



THE  
DEMOGRAPHICS  
GROUP



# Future Outlook

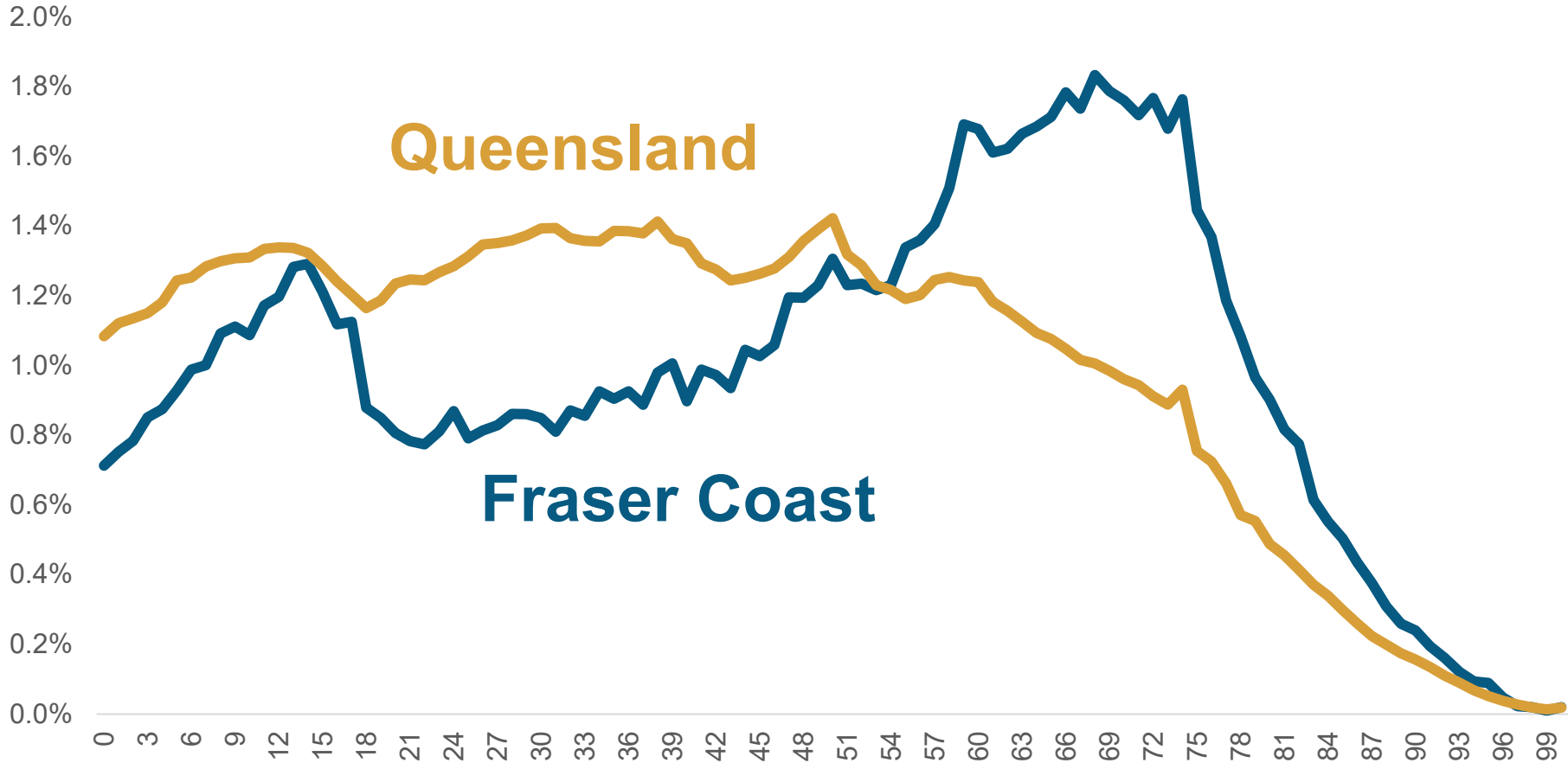
Fraser Coast through the demographic lens

**Simon Kuestenmacher**

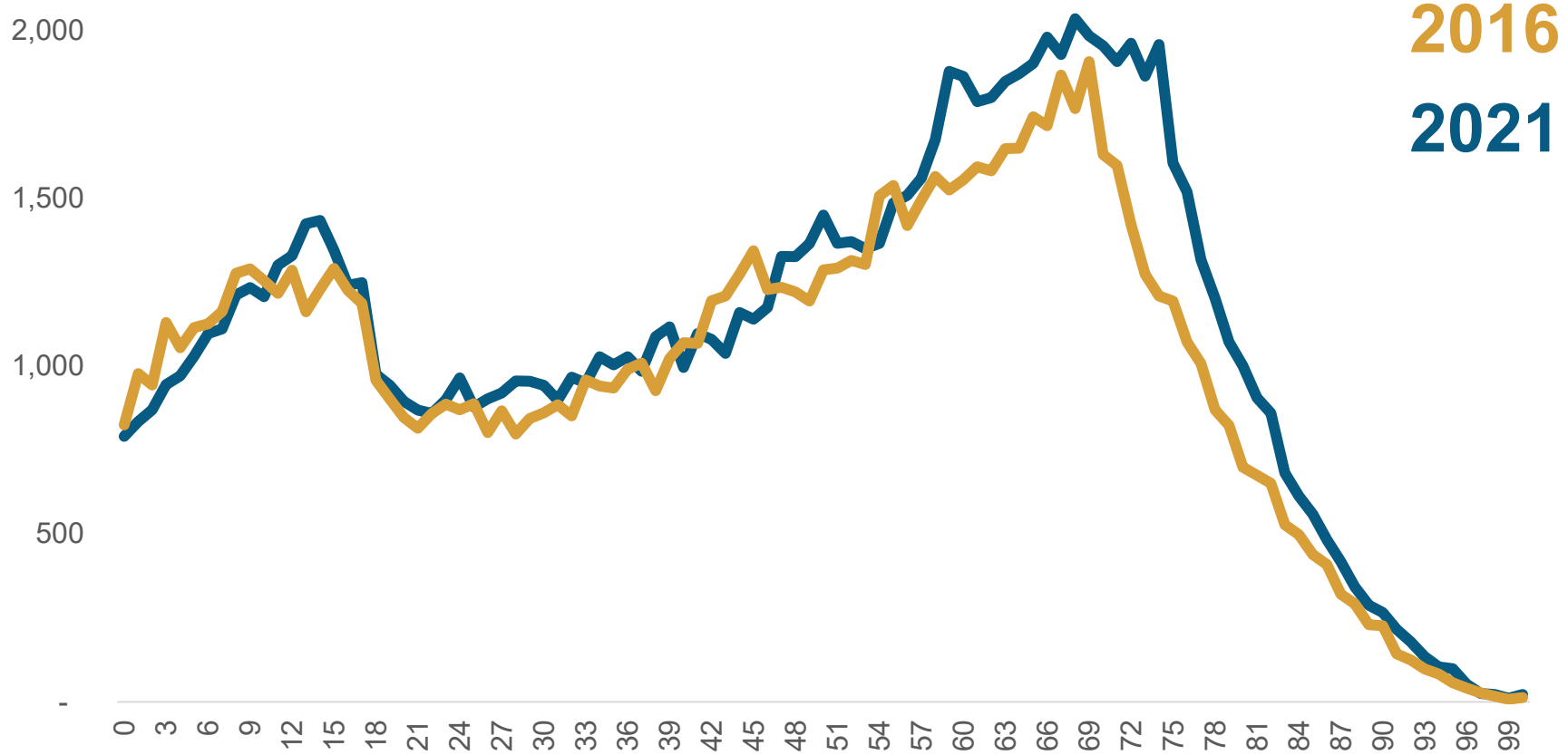
Co-Founder & Director

17 May 2024, Hervey Bay

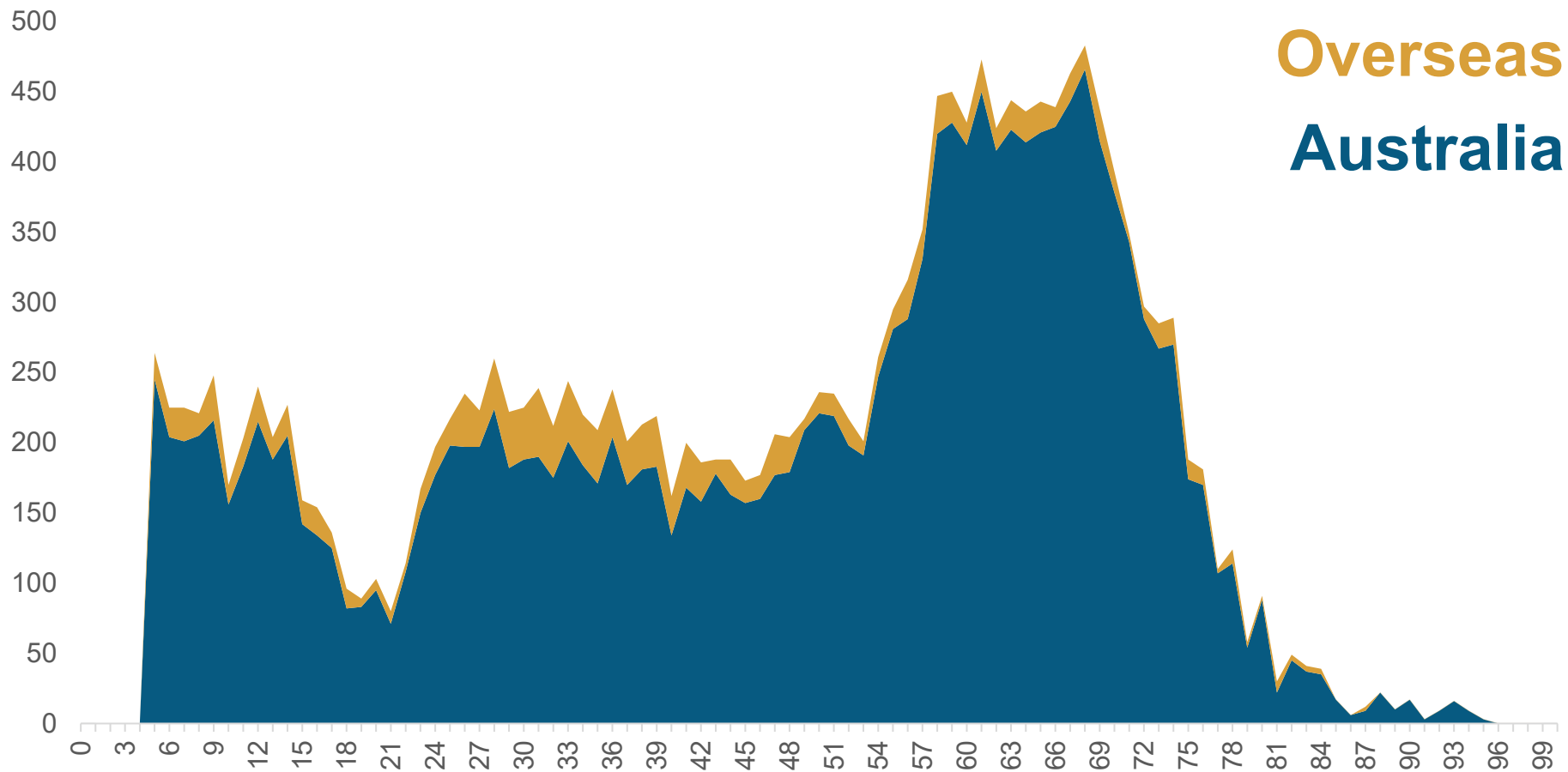
# Fraser Coast is...



# Fraser Coast added 10,000 people and 70% were aged 65+

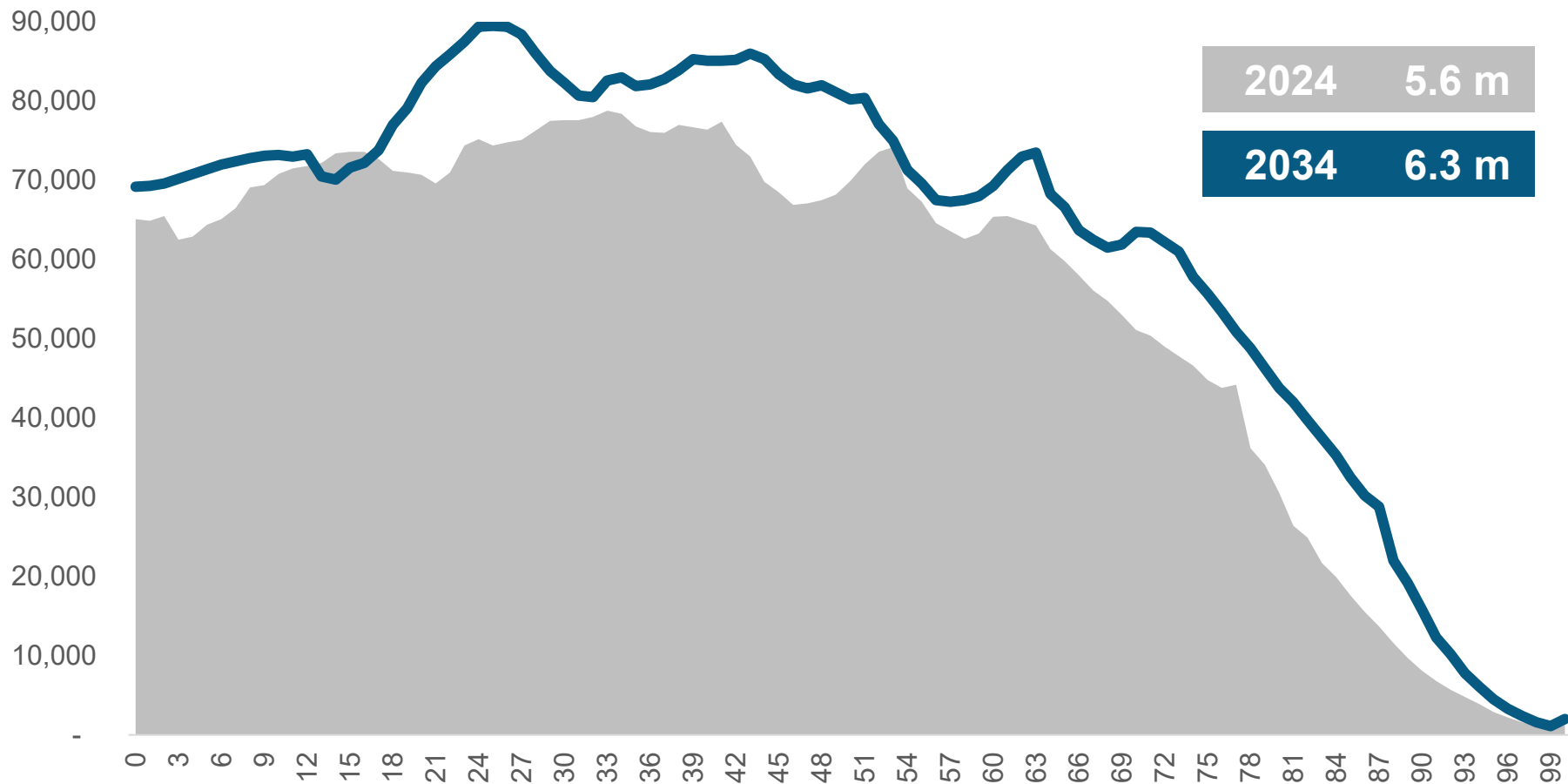


# More than half of your new residents are aged over 53



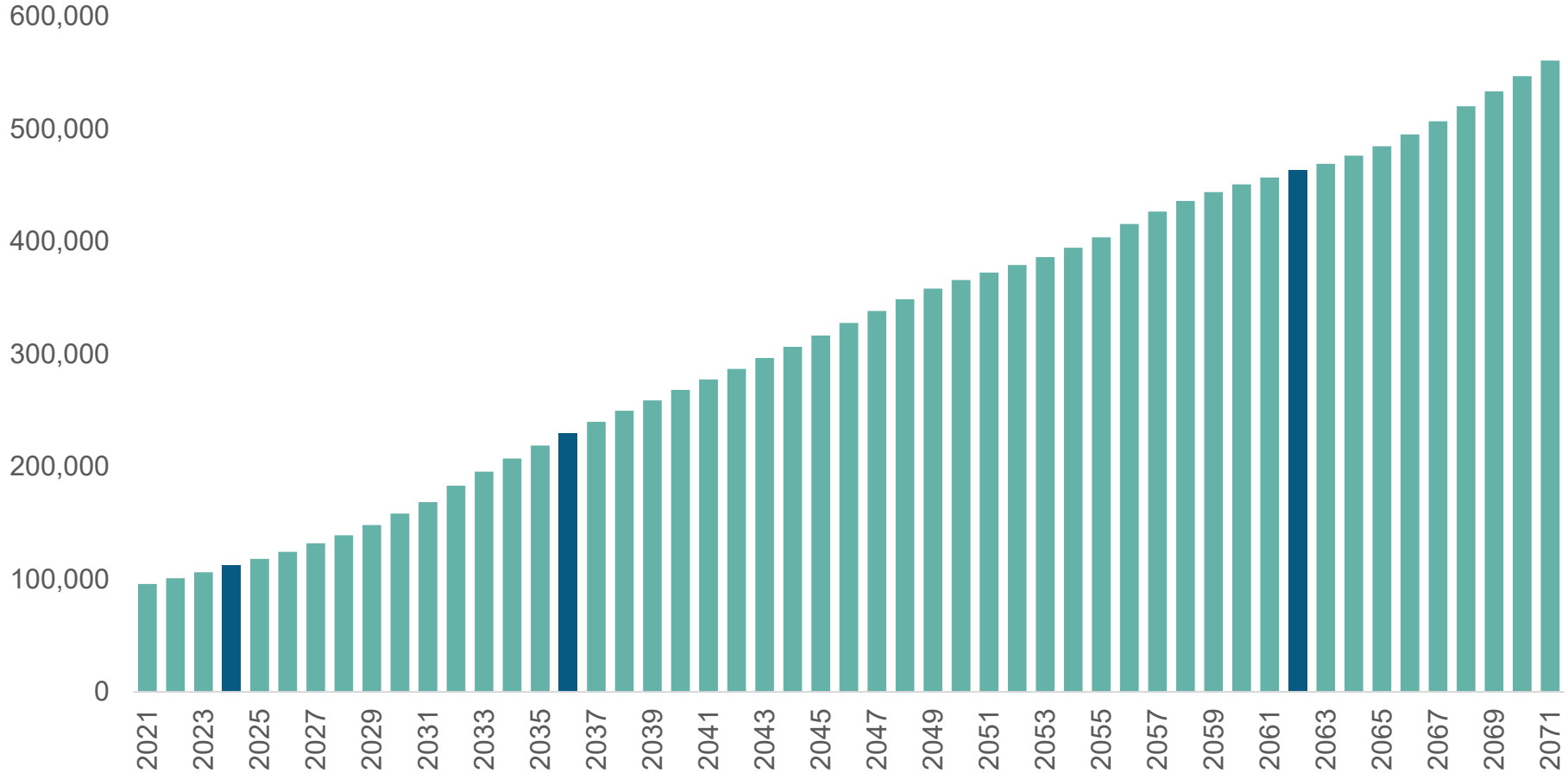
Age profile of Fraser Bay residents that lived outside of the LGA in 2016; ABS Census 2021

# Queensland will be bigger, more youthful, and older

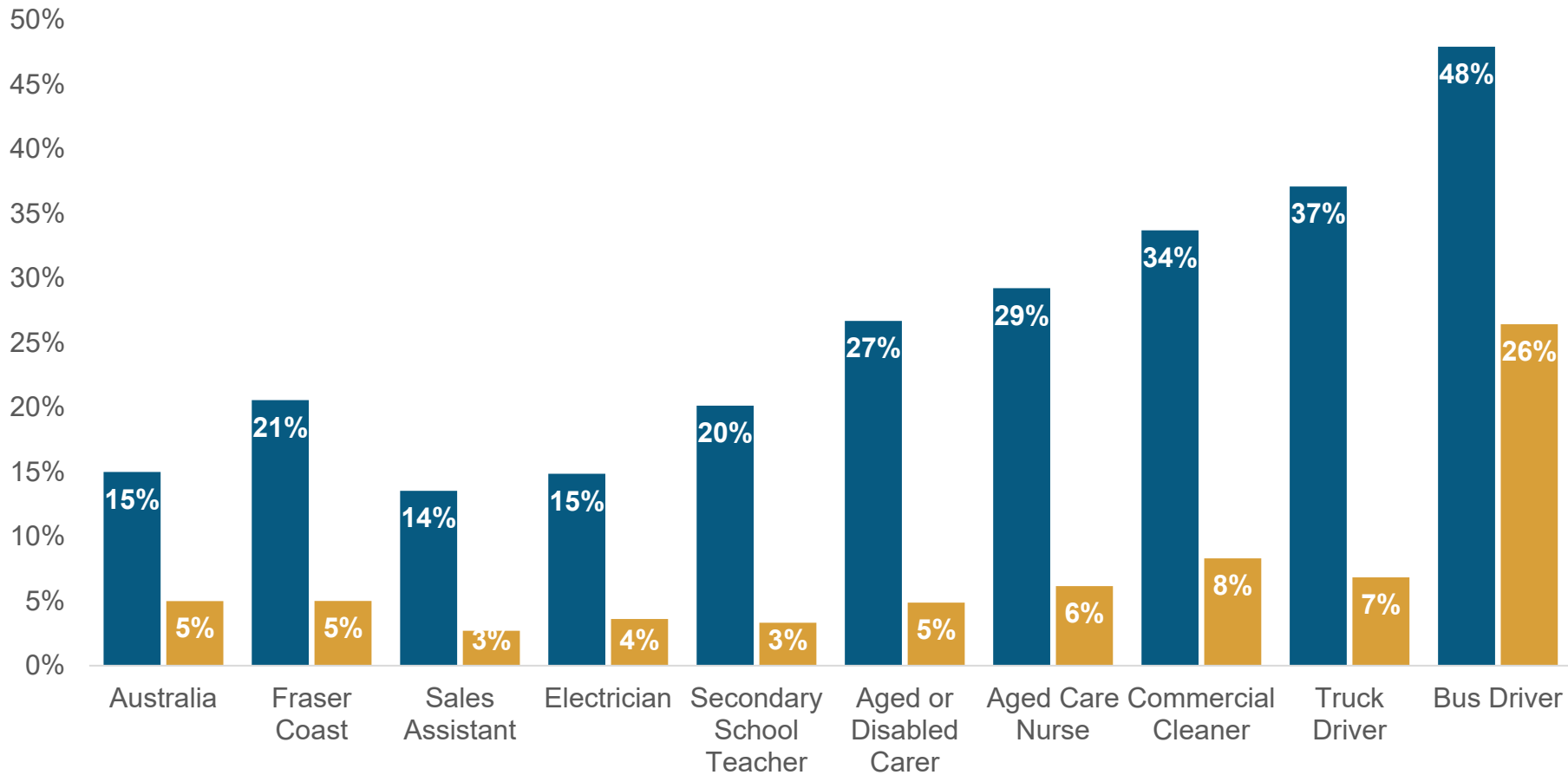


Queensland population by age in 2024 and 2034; Centre for Population

# Queensland's 85+ cohort will double in the next 12 years

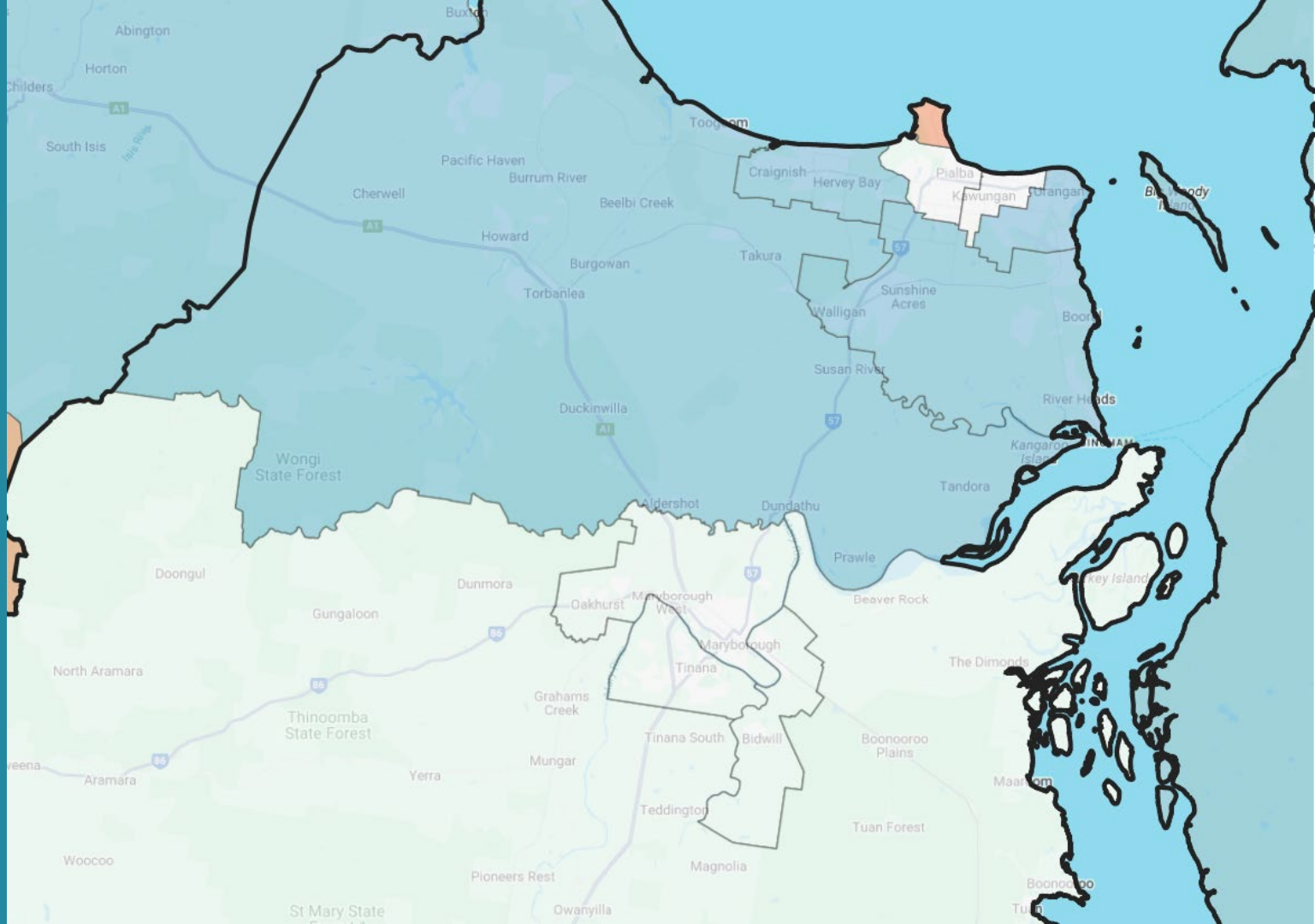


# Many jobs in Fraser Coast face a steep retirement cliff



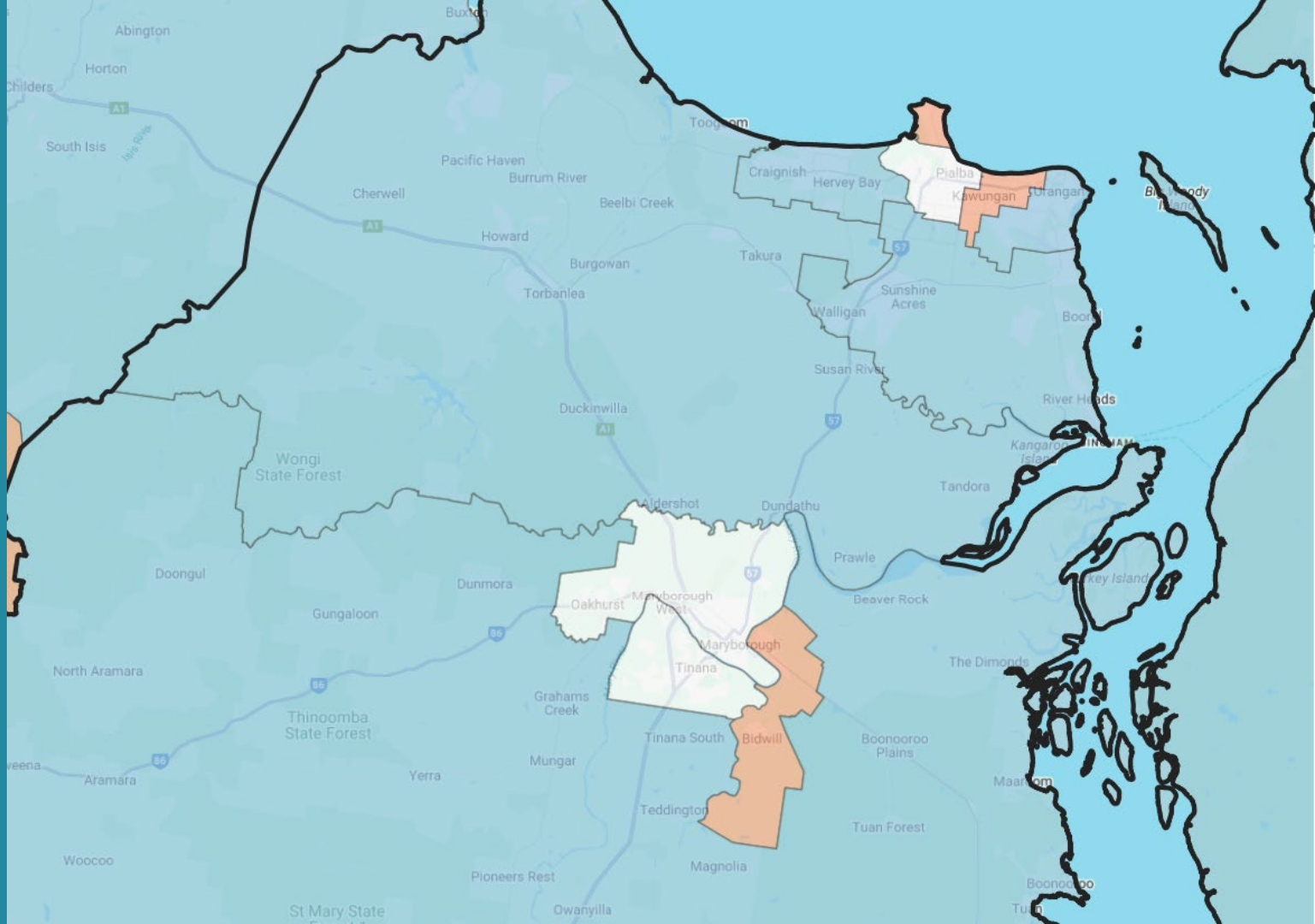
Share of selected professions in the Fraser Coast LGA aged 55-64 and 65+; ABS Census 2021

# Early pandemic 2019-2020



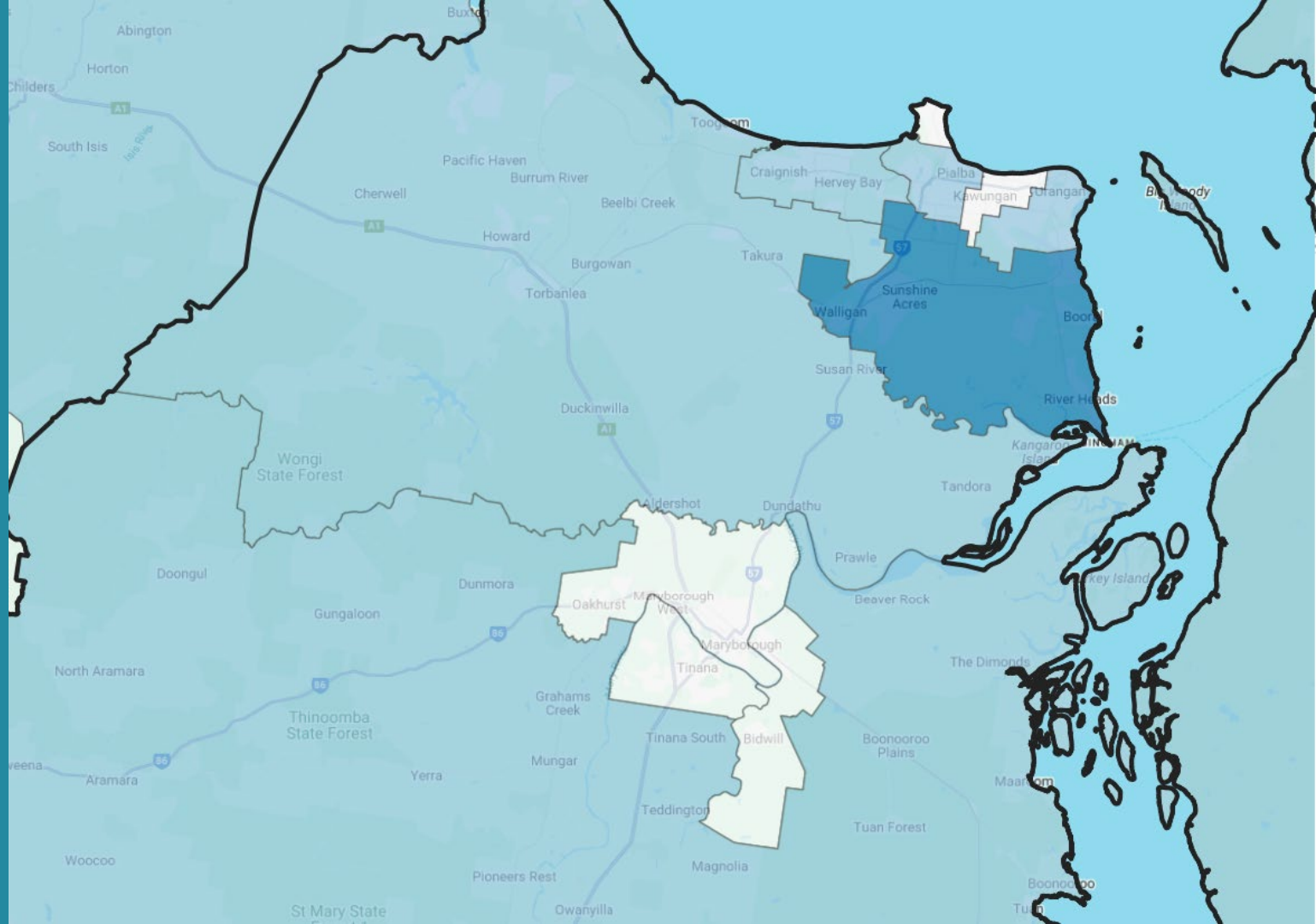


# Peak pandemic 2020-2021

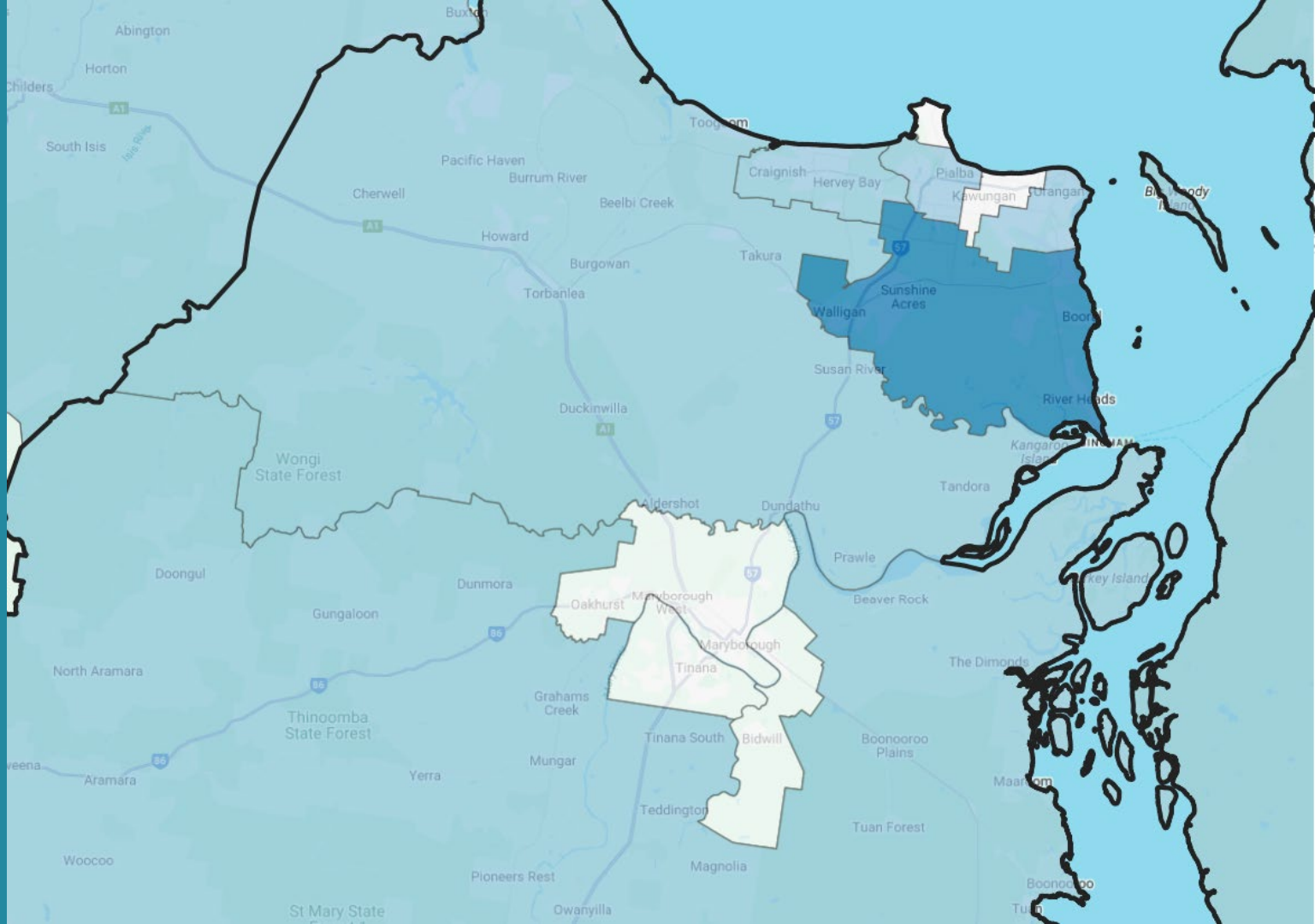


# Signs of recovery

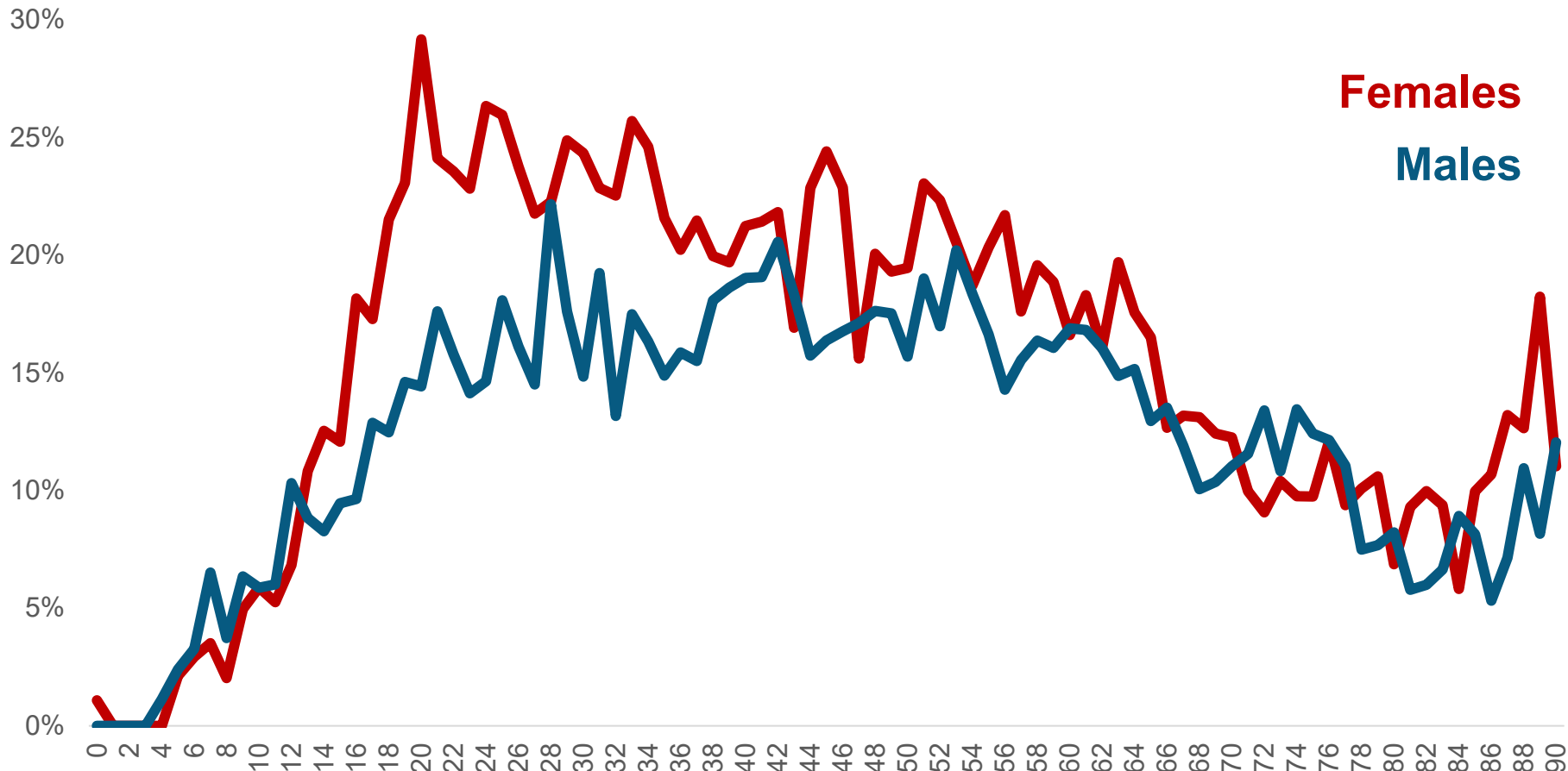
## 2021-2022



# Recovery completed 2022-2023

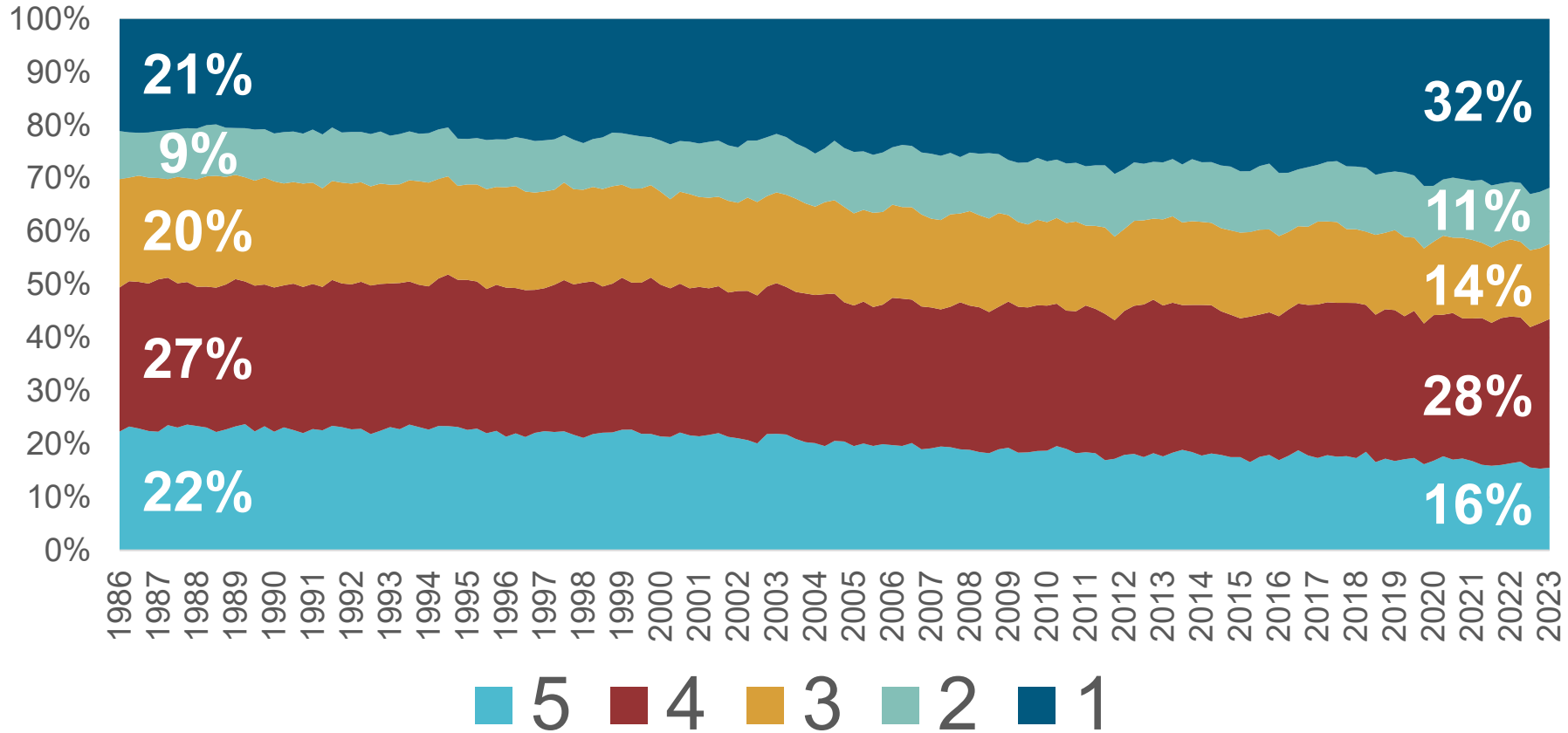


# Mental health is a serious problem in Hervey Bay



Population in Fraser Coast LGA with a chronic mental health condition by age; ABS Census 2021

# Queensland transformed itself into a knowledge economy





**\$0.42**/100g

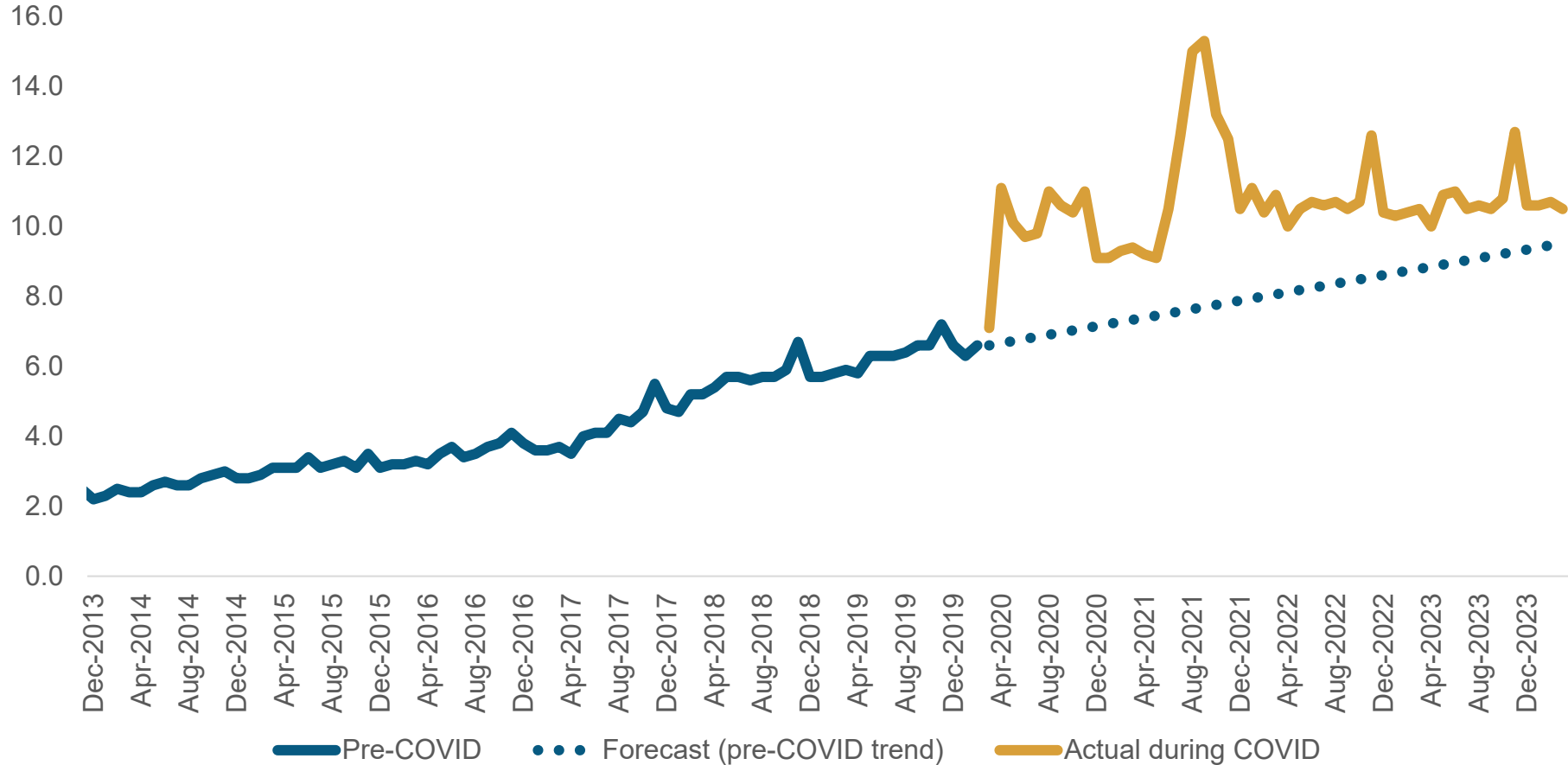
**\$0.29**/100g



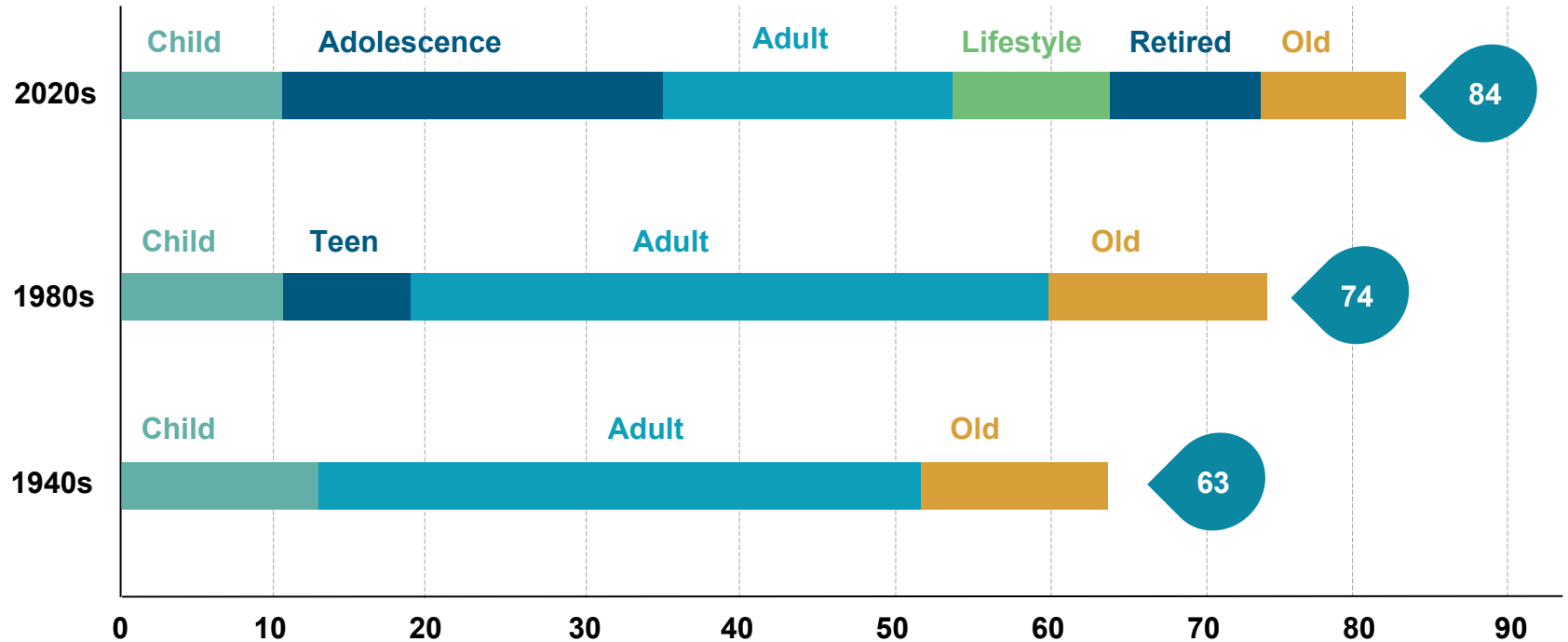
**\$1.20**/100g



# Online retail impacts the quality of your Main Street

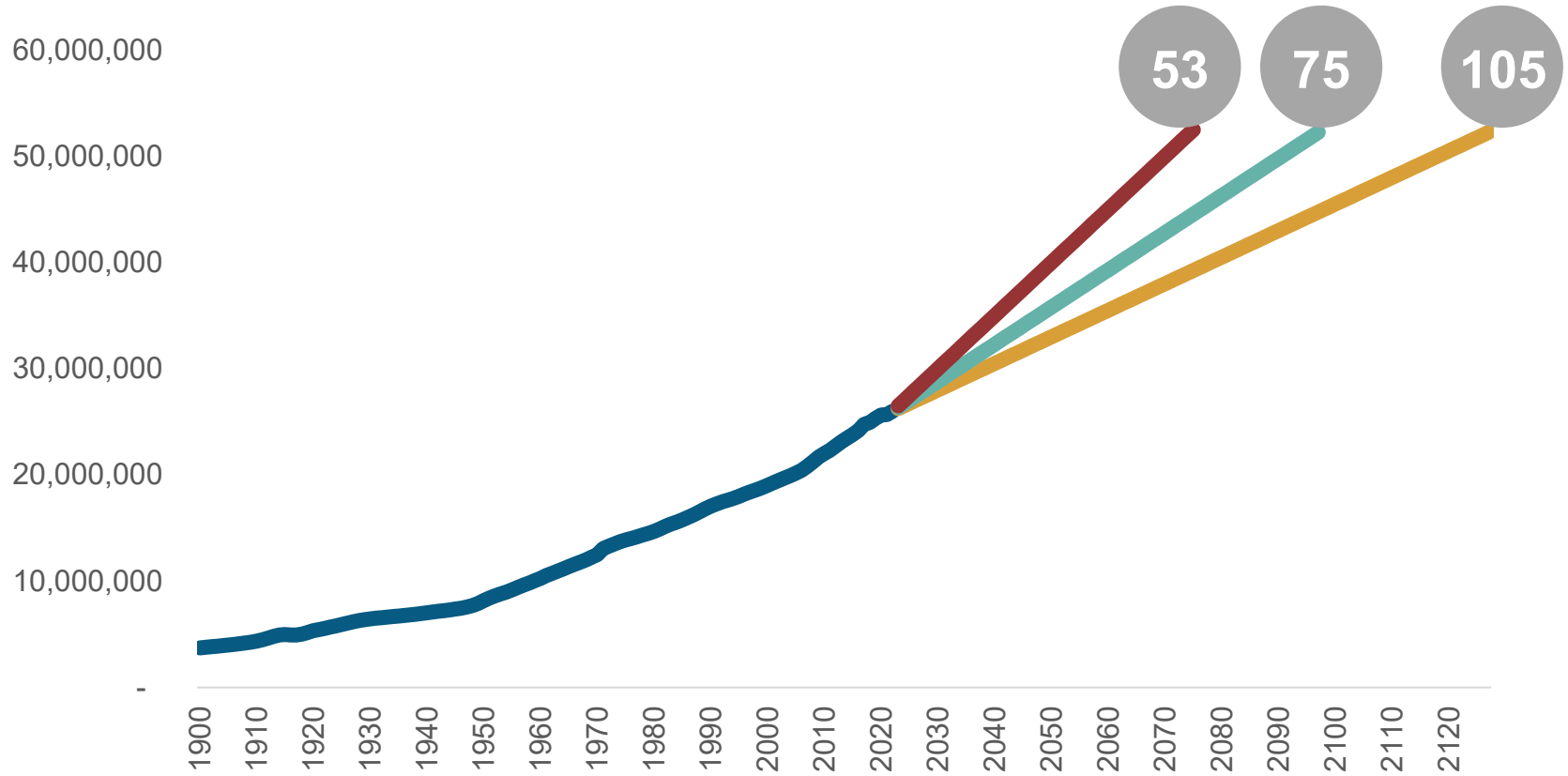


# The lifecycle is segmenting into a series of stages





# Will Australia double in 105, 75, or 53 years?





Your region continues to grow. Nationally, **Millennials** reach the **highest spending phase** of the lifecycle and are on the move. Tap into this market! Fraser Coast faces a **huge skills shortage**. You need **heaps more housing at a variety of price points**.



The **polarized workforce** creates **demand at the high and low end** while the **centre of the market is dangerous**. On which end of the Weet Bix spectrum do you want to position yourself? A town can play on both ends but needs a **razor-sharp strategy!**



In seven decades, **Fraser Coast (especially Hervey Bay)**, could be **three times the size**. A wise town plans with this future growth potential in mind right now. You also **need a clear and ambitious vision** of what you want your town to be in 20 or 50 years.



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