

# Economic Development in the Fraser Coast

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# Overview of presentation

- What is Economic Development?
- Economic Development in the Fraser Coast
  - How are we tracking
- Introduce '**Fraser Coast Futures**' project
- How you can be involved?
- Join Team Fraser Coast



# What is Economic Development

*noun* 

/naʊn/

progress in an economy,  
or the qualitative  
measure of this.

*noun* 

/naʊn/

the process in which an  
economy grows or  
changes and becomes  
more advanced,  
especially when both  
economic and social  
conditions are improved.

*noun* 

/naʊn/

the sustained,  
concerted actions of  
policy makers and  
communities that  
promote the standard  
of living and economic  
health of a specific  
area.



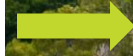
# Population



Estimated at **120,685 in 2024**  
up 2.3% from 2023

Growth averaged **2.4% per annum** in the 4 years  
since pandemic, above QLD average of 2%

- **Hervey Bay** – 27<sup>th</sup> largest community in Australia – av 2.1% growth per annum.
- **Maryborough** – 54<sup>th</sup> largest community in Australia – av 0.9% growth per annum.
- Together approaching top 20 urban areas in Australia.
- **Fraser Coast** – 12<sup>th</sup> largest local government in Queensland.



**We are not a sleepy  
country area!**

**We are a thriving  
regional community!**

# Demographics

## Median Age

51

Fraser Coast

(source ABS 2022)

38

Regional QLD

	2011	2016	2021
Fraser Coast LGA	44	48	51
Hervey Bay	45	48	51
Maryborough	42	45	49
Queensland	36	37	38

Source: ABS (2022).

By 2031, 50% of community (1 out of every 2 people) will be aged over 55+

## Projected Age Structure

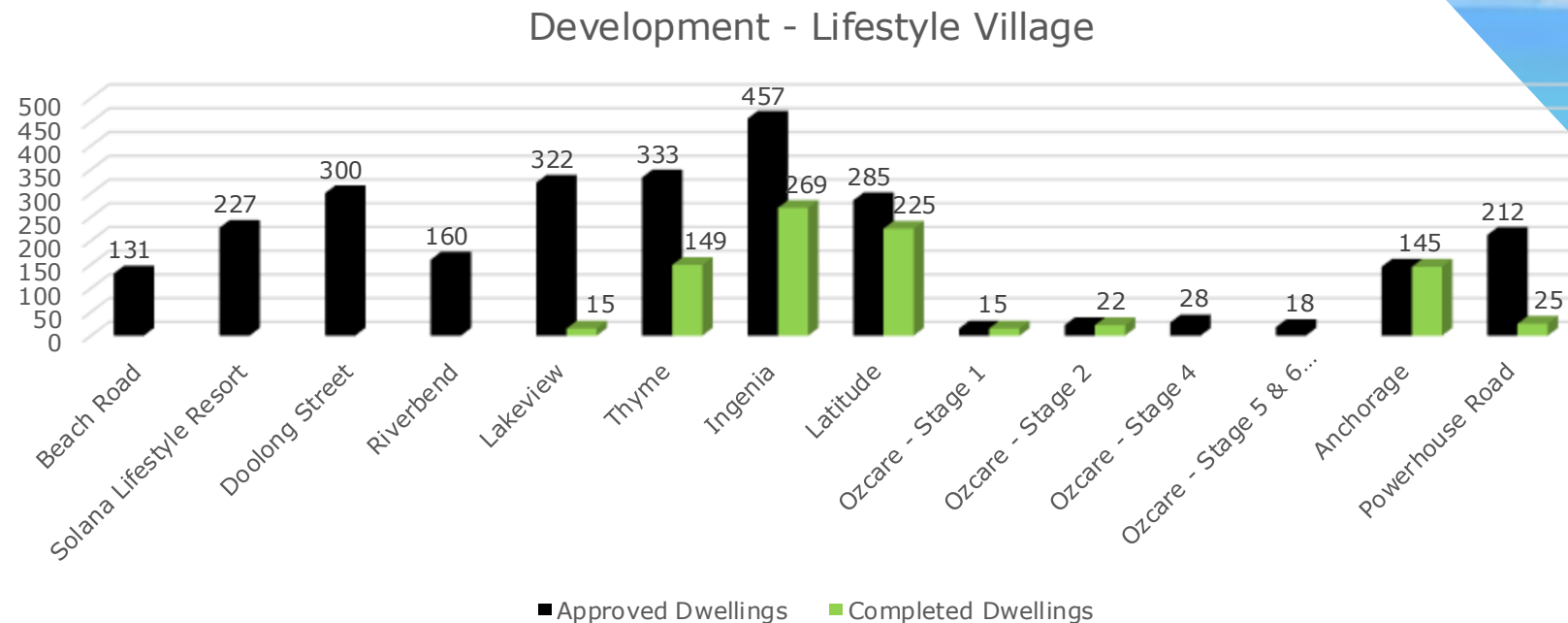
Age Group	2021	2026	2031	2036	2041	2046
<b>Fraser Coast LGA</b>						
0-14	15%	14%	13%	13%	13%	12%
15-24	9%	9%	9%	8%	8%	8%
25-34	9%	8%	8%	8%	8%	7%
35-44	10%	10%	10%	9%	9%	9%
45-54	12%	11%	11%	11%	11%	11%
55-64	16%	15%	14%	13%	13%	14%
65+	30%	33%	36%	37%	38%	39%

- Residents aged 64yrs and over expected to increase by 20,000 by 2046.
- Moving from 30% of total population in 2021 to 39%, compared to 22% of QLD by 2046

# Over 50's Development on the Fraser Coast

Nearly 1000 houses in lifestyle villages already completed with over 1,500 more on the way and already approved.

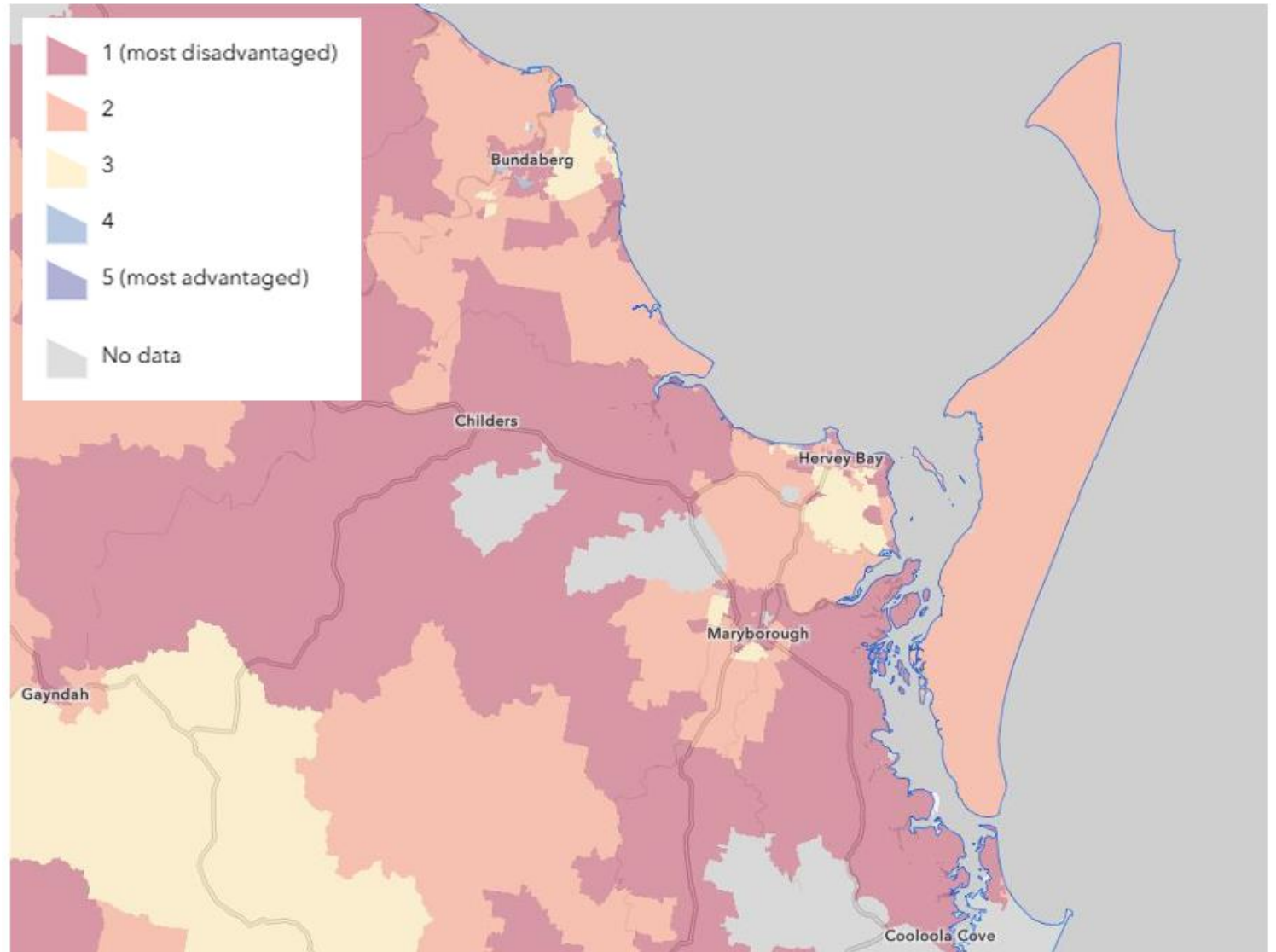
\*Note - statistics as at November 2024





# Socio-Economics

A high proportion of areas in our region are in the bottom quintiles of SEIFA, which indicates that these areas suffer from socio-economic disadvantage.



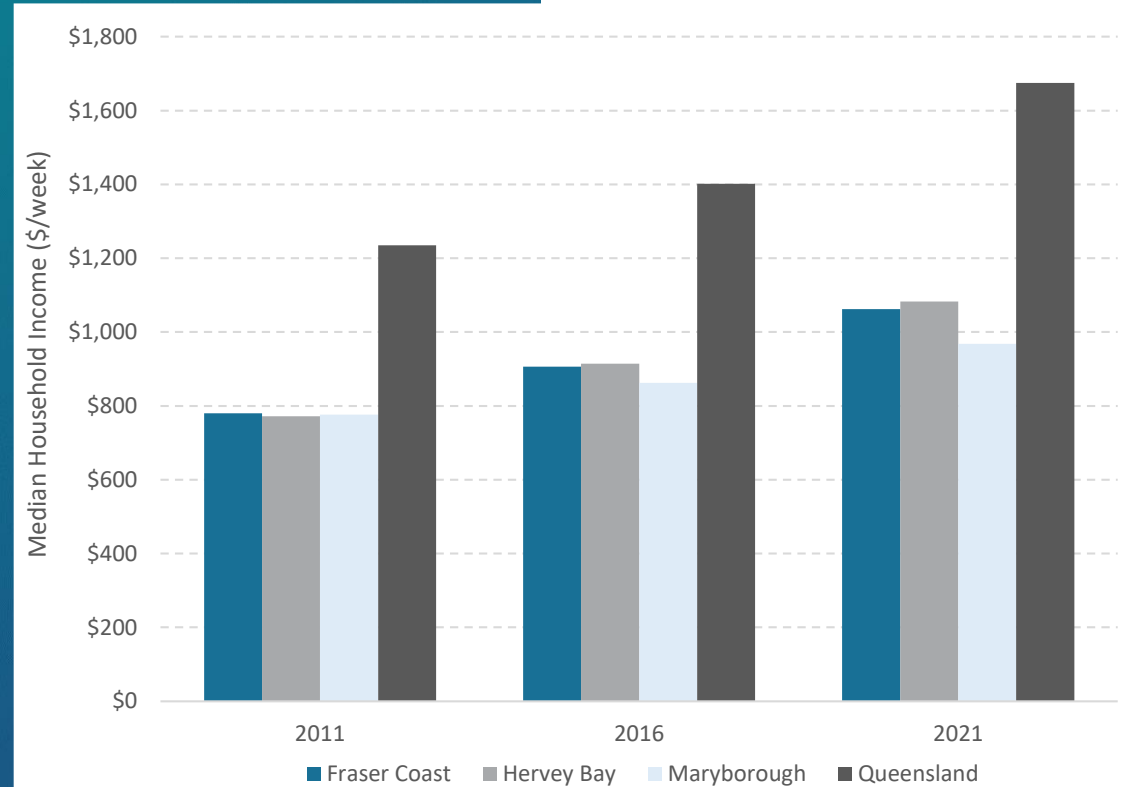
Source: ABS (2023).

SEIFA – Socio-Economic Indexes for Areas of Advantage and Disadvantage

# Median Income

	2011	2016	2021
<i>Personal income (\$/week)</i>			
Fraser Coast LGA	\$396	\$468	\$533
Hervey Bay	\$397	\$477	\$552
Maryborough	\$408	\$462	\$503
Queensland	\$587	\$660	\$787
<i>Household income (\$/week)</i>			
Fraser Coast LGA	\$780	\$906	\$1,062
Hervey Bay	\$772	\$914	\$1,083
Maryborough	\$776	\$862	\$968
Queensland	\$1,235	\$1,402	\$1,675

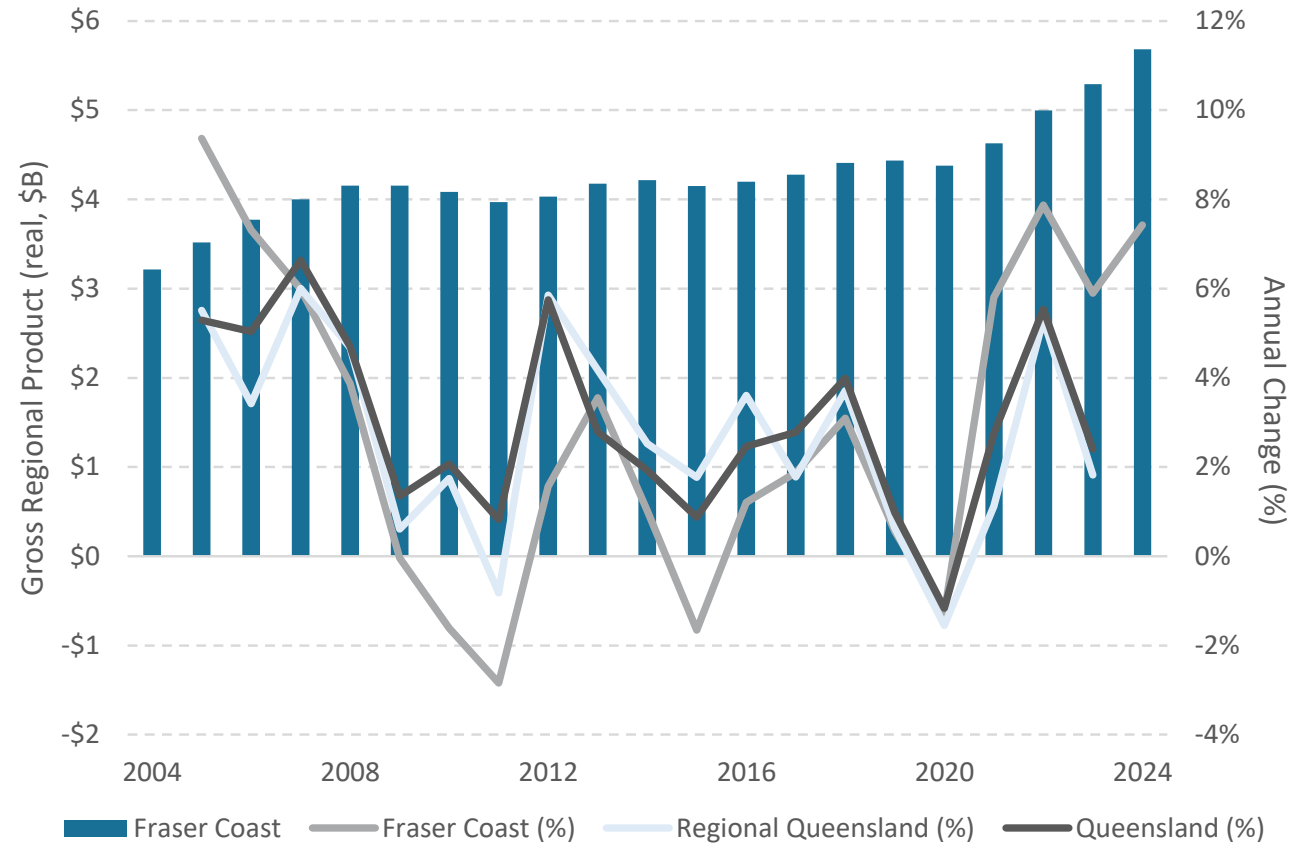
Source: ABS (2022).





# Size and Structure of Economy

Fraser Coast Region's Gross Regional Product (GRP) was **\$5.7 billion** in **2023-24**, up 7.4% from the previous year.



Note: Year-ending June data. 2021-22.  
Source: Economy.ID (2025).

# Growing Local

- Economy growing strongly, rising by average of **6.7% per annum** over the past 4 years.
- Stronger than both Regional QLD (2.7%) and QLD (3.6%) averages over this period.

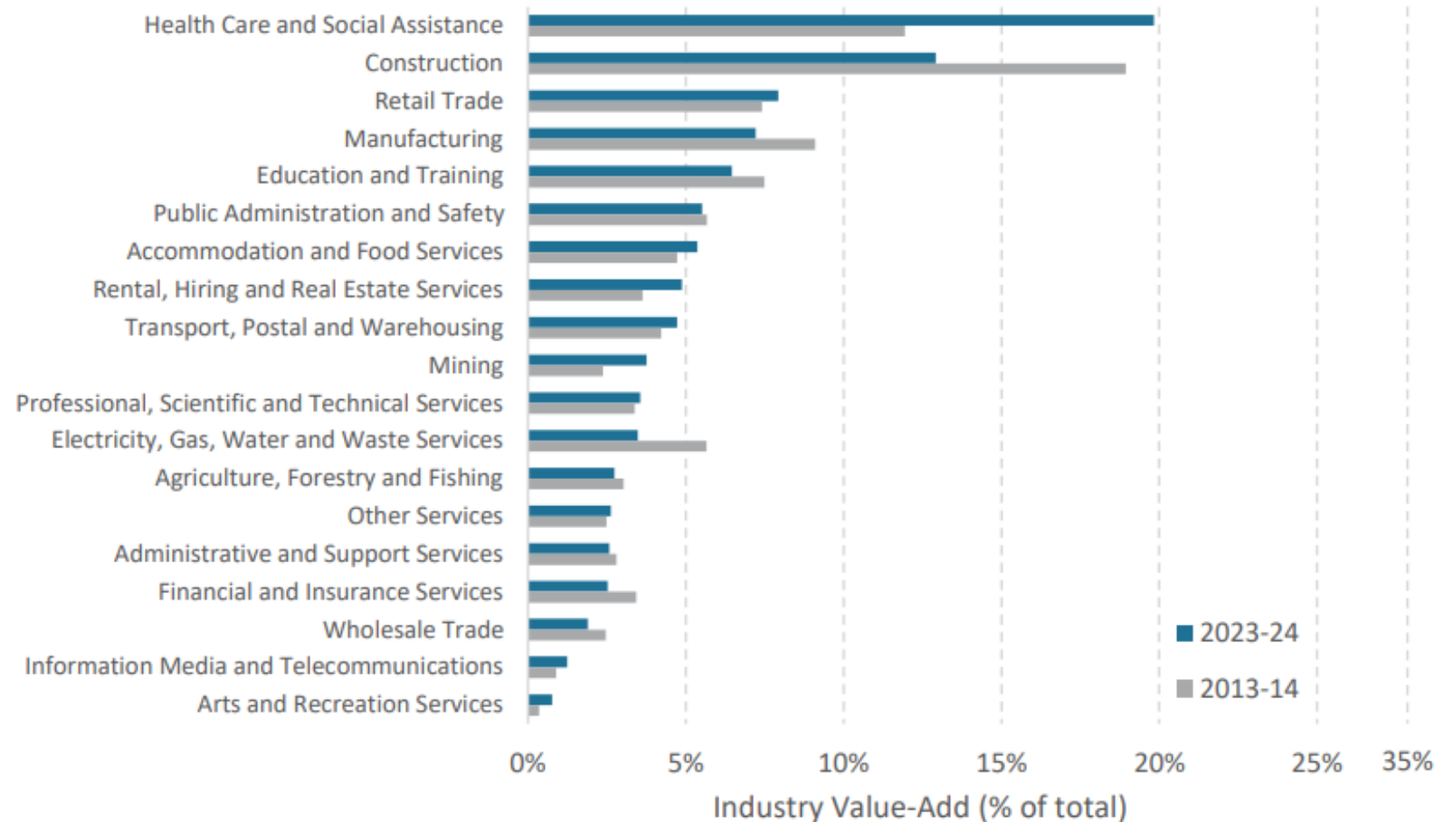
The word "ECONOMY" is displayed in large, bold, dark blue capital letters within a light blue rectangular frame. The background is a collage of various economic and technological icons, including bar charts, line graphs, pie charts, gears, a play button, a group of people, a Wi-Fi symbol, and arrows, all in shades of blue and grey.

# ECONOMY

# Largest Industry Sectors by IVA

Based on Industry  
Value-Add in **2023-24**:

- ✓ Health care and social assistance
- ✓ Construction
- ✓ Retail trade
- ✓ Manufacturing
- ✓ Education and training

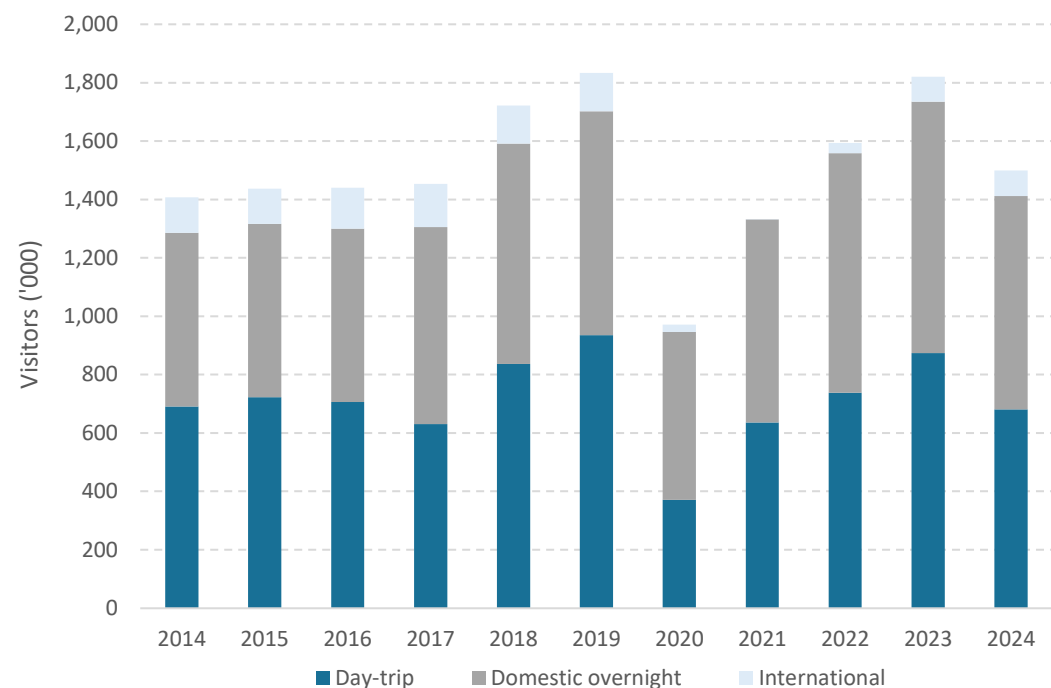




# Tourism Sector

## Visitors – Fraser Coast Tourism Region

According to Tourism Research Australia (TRA), the Fraser Coast tourism region generated **\$684 million** in visitor expenditure in the year ending December 2024.



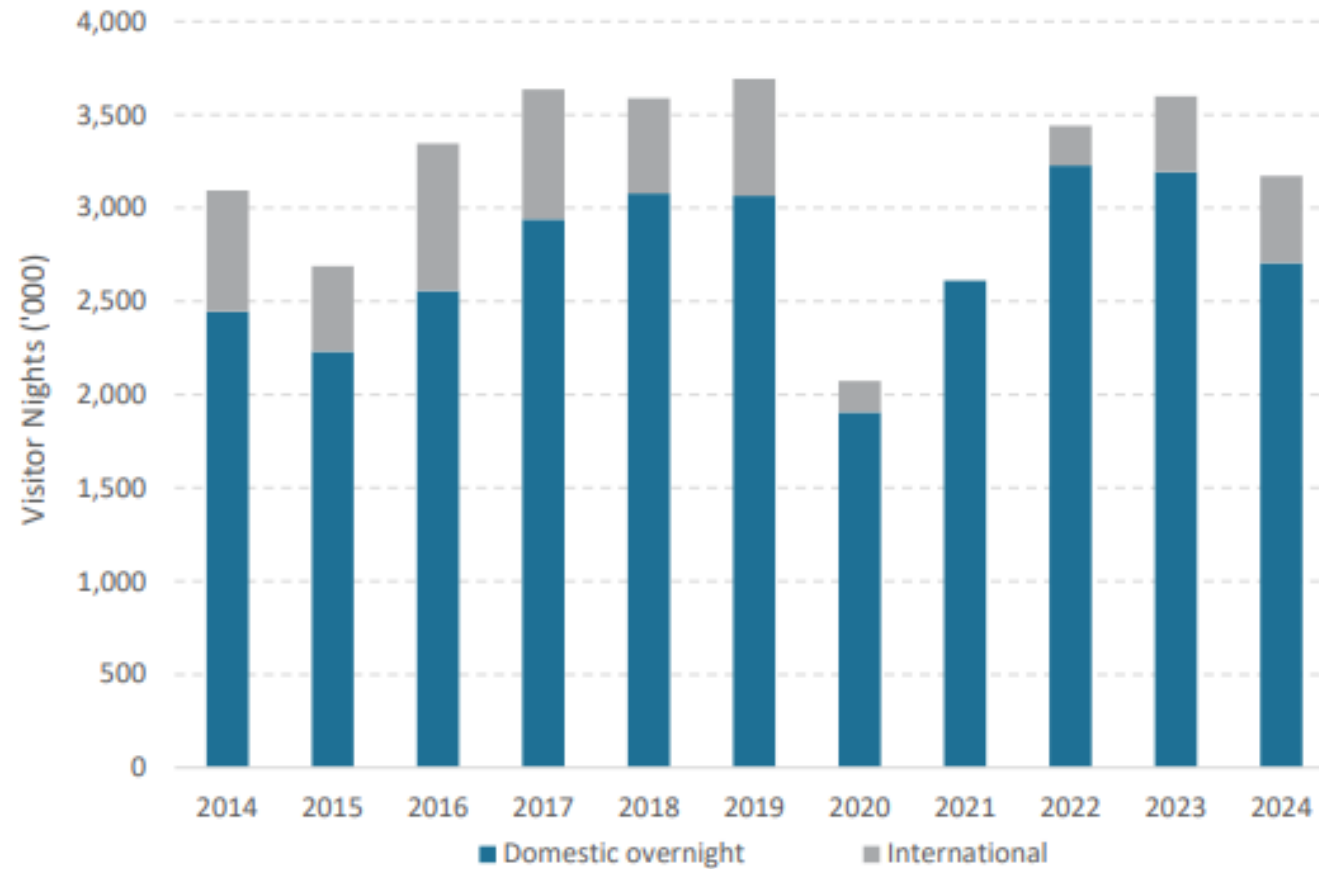
## Tourism Value – Fraser Coast (2022-23)

Sector	Industry Value Added		Employment	
	\$M	% of Total	No.	% of Total
Direct	\$155.0	3.7%	2,323	5.6%
Indirect	\$219.6	5.2%	1,717	4.1%
Total	\$374.6	8.8%	4,040	9.7%

Note: Visitation YE December 2024  
Source: TRA (2025); Economy.ID (2025)

# Tourism Visitation

Figure 3.8. Visitor Nights by Type, Fraser Coast Tourism Region



Note: Visitation YE December 2024  
Source: TRA (2025)





# Aviation



The introduction of Jetstar Melbourne flights has added to the significant increase in passenger numbers

This has been the catalyst for several current and upcoming projects for the Airport, including:

- Carpark Upgrade to vehicle number plate recognition software
- Baggage Handling System Upgrade
- Terminal Upgrade Project

Note: Image is for illustrative purposes only.




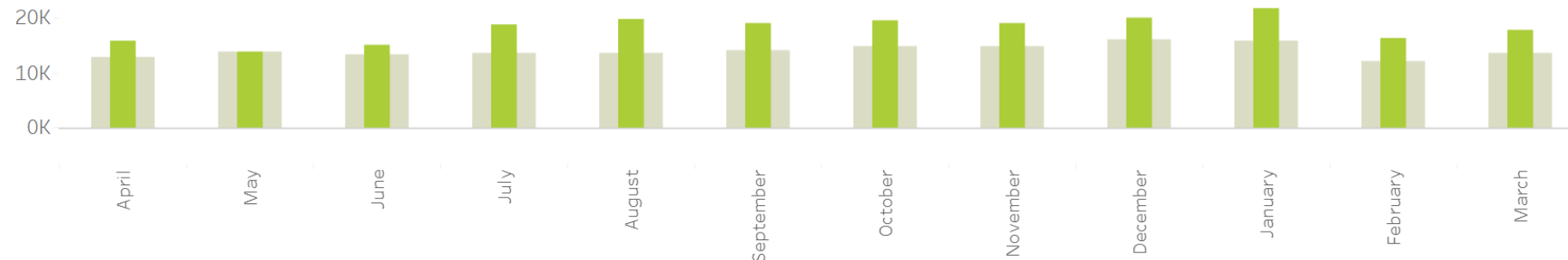
# Aviation

Hervey Bay Airport is currently serviced by:

- ✓ **Jetstar** from Sydney and Melbourne
- ✓ **QantasLink** from Brisbane
- ✓ **Lady Elliot Island**
- ✓ **Medical Flights** – RFDS and Lifeline

Over the past 12 months passenger numbers have increased by an average 30% compared to the same period last year. January passenger numbers exceed 21,000.

Passengers  
**17,773** (monthly pax)   
**up 30%**



■ Period End 12 mon...

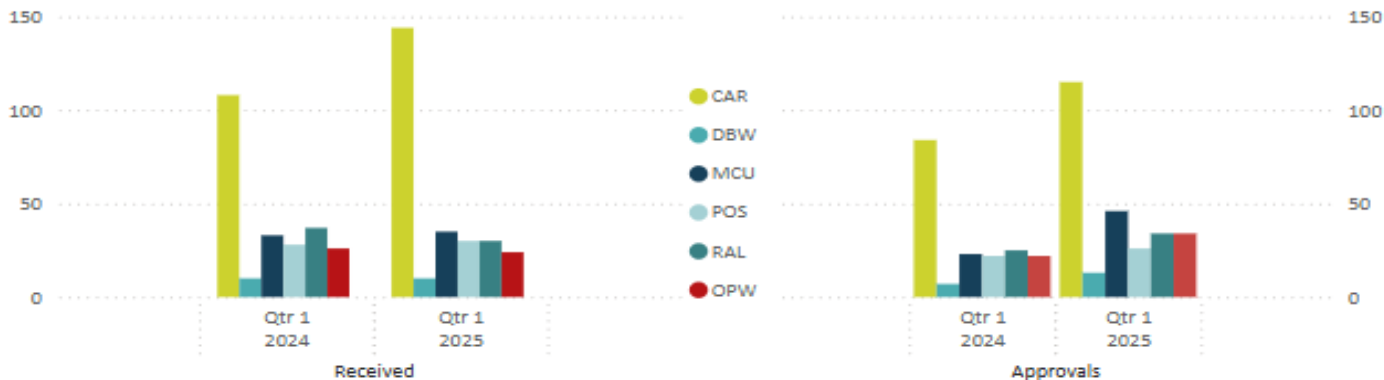
# Workforce and Skills

- Unemployment rate of 5.4% in December Quarter 2024.
- 97% of jobs available inside the region (32,438) are filled by residents.
- The region has significantly lower proportion of professionals and managers and a higher representation of labourers, and community and personal service workers compared to similar regions.



# Building Approvals

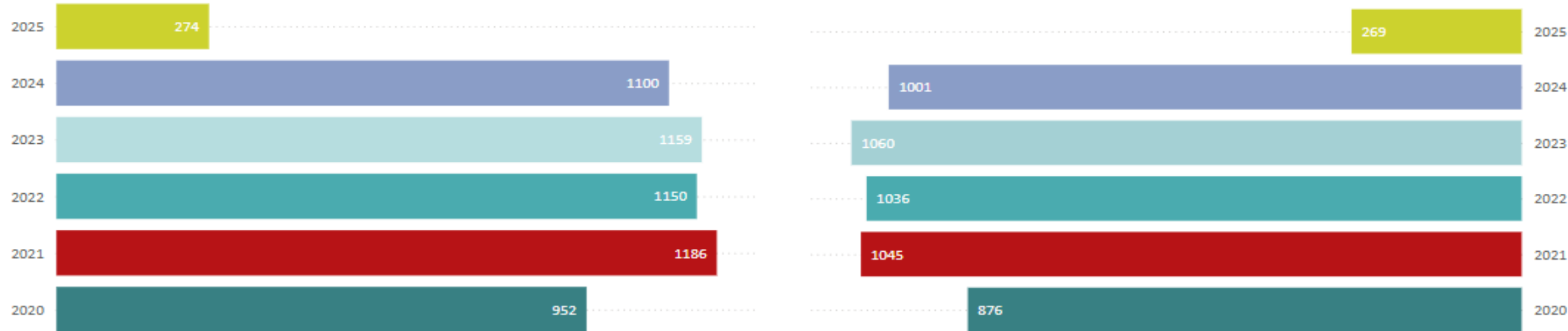
Quarterly Received & Approved



Lots created

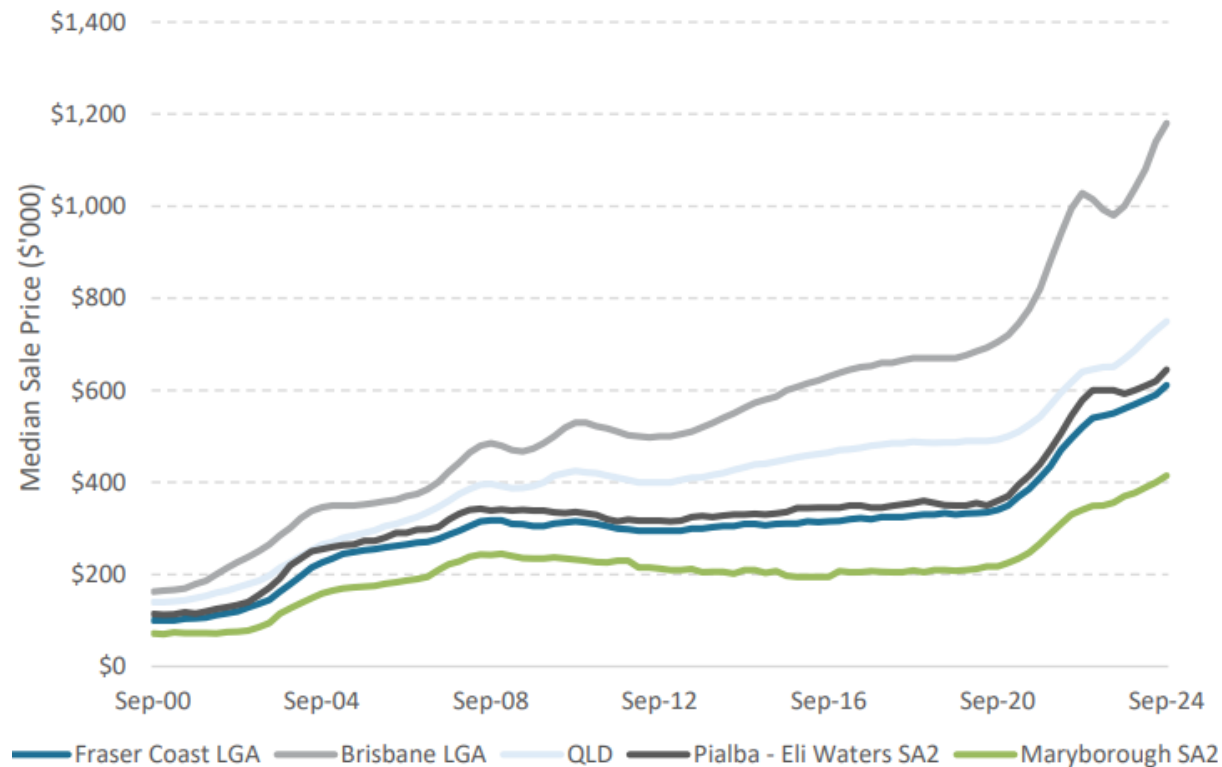


Annual Received & Approved





# Median House Prices



Region	Sep-19	Sep-23	Sep-24	Annual change	5-year change
Fraser Coast LGA	\$330,000	\$560,000	\$611,000	9.1%	85.2%
Brisbane LGA	\$670,000	\$1,000,000	\$1,180,000	18.0%	76.1%
Queensland	\$487,000	\$668,000	\$750,000	12.3%	54.0%
Pialba - Eli Waters SA2	\$350,000	\$592,652	\$645,000	8.8%	84.3%
Maryborough SA2	\$208,000	\$370,000	\$415,000	12.2%	99.5%

Note: The Pialba - Eli Waters SA2 is in Hervey Bay.

Source: QGSO (2025).

# Regional Comparisons

Region	House Sales	House Price (\$)	Land Sales	Land Price (\$)	Rent House (\$)	Rent Unit (\$)	
Fraser Coast	2657	620000	611	275000	570	440	
Gladstone	2296	480000	287	188800	495	380	
Rockhampton	2265	470000	168	188000	490	360	
Bundaberg	2099	561500	369	309616	550	400	
Mackay	3030	537000	259	230000	580	450	
Whitsunday	881	550000	246	245000	650	500	
Townsville	5207	510000	496	199945	500	490	
Cairns	2861	640000	336	310000	620	450	



# Major Infrastructure Projects



BOUNDARY ROAD EXTENSION PROJECT

Estimated Project Cost  
26.5 Million

Completed



HILLIARD STREET

Sold by tender



MARYBOROUGH-HERVEY BAY ROAD INTERSECTION UPGRADE

Estimated Project Cost  
\$45 Million

Status  
Under Construction



HERVEY BAY CBD LIBRARY & COUNCIL CHAMBERS

Estimated Project Cost  
\$100 Million

Status  
Under Construction



ESPLANADE & CARAVAN PARKS REDEVELOPMENT

Estimated Project Cost  
\$20 Million

Status  
Under Construction

Scarness Completed.  
Pialba under construction.  
Torquay further engagement.



# New Developments

# Recent Retail Developments

- Bunnings \$60m
- Spotlight \$60m
- Hervey Bay Home - Amart/BCF/Supercheap/Rebel (ex Bunnings refurbishment)



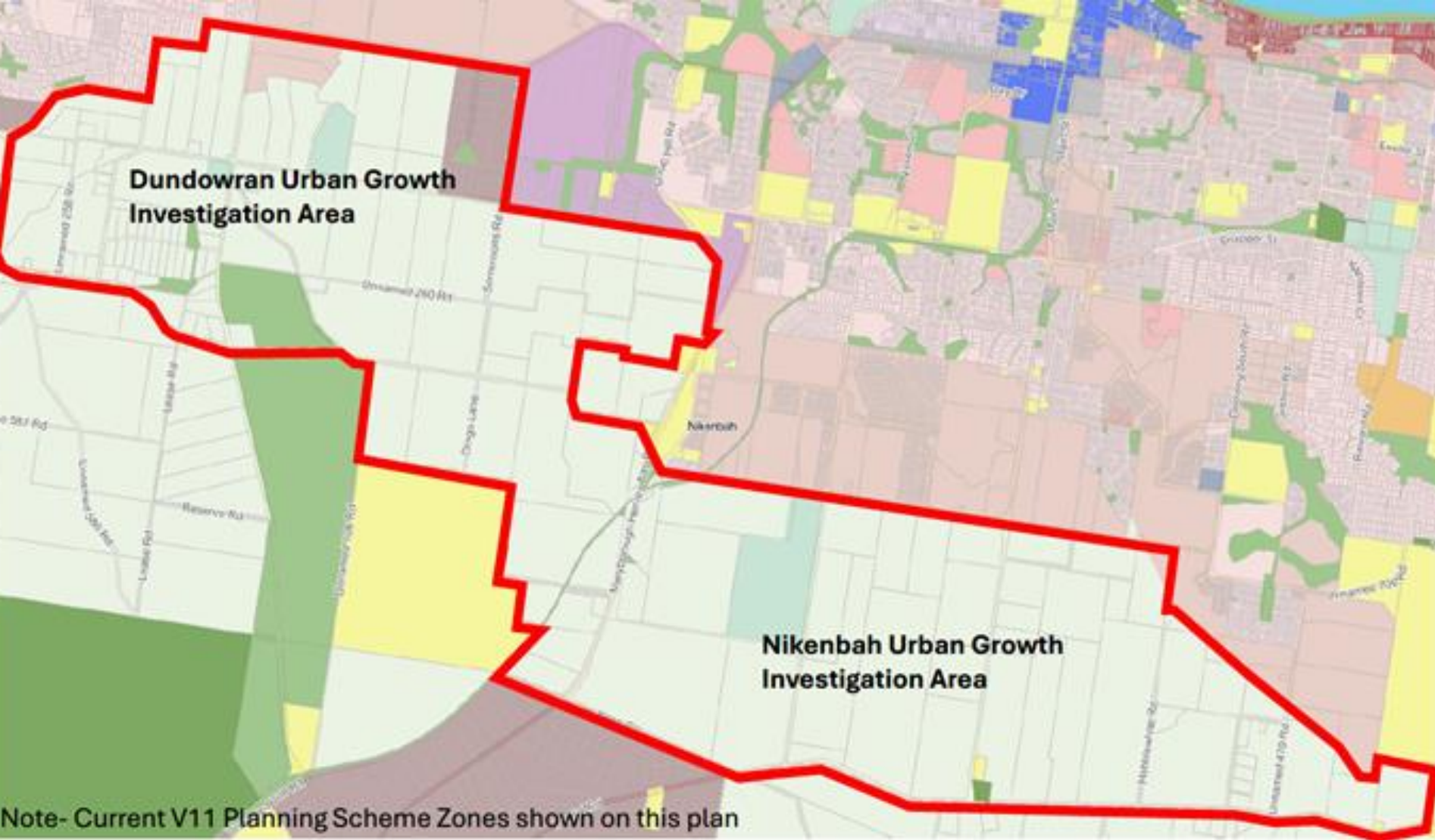




# New Supermarket Centres

Drury Lane and Kawungan way





- Land use and infrastructure planning investigations commencing
- Key outcomes:
  - high level structure plan across growth areas
  - detailed local area planning of smaller priority area for land release
- Accelerated timeframe:
  - May – December 25
  - Planning Scheme amendments in 26
- Involves community and key stakeholder engagement



# Nikenbah / Dundowran Growth Investigation Areas

# Sheraton Development

- Approved by a council
- Currently under appeal
- 19 storeys above ground
- 223 hotel rooms
- 424 private apartments
- Luxury amenities
- Total Economic Impact: **\$583m**
- Job Creation: **1770 jobs**
- 5-star rating
- 10-year completion window



Note: Image is for illustrative purposes only.



# Hillyard Street Development



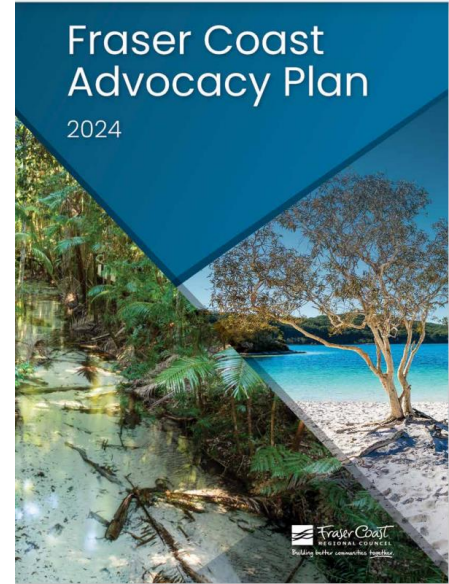
- **\$5m** land sale across the road from Seafront Oval
- Tender awarded to HBC Build Australia
- **16 story** – 150 room residential apartment complex
- **10 story** – 152 room Radisson Hotel with Wellness Centre and Conference Centre, restaurant and bar
- Food and retail precinct

Note: Image is for illustrative purposes only.



# Priority Advocacy – Our Focus

- Hervey Bay Esplanade Masterplan Implementation
- Hervey Bay City Centre - Placemaking + Public Realm Vision Implementation
- Revitalisation of Maryborough CBD
- Coastal Protection Plan
- Fraser Coast Water Grid
- Pulgul Creek Sewerage Treatment Plant
- Stage II Moonaboola Industrial Estate



# Let the Games Begin!



- Opportunity to host Olympic archery in Maryborough.
- Upgrade to Bruce Highway at Walker Street, with a major intersection overhaul to boost safety.
- Upgrade to Bruce Highway with a new Tiaro Bypass to increase safety and flood immunity.
- Leveraging the 20-year tourism plan for new tourism initiatives.
- A share in the \$250 million Games On! Programs with upgrades to grassroots community clubs.





# Fraser Coast Future

**Key takeaways...**

**Business and Industry  
engagement  
commenced**

**How you can get  
involved**

Attend one of the  
engagement workshops  
or meetings with Lucid  
Economics (either face-  
to-face or via Teams  
Meeting or phone call);

Share industry trends,  
trials and tribulations;

When it is released,  
provide feedback on the  
draft strategy prior to  
finalisation.



Please be part of Fraser Coast region's success – participate in the ***Fraser Coast Economic Development Strategy*** project or seek assistance from Council.

Contact Council's Economic Development Team on:

Telephone: **1300 79 49 29**

Email: [economic.development@frasercoast.qld.gov.au](mailto:economic.development@frasercoast.qld.gov.au)

Visit: [www.frasercoast.qld.gov.au/business-fraser-coast](http://www.frasercoast.qld.gov.au/business-fraser-coast)



Fraser Coast  
REGIONAL COUNCIL

Building better communities together.