

INVEST MACKAY

OPPORTUNITY AT WORK



REGIONAL INVESTMENT
PROSPECTUS

INVEST MACKAY

OPPORTUNITY AT WORK



Why Mackay

Because we're onto something big – and now, you are too.

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The top seven

Discover why businesses are choosing Mackay.

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Emerging industries

What's happening now – and what's next?

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Ready? Here's how to make it happen.

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Disclaimer

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Mayor's message

No matter how long you've been in business, there are three keys to success that I think we can all agree on. You need to have the right offering for your customers, the right people in place to deliver that offering and the right support to get you where you want to go. Mackay has that support. We're very confident about that – it's what has historically led our region to provide long-term benefits for both our community, and investors.

These days, you can do business from nearly anywhere in the world – while having a global customer base. We tick all the boxes for new, growing and established businesses as an ideal location, with the bonus of an enviable lifestyle that sets us above the rest.

Every council will tell you that their region is the best option, that's a given. What we'd like to do is invite you to come experience the Mackay region for yourself. A dynamic, innovative business culture sustained by strategic support networks and infrastructure, all alongside a relaxed, laidback lifestyle (where the traffic is light and the people are friendly!) – sounds too good to be true. But it's not. This is Mackay – where opportunity is at work.

Mayor Greg Williamson
Mackay Regional Council

We Acknowledge 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.

WHY MACKAY

➤ Because we're moving with the world and growing at speed.

➤ Because we work hard, think smart and innovate naturally.

➤ Because we have the support and infrastructure to set you up for success.

➤ Because we want you here – building, growing and thriving alongside us.



**Opportunity isn't just knocking
- it's already here.**

Let us show you how Mackay is the perfect place for your next venture.

The top seven

Mackay is one of Australia's most dynamic regions, with a diverse economy and future-focused industries driving growth. Here's why investors are choosing Mackay as the place to establish, expand and succeed.

01

Growth powerhouse

With \$45 billion in projects in the pipeline and a regional economic output of nearly \$26 billion, Mackay is primed for growth. From critical minerals and biomanufacturing to renewable energy and advanced manufacturing, the region is at the forefront of emerging industries. Add to that our strong economic indicators and it's clear – Mackay is a smart investment choice.

02

Collaborative networks and leadership

Business in Mackay isn't just about competition – it's about collaboration. Here, private enterprise, industry associations and government work together to drive innovation and success. This spirit of cooperation ensures businesses have the connections, support and shared vision to thrive.

03

Future-fit connectivity

Mackay's robust digital and physical infrastructure keeps businesses moving. With high-speed internet, a strong mobile network and seamless road, rail, air and sea access, local businesses are well-positioned for success in global markets.

04

Skilled and motivated workforce

A business is only as strong as its people and Mackay delivers. With industry-aligned training, two universities and leading technical education providers, our workforce is equipped with the skills needed for today – and tomorrow.

05

Entrepreneurial spirit

Mackay thrives on a 'dream it, build it, make it happen' mindset. Whether it's startups pushing boundaries or established businesses innovating, this region is a hub of forward-thinking, action-taking entrepreneurs.

06

Resilient economy

With strong foundations in agriculture, mining and tourism, Mackay's economy has proven its ability to weather challenges and emerge stronger. And with diversification into emerging industries, the region is futureproofing its economic success.

07

Community vibe

In Mackay, business isn't just about bottom lines – it's about people, the lifestyle, the natural beauty of the region. With a unique mix of urban sophistication and relaxed tropical living, the Mackay region makes for an attractive place to live, work, invest and explore.

01

Growth region - fast facts

No matter your industry, Mackay's enviable economic, social and physical position give us a distinct competitive advantage – which in turn, gives you one.

THE MACKAY REGION PROVIDES AROUND

ONE THIRD OF AUSTRALIA'S SUGAR PRODUCTION



Source: Australian Sugar Milling Council

THE PORT OF HAY POINT IS ONE OF THE

WORLD'S LARGEST COAL EXPORT PORTS



POPULATION



Mackay → 126,907

Mackay Isaac
Whitsunday

region → 189,643

Source: Remplan May 2024

TOP SIX OVERALL INDUSTRY SECTORS BY OUTPUT

> 2023

Mining	\$7,079B
Manufacturing	\$3,969B
Construction	\$2,722B
Rental, Hiring and Real Estate Services	\$1,853B
Transport, Postal and Warehousing	\$1,670B
Health Care and Social Assistance	\$1,379B

Source: Remplan (2023 Release 2)

TOP SIX SMALL BUSINESS INDUSTRY SECTORS

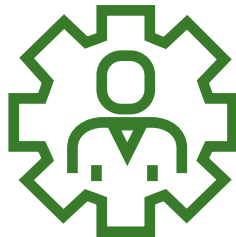
Agriculture, Forestry and Fishing	2046
Construction	1672
Rental, Hiring and Real Estate Services	1135
Professional, Scientific and Technical Services	866
Health Care and Social Assistance	667
Transport, Postal and Warehousing	587

Source: Remplan (2023 Release 2)



Mackay has experienced an average annual growth rate of 1.26% for the past 5 years and in 2023 the population grew by 1.57%. The projected population for Mackay in 2041 is 152,612.

Source: Queensland Government



MACKAY JOB VACANCIES

> MAY 2024

1,484

Source: Seek

UNEMPLOYMENT RATE

> JUNE 2024

Mackay	3.7%
Mackay Isaac Whitsunday region	3.5%
Queensland	4.0%

Source: SALM

MACKAY GRP

> 2023

\$13.925B

Source: Remplan



MACKAY, ISAAC, WHITSUNDAY GRP

> 2023

\$45.122B

Source: Remplan



MACKAY OUTPUT

> 2023

\$25.997B

Source: Remplan



MACKAY, ISAAC, WHITSUNDAY OUTPUT

> 2023

\$74.363B

Source: Remplan



TOTAL NUMBER OF REGISTERED BUSINESSES IN MACKAY

> MAY 2024

10,691

Source: Remplan

NATURAL ADVANTAGES

- Tropical coastal climate
- Plenty of sunshine
- Abundant water
- Land availability (industrial, commercial, residential and agricultural)
- Rich in resources



Case in point

Growth of industrial sector – Paget, Mackay

The Bowen Basin mining industry is predominantly serviced by the manufacturing, engineering, transport and logistics, provision and maintenance industry sectors, as well as a large percentage of the Mackay workforce. A number of national and international companies have located or relocated to Mackay to provide products and services to the industry in this region – with a concentration in the industrial hub of Paget.

While Paget will continue to be the primary industrial area in Mackay, the State has declared an State Development Area across two sites, at Racecourse Mill and Rosella, to support industrial growth, including bioenergy and biomanufacturing.

154.2 ha
Audit Year > 2003

310.5 ha
Audit Year > 2013

381.2 ha
Audit Year > 2023

Developed area - pattern of growth in Paget industrial estate

02 Collaborative networks and leadership

In Mackay, leadership isn't just about making decisions – it's about making things happen.

For our Mackay region community, and the broader Mackay Isaac Whitsunday region, leading by example has become the motto that we all live by. For us, that means collaborating with:

Our business community

A well-connected network of industry groups and chambers of commerce actively seeking out opportunities to collaborate with each other, as well as government, education and industry.

Our industry partners

Who better to tell us what industry needs, than those in the industry? From major sectors (think mining and METS, agriculture and construction) through to emerging players, like biomanufacturing and renewables, our industry leaders proactively collaborate on strategic projects for regional success.

Our neighbours

The Mackay, Isaac and Whitsunday regions all have so much to offer. Rather than working in isolation, our leaders have worked together to identify a shared vision - to better collaborate and advocate for the broader region.


Our national and international partners

Something you quickly realise upon visiting Mackay is how connected we are to the rest of our nation, and the world. An industry problem in Chile can become the next innovative solution for a Mackay business, because we look to collaborate and operate on a global level.

For your business, this means:

- **A strong support network ready to help.**
- **A community that listens and takes action.**
- **Policies and projects designed to foster industry growth.**

In Mackay, when we say we get things done, we mean it.




Peer to peer support > organisations focused on networking, professional development and business advocacy

- Mackay Region Chamber of Commerce
- Institute of Managers and Leaders (IML)
- Young Professionals
- Greater Whitsunday Innovation Hub



Industry support > active local chapters and organisations focused on industry-specific networking, professional development and advocacy

- Greater Whitsunday Alliance (GW3)
- Regional Development Australia Greater Whitsundays
- Resources Centre of Excellence
- CQUniversity
- Resource Industry Network
- Bowen Basin Mining Club
- Canegrowers Mackay
- Mackay Isaac Tourism
- Master Builders – Mackay
- Urban Development Institute of Australia (UDIA) – Mackay Whitsunday
- Certified Practising Accountants (CPA) – Mackay
- Real Estate Institute Australia (REIQ) – Mackay



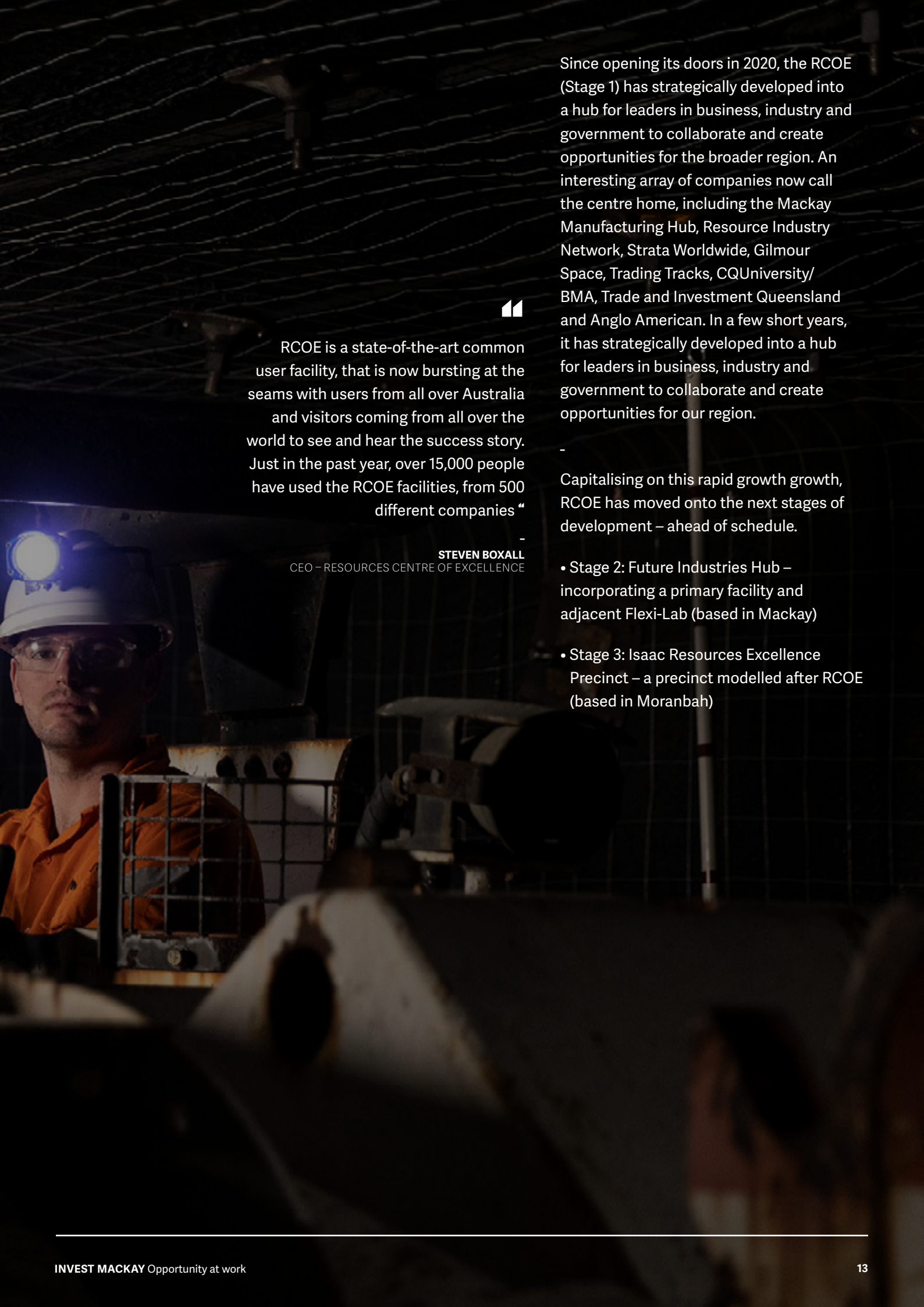
Government support > for facilitating business initiatives, such as accessing grants and incentives

- Mackay Regional Council
- State Government Departments
- Federal Government Departments

The background image is a dark, industrial scene. It features a large, curved metal pipe or duct in the foreground, with a worker in an orange shirt visible in the background. The lighting is low, creating a moody atmosphere. The text is overlaid on the left side of the image.

Case in point

Strategic collaboration across
entire industries – Resources
Centre of Excellence (RCOE)



RCOE is a state-of-the-art common user facility, that is now bursting at the seams with users from all over Australia and visitors coming from all over the world to see and hear the success story. Just in the past year, over 15,000 people have used the RCOE facilities, from 500 different companies “

STEVEN BOXALL
CEO – RESOURCES CENTRE OF EXCELLENCE

Since opening its doors in 2020, the RCOE (Stage 1) has strategically developed into a hub for leaders in business, industry and government to collaborate and create opportunities for the broader region. An interesting array of companies now call the centre home, including the Mackay Manufacturing Hub, Resource Industry Network, Strata Worldwide, Gilmour Space, Trading Tracks, CQUniversity/ BMA, Trade and Investment Queensland and Anglo American. In a few short years, it has strategically developed into a hub for leaders in business, industry and government to collaborate and create opportunities for our region.

Capitalising on this rapid growth growth, RCOE has moved onto the next stages of development – ahead of schedule.

- Stage 2: Future Industries Hub – incorporating a primary facility and adjacent Flexi-Lab (based in Mackay)
- Stage 3: Isaac Resources Excellence Precinct – a precinct modelled after RCOE (based in Moranbah)

03

Future-fit connectivity

As a global leader in mining innovation and a key player in Australia's sugar industry, Mackay understands the power of connectivity.

Whether it's supply chains, workforce mobility or digital access, we invest in the infrastructure that keeps industries competitive and future-ready.

Digital

- Range of digital connectivity options
- Well-established mobile connectivity (4G and 5G services) – including Telstra, Optus and TPG
- The National Broadband Network (NBN) provides fixed line services – including fibre-to-the-premises (FTTP) and fibre-to-the-node (FTTN), and fixed wireless services in less built-up areas

Road

- Gateway to the Bowen and Galilee Basins
- Access to the Whitsunday Islands, via Airlie Beach just down the road
- Distance to metro locations:
 - Brisbane 967km
 - Sydney 1749km
 - Melbourne 2290km
- Distance to regional centre locations:
 - Townsville 386km
 - Rockhampton 336km
 - Cairns 732km
 - Airlie Beach 149km

Rail

- Expansive privately owned rail network servicing the Bowen and Galilee Basins connecting to major ports
- Rail freight services north, south and west connecting Queensland and interstate
- Direct access to rail passenger services throughout Queensland and interstate

Case in point

Mackay location, global operation – Simco

Originally from the UK, Martin Simpson came to Australia after finishing his boilermaking apprenticeship. Moving to Mackay in 1989, he worked for several large heavy engineering workshops and a mining equipment manufacturer – until founding SIMCO in 2010. SIMCO designs and manufactures large mining buckets for draglines, electric rope shovels and hydraulic excavators along with ground engaging tools (G.E.T) and wear parts. They've designed and built the largest working payload carrying capacity dragline bucket in the world and SIMCO products can be found working in India, China, Brazil, USA, South Africa, Senegal, Ukraine, Siberia and Mongolia.

“With Mackay being the hub for the mining industry in Queensland, it has enabled SIMCO to supply our products to the domestic market against some large multinational companies which then draws interest from foreign customers that visit the region to see how innovative the Australia mining industry is compared to their operations.”

**Martin Simpson, Managing Director
– SIMCO**

Air

- Just over 1hr flight to/ from Brisbane
- Overnight air freight available to/from all major capitals
- Fifth busiest airport in Queensland – more than 850,000 domestic passengers per year and growing
- 152-room Ibis Hotel on Mackay Airport grounds
- Connecting Mackay to Australia and the world

Sea

- Two ports operating three terminals combine to make second largest bulk export terminal in Queensland
- Sophisticated pit to port monitoring systems
- Port of Mackay
 - Multi-cargo import and export facility
 - Seven minutes from City Centre
 - 600 ships per year capacity
 - Coastal and international shipping
 - Emerging cruise ship destination
- Port of Hay Point – two terminals
 - Linked to Bowen Basin mines through integrated rail-port network
 - One of the largest coal export ports in the world



Predictive analysis for the Greater Whitsunday region suggests this will result in approximately 3,000 Information and Communications Technology (ICT) and digital engineering jobs over the next decade.”

—
EXTRACT FROM THE GREATER WHITSUNDAY DIGITAL ROADMAP
NOVEMBER 2022 (COMMISSIONED BY GW3)

04 Skilled and motivated workforce

The right team makes all the difference.

Mackay boasts a highly skilled workforce, with a low unemployment rate of 3.7% (June 2024) and strong industry-aligned training programs. With rapid advancements in automation, robotics, cybersecurity and artificial intelligence, our workforce is evolving to meet the demands of tomorrow's industries.

A Deloitte report commissioned by Great Whitsunday Alliance (GW3) has identified key opportunities to maintain our competitive edge in workforce development, ensuring businesses in Mackay have access to the talent they need.

Skilling for the future – Greater Whitsunday Workforce Development Playbook



In 2022, GW3 commissioned Deloitte Access Economics to undertake the Greater Whitsunday Education, Skills and Training Playbook. The playbook presents ten outstanding opportunities aimed to support the development of a dynamic, responsive and capable workforce that meets the needs of industries now and into the future. These are:

1. For Greater Careers Expo > Streamlining and transforming regional career expos to deliver a program of events designed to engage those seeking new ways of developing and applying their skills to local opportunities.

2. Chief Opportunities Officer > Employing a community workforce champion to promote the region and highlight regional opportunities and success stories.

3. Maximising Impact for Managers > Providing local business executives with training opportunities in enterprise skills, through tailored guides, information sessions and online resources.

4. Business-to-Business Upskilling Network > Upskilling the region in digital skills through business-to-business collaboration and knowledge sharing.

5. Digital Nomad Program > Attracting new talent to the region whilst promoting the sharing of knowledge and upskilling of local businesses in digital skills.

6. Guaranteed Career Pathways > Guaranteeing school-to-work, study-to-work employment, or school-to-study entry for select high school and TAFE students to fill the gap of priority skills in the region, while supporting the viability of training providers.

7. Greater Careers Mentoring Program > Connecting local businesses with students across Australia who are studying tertiary courses in priority industries, providing mentoring, internships and a guide to the region's employment opportunities.

8. Greater Whitsunday Earth Observation Hub > Providing a centralised location for the reception, processing and distribution of satellite data for application in industry, boosting digital jobs and encouraging the development of STEM skills.

9. Future Growth Services Precinct > Co-locating technology-focused firms and digital businesses to increase skill accessibility, and support the capabilities and future growth of local industries.

10. AgTech High School Academy > Designating a regional high school as an Agricultural Technology Academy under existing state or independent models to teach the Australian curriculum with a grounding in region-specific industries.



05

Entrepreneurial spirit

In Mackay, innovation and business success go hand in hand. The region's startup ecosystem is thriving, with support systems in place for businesses at every stage of growth.

Innovative solutions



The Mackay region is an exciting place for companies to

invest. We boast a strong, resilient economy built on mining and METS, agriculture, and tourism. Our METS sector especially is world renowned for its innovation solutions, with this culture of ingenuity flowing into other industries as well. The Mackay region is also well positioned to become a major player in the renewable energy sector. Its climate, topography, and access to water and land means it has all the ingredients for this rapidly emerging industry. “

-
DEAN KIRKWOOD
GENERAL MANAGER – RESOURCE INDUSTRY NETWORK (INDUSTRY ADVOCACY BODY)

Rapid growth



Mackay is a brilliant location for Vayeron to base our international business from. Mackay is a city with a country town vibe and, as such, collaborating with other companies is natural. There are endless opportunities to grow and strengthen all of our businesses and community by working collaboratively in innovative ways. “

-
RYAN NORRIS
CO-FOUNDER AND CEO – VAYERON (TECH STARTUP)

Supporting each other



There is no one more generous with their time than the entrepreneurial community who live by the #GiveFirst philosophy. To see a business owner who started off, saw their vision come to life and achieve success – to then pass on not only the knowledge they've gained, but the excitement of what that journey entails – it's why Greater Whitsunday Innovation exists. “

-
KIRRA TULLY
MANAGER – GREATER WHITSUNDAY INNOVATION (COWORING AND INNOVATION HUB)

Lifestyle business



I kicked off handmaking earrings and

selling them at a market stall in September 2014. Today, our 15 reps and online store sell thousands of our Australian handmade earrings every month throughout Australia. While I could certainly never dream that we would have had this kind of success when first starting out, I knew right from the beginning that I didn't want to give up our relaxed family lifestyle, living in the Mackay region. “

-
ABBY WALSH
DIRECTOR – STOMPING ELEPHANTS (RETAIL STARTUP TURNED INTERSTATE BUSINESS)



Did you know Mackay ranks eighth highest for registered patents per capita in Australia?



Industry spotlight: Biofuels

Mackay Sugar is home to one of Australia’s largest biofuel production facilities, the Mackay Renewable Biocommodities Pilot Plant (MRBPP). Operated by the Queensland University of Technology with government backing, this plant transforms biomass into biofuels, green chemicals and more. The next challenge? Turning that biomass into aviation-grade fuel. Watch this space.



MRBPP has been supporting pilot scale biorefining and fermentation projects since its inception in 2010, and is currently undergoing a major upgrade to incorporate biomanufacturing with precision fermentation to create sustainable foods and materials for the future.”



DR JO BLINCO
MANAGER, BIOREFINING RESEARCH FACILITIES – QUEENSLAND UNIVERSITY OF TECHNOLOGY

Industry spotlight: Utilities

Mackay Regional Council pioneered MiWater, a smart water management system developed by local engineers at Tyeware. This innovation has saved residents money, cut water consumption by 10% and delayed the need for costly new infrastructure – all while gaining national recognition..



“We’re now working on ways to use the smart water system data to assist in managing overflows in our sewer network and looking for opportunities to use this technology to assist in other areas associated with emergency management.”



– **SIMON TAYLOR**
DIRECTOR INFRASTRUCTURE AND OPERATIONS – MACKAY REGIONAL COUNCIL

Industry spotlight: Health

Innovation isn’t just happening in big industry – it’s happening in everyday lives. Local nurse Athol Hann developed the Fwards app to help healthcare workers manage the pressures of shift work with roster integration, team communication and mental health support.



“The effect of burnout on a healthcare professional – and the people in their care – can be absolutely devastating. Through this app, we are helping the people who are there for us when we need it most to improve their lives, and build a better culture in the health sector.”

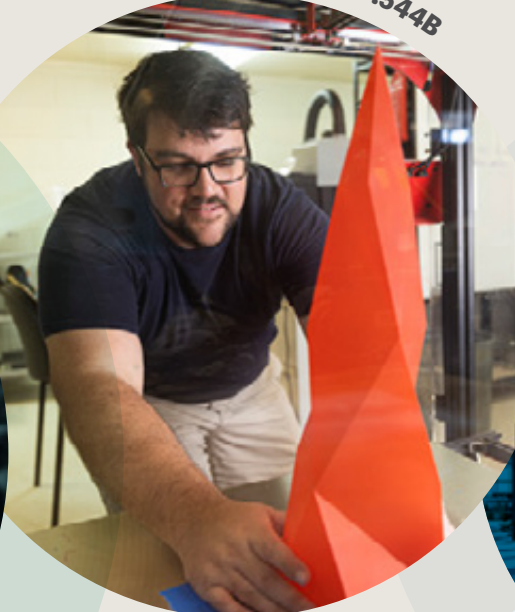


– **ATHOL HANN**
FOUNDER – FWARDS



Mining \$4.470B

Manufacturing \$3.544B



Construction \$2.608B



06 Resilient economy

Mackay's economy is built on the strong foundations of agriculture and mining/METS – industries known for their cyclical nature.

This has shaped a community of resilient people, businesses and industries adept at navigating challenges. Add in the region's experience with natural disasters, and Mackay stands as a testament to perseverance and recovery. Thriving during economic booms and weathering downturns, local businesses have proven their ability to adapt and emerge stronger, embodying the region's unwavering spirit.

TOP SIX OVERALL INDUSTRY SECTORS BY OUTPUT

> 2021-2022

Source: Remplan

Rental, Hiring and Real Estate Services \$1.72ZB



Transport, Postal and Warehousing \$1.524B



Health Care and Social Assistance \$1.239B



Case in point

Prospering in a pandemic – COVID-19

Mackay's economic diversification played a crucial role in its ability to withstand the adverse effects of the pandemic. The region is known for its robust agricultural, mining and tourism sectors, which provided a buffer against the economic downturn caused by COVID-19. While some industries experienced temporary disruptions, the region quickly adapted by implementing innovative solutions and exploring alternative markets. Local businesses and government agencies collaborated to develop support programs, ensuring continuity and creating new opportunities. As a result, Mackay managed to maintain a relatively stable economy and preserve employment levels, shielding the city from severe economic impacts that were seen in other regions worldwide.

07

Community vibe

Mackay offers the best of both worlds – modern amenities with an unmistakable “small town” feel.

Strong community connections, whether social or business, play a key role in helping teams and businesses get the most out of what Mackay has to offer. A diverse range of events, charitable initiatives, sporting clubs and social groups sit alongside the region’s natural beauty, making Mackay an ideal place to live, work, invest and play.

Top six reasons to choose Mackay to live, work, invest and explore.

- ➔ **Enviably lifestyle**
- ➔ **Access to 74 Great Barrier Reef islands**
- ➔ **More than 31 beaches**
- ➔ **Recreational fishing paradise**
- ➔ **On the doorstep of tropical rainforest**
- ➔ **A modern, vibrant city**

Source: Mayor Greg Williamson



Case in point

Moving to Mackay from Sydney for a better life and community feel

Aaron was originally from Sydney. He moved to Mackay for a great work opportunity. This involved setting up a new branch, so it was also a big step up for his career. The move also provide him with the chance to get onto the property ladder, something that would have only been possible after 10-15 years in Sydney.

"I just felt accepted straightaway by everyone and settling down was easy. The opportunity to buy a house was obviously a lot easier up here, whereas in Sydney it was just way out of reach for someone of my age."

Aaron – Specialist Fitter



Case in point

Started as a graduate, ended up as Vice President

For people considering moving to Mackay, the opportunities are endless – particularly in the mining and engineering community. Mackay isn't just a steppingstone – this is somewhere to build your career and do incredible work with great teams of people.

"An example I can give is our engineering grad program. We really look for talented engineers across mining and electrical to join us and from that role they can go through and do project management, commercial management – right into the very top of the organisation, which our current Vice President has done."

Kimberly Matheson, Manager National Recruitment & Workforce Planning – G&S Engineering Services

Emerging industries

For businesses of any kind, Mackay is worth a closer look. The region is home to innovative enterprises, a skilled workforce, enabling infrastructure and natural advantages that align with global growth industries and government priorities at both state and federal levels.

Mackay is actively embracing diversification, attracting investment in future-focused industries.

So, what's in our sights?

Case in point

Waterfront Development

The Mackay Waterfront is a long-term, 20-year project encompassing approx 172 hectares centrally located within the Mackay urban area. The bold vision for the future of Mackay builds upon our natural setting and established character. This project will reconnect Mackay and its visitors to the waterfront, strengthen the region's economy, create a range of inner-city living options, promote the region as a key Queensland tourist destination and facilitate development and investment.

Opportunities

- Hotels, resorts, serviced apartments
- Multi-storey residential (CBD)
- Medium density housing
- Retail and hospitality development

For more info visit: <https://www.mackaywaterfront.com.au/>



Renewable energy

The \$6.5B Capricornia Energy Hub will be located in the Mackay hinterland, delivering green energy to the Queensland grid through pumped hydro, wind and solar. Several other significant wind and solar farms are currently under construction in the broader region, with most being serviced by Mackay's manufacturing and engineering sector, suppliers and workforce.

- Renewable energy projects
- Services to the wind, solar, pumped hydro industries
- Electric vehicle charging stations



Biomanufacturing

Construction is set to commence early to mid 2025 on the Future Foods BioHub in Mackay. This will include a large-scale precision fermentation manufacturing facility drawing on the existing agricultural strengths of the Mackay Isaac Whitsunday region to create new foods and enter new export markets. Led by industry and supported by the Queensland Government, the Future Foods BioHub will use advanced biomanufacturing to create plant-based alternatives that are healthy, sustainable and generate local employment opportunities for the region.

Two new State Development Areas (SDAs) have been approved, enabling Mackay to better cater for the biomanufacturing industry sector – such as making food, fuel, feed and fibre products, by adding value to plant-based output from traditional local industries, including sugar.

- Food manufacturing
- Bioenergy
- Biomanufacturing
- Biofuels
- Fertiliser manufacturing



Tourism

Our tourism industry is enjoying a period of growth, with new attractions recently commencing operation and new infrastructure currently under construction – including Stage 1 of the Finch Hatton Mountain Bike Trails, featuring 13.5km of tracks, a pump track and amenities at the trail head. Multiple new businesses are also being established in Finch Hatton supporting the trails, including several new accommodation properties, shuttle bus service, retail and hospitality outlets.

There's the activation of our beautiful blue (and unique!) Pioneer River - such as reef and island cruises departing from Mackay, sunset cruises from the Pioneer River Pontoon and a commercial operating permit from the pontoon. The region is also rolling out strategies to support visitation growth in areas of recreational fishing, recreational vehicles, mountain bikes and through activation of the Mackay Waterfront. These activities provide exciting new tourism opportunities.

- Hotels and resorts
- RV Parks
- Services to RV market
- Hospitality – restaurants, wine bar, boutique brewery, distillery and cafes
- Retail, arts, crafts, local produce
- Glamping and farm stays
- Tour operators
- Major events



METS and resources

Known as the service centre for the Bowen and Galilee Basins, Mackay provides manufacturing, engineering, logistics, training and workforce solutions to the resources sector. The Resources Centre of Excellence (RCOE) is at the forefront of industry development and innovation. RCOE Stage 2, the Future Industries Hub, will focus on critical mineral extraction and processing, automation and autonomous vehicles and aerospace.

- Critical mineral mining, extraction, processing
- Mining exploration services
- Mining support services for new and existing mines
- Transport and logistics (including support services)
- Recruitment and training services for emerging industries
- Artificial Intelligence



Health

As the population steadily grows, so too does the demand on health services. The aging population also builds demand for retirement living and aged care facilities. Expansion of Mackay hospitals is currently under way with an upgrade of facilities at Sarina Hospital and a major expansion to be undertaken at Mackay Base Hospital.

- Aged and palliative care services
- Retirement accommodation and over 55s lifestyle living
- Medical serviced offices and day surgery facilities
- Allied health services



Manufacturing

Mackay enjoys a strong manufacturing base, with over 480 businesses and 4400 employees in the sector. With a well-established agricultural sector, a significant resources industry, and emerging energy and biomanufacturing sectors, opportunities abound in the region.

- Food manufacturing
- Renewable energy generator components
- Fertiliser manufacturing
- Chemical manufacturing
- Recovery remanufacturing reclamation
- Polyurethane coating
- Specialist manufacturing



Aquaculture

The Greater Whitsunday region's aquaculture sector currently contributes \$21.2M per year or around 20 per cent of Queensland's overall aquaculture production, with significant growth experienced over the last five years due to a range of investments in the region. This growth is expected to continue with additional investment and processing opportunities.

As a major Queensland agricultural player, the Greater Whitsunday region boasts a number of key strengths:

- A mature and diverse agriculture base
- Availability of land to support growth
- Envidable location with moderate climate and access to water
- Highly skilled workforce
- Sophisticated supply chain and transport network

Development pipeline

Mackay continues to showcase its economic strength, with nearly 500 significant projects – valued at more than \$45 billion – progressing through planning, approvals and construction across the Greater Whitsunday region.

Source: GW3 Regional Projects Development Register 2024

One of Mackay Regional Council's flagship projects is the **Mackay Waterfront Priority Development Area**, to revitalise the city's riverfront, town beach and CBD. This transformation will include mixed-use precincts, vibrant public spaces and new residential areas – creating a dynamic hub for business, tourism and community life.

Additional major priority projects for council include:

Finch Hatton MTB (Stage one completed)	\$26M
Finch Hatton MTB Stage 2	\$45M
Mirani Community Precinct	\$10M
Northern Beaches Community Hub	\$56M
Mackay Stadium master plan	\$19.8M
Waterfront Priority Development Area (PDA)	\$300M



Finch Hatton MTB

Major regional projects (proposed)

Key projects in the Mackay and Greater Whitsunday regions include major infrastructure, biomanufacturing, healthcare, renewable energy and mining projects along with significant community infrastructure. Some proposed major regional projects are listed below:

Capricornia Energy Hub	\$6.5B	Mackay Port Access Project Stages 2 & 3	\$350M
Resources Centre of Excellence Stage 2	\$12M	Sarina Hospital Redevelopment	\$31.5M
Lotus Creek Wind Farm	\$1B	Mackay Hospital Redevelopment	\$250M
Clark Creek Wind Farm Stage 1	\$110M	Riverside Hospital Mackay	\$12.6M
Mackay Future Foods BioHub facility	\$300M		
Mackay Renewable Bio-Commodities Pilot Plant expansion	\$7.5M		
Eungella Wind Farm	\$1B		
Winchester South Project – Whitehaven Coal	\$1B		
Walkerston Bypass	\$156.6M		



Mirani Community Precinct



Northern Beaches Community Hub



Waterfront Priority Development Area (PDA)



Mackay Stadium master plan

View all council projects here: mackay.qld.gov.au

Next steps

Ready to invest in Mackay?

The opportunity is real and it's happening now. Whether you're looking to expand, relocate or start fresh, Mackay has everything you need to succeed. Let's make it happen – together.

Mackay Regional Council's Economic Development and Tourism team is your first point of contact for business enquiries. With dedicated client managers, we provide support in:

- Site selection
- Navigating planning and regulatory requirements
- Accessing development concessions
- Connecting with the local business community

We're here to help make your business investment in Mackay a success.

How do I engage with council?

Phone: 1300 622 529

Email: business@mackay.qld.gov.au

Website: discovermackay.com.au/invest

Sign up for the invested in Mackay newsletter

- <https://bit.ly/investedinmackay>



How can I organise a Mackay famil?

Contact council 1300 622 529 or Mackay Isaac Tourism (07) 4837 1228

How do I find co-working space when I come to check out Mackay?

For a City Centre location, book in at Greater Whitsunday Innovation Hub www.gwinnovation.com.au

For a Paget (industrial area) location, book in at Resources Centre of Excellence www.rcoe.com.au

Where can I find out what the local Chamber of Commerce is up to?

Contact their Business & Membership Manager memberships@mackayregionchamber.com.au

Visit their website for upcoming events and membership details www.mackayregionchamber.com.au

Who could help me with for industry-specific advice?

- **Accounting: Certified Practising Accountants (CPA) – Mackay >** qldmembernq@cpaaustralia.com.au
- **Construction: Master Builders – Mackay >** www.mbqld.com.au/contact/find-a-local-office/mackay-and-whitsunday
- **Greater Whitsunday Alliance (GW3) >** <https://greaterwhitsundayalliance.com.au/>
- **Mining/METS: Bowen Basin Mining Club >** www.bbminingclub.com
- **Mining/METS: Resource Industry Network >** www.resourceindustrynetwork.org.au
- **Property/Development: Urban Development Institute of Australia (UDIA) – Mackay Whitsunday >** <https://www.udiaqld.com.au/regions/mackay-whitsunday>
- **Real Estate: Real Estate Institute Australia (REIQ) – Mackay >** <https://www.reiq.com/>
- **Regional Development Australia (RDA) >** <https://www.rdagw.org.au/>
- **Sugar: Canegrowers Mackay >** www.mackaycanegrowers.com.au
- **Tourism: Mackay Isaac Tourism >** www.mackayregion.com



Facilitating Development Policy

Mackay Regional Council seeks to attract targeted investment through our Facilitating Development in the Mackay Region Policy. The policy provides a range of incentives to support businesses and industries, including concessions to infrastructure charges, reductions to sewerage and water connection fees, deferred payments and other initiatives designed to foster new development, stimulate growth and diversify our economy. Contact our Economic Development and Tourism team for more information on how the policy can work for you. discovermackay.com.au/invest/business_support





REGIONAL INVESTMENT PROSPECTUS

**For further information, contact council's
Economic Development program on
1300 MACKAY (622 529) or
business@mackay.qld.gov.au**