup>1</sup> Based on the 12-months to December 2024

<sup>2</sup> Trend % Change refers to % change between the 3 years to December 2024. International Trend % Change is from 2019

<sup>3</sup> VFR refers to visiting friends and relatives

Reporting	Measure	Source
Population Context	Estimated Resident Population	Australian Bureau of Statistics (ABS) Regional Population.
	Population Projections	Australian Bureau of Statistics (ABS) Regional Population. Queensland Government population projections, 2023 edition (medium series), Queensland Government Statisticians Office (QGSO), Queensland Treasury and Trade.
	Age Structure	ABS Census of Population and Housing 2011, 2016 and 2021 accessed via REMPLAN Community.
Demographics	Education Income Family Composition Dwellings SEIFA Youth	ABS Census of Population and Housing 2011, 2016 and 2021 accessed via REMPLAN Community.
Housing	Dwelling Approvals Building Approvals	ABS Building Approvals, Australia
	Residential Lots Sales	Residential Land Development Indicators, May 2025, Queensland Government Statistician's Office (QGSO), Queensland Treasury.
	Rent Affordability	REMPPLAN Housing
Employment	Workforce Age Workforce Occupation Workforce Qualification Movement of Workers	ABS 2021 Census Place of Work Employment (Scaled), ABS 2022/23 National Input Output Tables, ABS June 2024 Gross State Product accessed via REMPLAN Economy.
	Labour Force	Department of Employment and Workplace Relations, Small Area Labour Markets, accessed via REMPLAN Small Area Labour Force Reports.
Industry	Gross Regional Product Value Added Output Exports and Imports Local Expenditure Core Economic Drivers	ABS 2021 Census Place of Work Employment (Scaled), ABS 2022/23 National Input Output Tables, ABS June 2024 Gross State Product accessed via REMPLAN Economy.
	Business Activity Business Counts	ABS Count of Australian Businesses, including entries and exits (Jun 2022, 2023 & 2024)
Tourism	Tourism Output Tourism Employment Distribution of a Tourist Dollar	ABS 2021 Census Place of Work Employment (Scaled), ABS 2022/23 National Input Output Tables, ABS June 2024 Gross State Product and REMPLAN 2024 Tourism Analysis Model accessed via REMPLAN Economy.
	Visitor Expenditure	Mackay Regional Snapshot, year ended December 2024; Tourism and Events Queensland.



## **MACKAY REGIONAL COUNCIL**

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<https://www.mackay.qld.gov.au/discover-mackay/invest>

## **DISCLAIMER**

All figures and data presented in this document are based on data sourced from the Australian Bureau of Statistics (ABS), and other government agencies. Using ABS datasets, the regional economic modelling software 'REMPAN Economy', has been applied to generate industrial economic data estimates. This document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information.



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