



## Wide Bay Burnett **industry snapshot**

The combination of strong population growth, established and emerging industries, innovative local businesses and industry is powering the Wide Bay Burnett's diverse, vibrant and growing economy.

The Department of State Development, Trade and Innovation is committed to encouraging investment and ensuring industry progress in the following key industries:

**Advanced manufacturing and engineering** Engineering capacity is focused on the transport sector (marine, rail, aircraft for general aviation), aircraft engines and componentry, information, avionics and communications technologies. The industry includes an established agricultural and horticultural equipment manufacturing industry, as well as specialised capacity in railway rolling stock, mining equipment, medical equipment and light metal equipment. The growth of the defence sector has presented opportunities in the development of advanced heavy equipment.

**Agriculture and horticulture** A robust and varied agriculture base in the region includes beef, pork and poultry, peanuts, navy beans, sugar cane, fruit and vegetables. Value adding and expansion opportunities are available for well established industries and within the region's expanding organic industry.

*“Important to PAC Foundry has been the relocation and establishment of specialist production equipment, resulting in a **dramatic increase in foundry capability and productivity.**”*

*The region offers PAC Foundry the required **infrastructure**, an industrial culture and an **available and skilled work force.**”*

*Max Voigt, General Manager, PAC Foundry Pty Ltd*

*“The **quality of life** in the region leads to a stable work force, and the support infrastructure that is available locally, means that most **inputs for our sawmilling and value adding operation can be sourced locally.**”*

*Tim Evans, General Manager, Burnett Sawmill Pty Ltd*



**Food and beverage processing** The region supports a diverse industry which includes macadamia products, organic vegetables, aseptically packed vegetable products, antipasto products, seafood (fish, scallops, prawns, crabs), coffee, wine and sugar production. Export markets are being developed for boutique products for niche markets in Europe, America and the Asia Pacific region.

**Mineral production** Mineral production across the region is experiencing growth. Current production includes gold, kaolin, silica, limestone, coal, ilmenite, apatite, scandium, feldspar, siltstone, black granite and basalt.

**Timber and forestry industries** The region is home to two thirds of the State’s plantation softwood resource. The region produces a comprehensive range of building materials and products for the construction industry. Opportunities are available for value-added activities such as production of furniture, windows, doors, associated decorative wood mouldings and high end furniture design and research and development.

**Tourism** The region is world famous for whale watching, eco-tourism, access to the Great Barrier Reef, wine tourism, as a family holiday destination and is the mainland access point to Fraser Island. Direct flights from and to Sydney and convenient transfers to Melbourne, are providing major growth opportunities for the Fraser and Burnett Coast tourism industry.

Emerging industries in the Wide Bay Burnett region include:

- Aviation and Aerospace
- Construction
- Education
- Environmental services
- Human services
- Marine

*“The Wide Bay region is the **leading regional centre for the aviation industry** in Australia. Critical advantages for us have been plenty of skilled workers, uncluttered airspace and great weather providing **more flyable days a year than anywhere else in Australia.**”*

*Phil Ainsworth, Managing Director, Microair Avionics Pty Ltd*



## Infrastructure in the Wide Bay Burnett region

### Moving People and Products

**Transport** The Wide Bay Burnett enjoys ready access to national and international markets thanks to three key regional airports and a location just one hour's flight from the capital city of Brisbane, a major trading airport and excellent links to an extensive national road and rail network.

**Road Transport** The Bruce Highway, the primary transport corridor, links the Wide Bay Burnett to Brisbane in the south and Cairns in the north.

The Burnett and Isis Highways are part of a major inland transport corridor connecting the region to Sydney, Melbourne and Adelaide.

**Rail Networks** Queensland Rail operates regular daily services from Brisbane to Maryborough and Bundaberg, with links to the hinterland, plus the high speed Tilt-Train service.

Nominated Freight Distribution Centre depots are located at Bundaberg, Gayndah, Gympie, Maryborough, Monto, Mundubbera and Pialba. Daily freight rail connections service Bundaberg, Gympie and Maryborough.

### Ports

**Port of Bundaberg** Situated 19.3 kilometres downstream from the city of Bundaberg, 4.8 kilometres from the mouth of the river, with an entrance channel 8 kilometres in length, the port is administered by the Bundaberg Port Authority - a Queensland Government owned corporation.

The port has two main wharves; one used for the shipment of bulk sugar, the other being the bulk loading point for molasses and petroleum products. A new approach wharf for general cargo users provides access to the bulk sugar wharf, for handling laden semi and B-double vehicles and forklifts. Sugar comprises over 80 per cent of the port's throughput, with the remainder consisting of molasses and general cargo.

**Port of Maryborough** The Port of Maryborough is presently a non-trading port and is mainly used to support tourism and recreation purposes.

**Urangan Harbour** This harbour facilitates private, commercial and recreational activities, including a major tourism development, commercial and industrial developments and public facilities.

**Snapper Creek Boat Harbour** This harbour facilitates private, commercial and recreational activities, including mooring of vessels and commercial fishing fleets, commercial and industrial developments and slipway, fuelling and other public facilities.

### Airports

Three airports service the Wide Bay Burnett; located at Bundaberg, Maryborough and Hervey Bay. Various minor airstrips are also located in the region.

**Bundaberg Airport** Provides charter services and regular passenger transport, with over 50,000 people passing through the terminal annually. Daily passenger and freight services provide linkages to the north and south. A one hour flight connects to the capital city of Brisbane four times a day. Future planning has made provision for lengthening the airport runway to accommodate larger planes and the construction of new terminal facilities.

**Hervey Bay Airport** This airport services business travel, tourist travel and general passenger services. In conjunction with the current A\$13M redevelopment of the airport, direct jet services to Sydney have opened up access to the region and support new tourism and business opportunities. The Hervey Bay Airport is complemented by the A\$75M Hervey Bay Airport Industrial Park joint venture project.

**Maryborough Airport** Business traffic comprises approximately 90 per cent of total airport traffic. The airport is suitable for general aviation aircraft and offers daily commercial flight services to Brisbane. Facilities include aircraft maintenance, fuelling facilities and the International Pilot Training School.

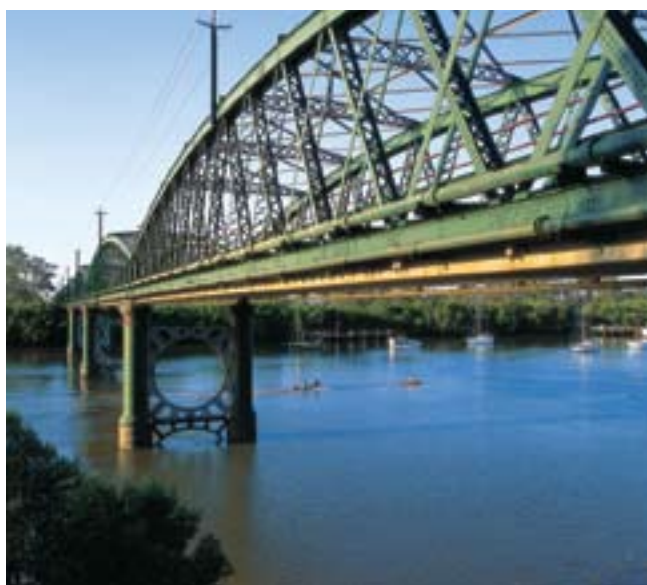
**Kingaroy Airport** Kingaroy is positioning itself as a location for aircraft manufacturing with potential for international pilot training. Kingaroy Airport is home to an Unmanned Aerial Vehicle (UAV) test facility in support of a number of national and international UAV development projects.

**Reliable Energy** Wide Bay Burnett offers the invaluable advantage of reliable and secure electricity supplies at internationally competitive prices. Opportunities exist for industrial energy users to negotiate supply contracts with generators and retailers.

The region is well serviced by the Queensland coastal electricity grid and is in geographic proximity to a significant proportion of Queensland's generation capacity, including the Gladstone, Callide and Tarong power stations. Major population areas and industry are serviced by reticulated natural gas through an offshoot of the Duke Energy Wallumbilla to Gladstone Pipeline.

**Competitive Construction Costs** Australia's construction industry has enjoyed rapid growth since 2000. Queensland has consistently maintained the lowest construction costs by up to 20 per cent in comparison with other Australian states.

Larger industrial accommodation under construction in the Wide Bay Burnett region includes Global Cement's multi-million dollar cement facility at the Port of Bundaberg and the A\$36.5M Mirvac Hinkler Shopping Centre Project - important indicators of the depth of industry confidence in the region's growth. The A\$80M Peppers Pier Resort, Hervey Bay development combined with a range of residential and commercial developments demonstrate continued growth and confidence in the region's economy.



### **Information and Communication Technologies and e-Commerce Infrastructure**

Information and Communication Technologies (ICT), including broadband, are critical economic infrastructure. Current service providers include Telstra, Optus and Vodaphone, and numerous broadband and internet service providers. Telstra Country Wide services the Wide Bay Burnett with offices in Maryborough and Bundaberg.

Hervey Bay is seen as a dynamic leader in building a regional ICT industry. The Hervey Bay City Council has established a Spatial Technology Centre (STC) which specialises in the application and commercialisation of geographic information system (GIS) and spatial technologies. The Council's GIS unit - Baymap - is a nationally recognised leader in the use of GIS technologies for government administration and planning.

**Water Infrastructure** Major areas for water catchment are in the Burnett, Mary, Baffle, Kolan, Burrum, Fraser Island, Noosa and Boyne river systems. Regional water resources will be boosted by increasing water storage facilities, particularly the recently completed Paradise Dam. A recent study undertaken by the Network Economics Consulting Group indicated net benefits of this increase in infrastructure and water will be between A\$1.7B and A\$2.9B.

A greater availability of water will make a significant contribution to the anticipated increase in agricultural production. It should also facilitate a greater volume of water being available for industry use.

**Waste Management** Solid waste infrastructure and services include hazardous waste management, major waste collection infrastructure (e.g. transfer stations), solid waste processing and disposal.

Sewerage infrastructure and services include major items of reticulation (eg trunk mains, pump stations, major rising mains, etc), sewage treatment facilities and effluent disposal. Providers and managers of urban sewerage infrastructure and services are the individual local government authorities.

# Industrial precincts

The Wide Bay Burnett region has a substantial resource of industrial and agricultural land, buttressing the region's economic growth and enhancing its attractiveness as an investment destination.

Prime office and industrial land is available in the region at very competitive costs per square metre in comparison with other Australian states.

## Bundaberg Region

**Bundaberg Industrial Park - Food Precinct** A new food-focused industrial site is located adjacent to the north coast railway and close to the airport, with easy road access to the Port of Bundaberg. Possible projects for this progressive development include a research and development centre operated by the Central Queensland University, a shared high-tech warehouse and processing facility for commercial food processors, a food innovation centre and a food processing training facility. With approximately 75 hectares available for redevelopment, the first 18 hectares of developed sites are currently for sale or lease at competitive prices.

**Bundaberg Technology Park** An area adjacent to the Burnett River at North Bundaberg, featuring engineering as the dominant industry.

**Gin Gin Industrial Estate** Situated at the township of Gin Gin close to the Bruce Highway with land suitable for light industry.

**Childers Industrial Estate** Situated at the township of Childers close to the Bruce Highway with land suitable for light industry.

## Hervey Bay

**Hervey Bay Industrial Estate** This 27 hectare estate in Wondunna at Hervey Bay is situated near another estate of approximately 39 hectares.

The \$75M Hervey Bay Airport Industrial Park joint venture project coincided with a significant upgrading of the airport to accept jet services as of July 2005.

A tourism and food production-themed precinct also exists at the entrance to Hervey Bay. Significant food-based businesses are already located here. Current development includes a visitor information and community enterprise centre.

## Maryborough

**Moonaboola Estate** Located in Maryborough West, this 88 hectare estate is primarily focused on timber industry related activities, with around half available for development.

Maryborough's industrial estates also include Gateway Industrial Park and Twin Cities Industrial Park.

**Port Maryborough** Designated 200 hectares fronting the Mary River, this area will provide marine-based industries with a secure location for sustainable industrial activities.

## Cooloola Shire

**Gympie Industrial Estate** Principal industries are general engineering, furniture manufacturing, an agricultural packhouse and processing of macadamia nuts.

**Pinewood Industrial Estate** Located on the northern approaches to Gympie, this is a private industrial estate, with zonings for general industry.

**Southside Industrial Estate** On the southern side of the Mary River, adjacent to Gympie City and zoned for light industry. The estate is currently at full capacity.

**Hall Road Industrial Estate** Situated on the southern entrance to Gympie with land suitable for light industry.

**Bunworth Park Industrial Estate** Located in the suburb of Monkland on the southern end of the city. This new estate provides serviced property for high-tech industry.

**Bonnick Road Industrial Estate** Situated on the northern side of the city, zoned for light industry and containing land from 1,000m<sup>2</sup>.

**Tin Can Bay Industrial Estate** North-east of Gympie near the coastal township of Tin Can Bay, this new estate is zoned for light industry.

## Nanango

**Nanango Shire Industrial Estate** This medium-industry zoned estate is located on the D'Aguilar Highway.

## Kilkivan Shire

**Widgee Industrial Estate** Situated 28 kilometres from Gympie and includes a new Trade and Light Industry Centre.

**Goomeri Industrial Estate** This estate is strategically situated in the South Burnett region to service communities within a radius of 150 kilometres, including Kingaroy, Wondai, Murgon, Gayndah, Kilkivan and Gympie.

## Kingaroy

**Kingaroy Shire Council** Industrial sites include Taabinga Industrial Estate, Kingaroy Airport and a number of private industrial estates. Located not far from the heart of Kingaroy, these sites are ideally positioned to allow easy access to the road transport corridor.

Industrial land is also available at Rainbow Beach, Wondai, Imbil and the Woocoo Lakes Industrial Estate.



## Living in the Wide Bay Burnett region

The attractiveness of the region's lifestyle is a key reason why many businesses are relocating here. The Wide Bay Burnett region is blessed with unique natural advantages, an enviable climate and the advantages of proximity to the major trading and services centre of South East Queensland.

It is one of the State's key agricultural and horticultural regions and an exciting gateway to substantial returns on investment in niche and specialised products. The region embraces innovative opportunities for value-adding and downstream processing in a number of industries.

The environment that sustains and maintains these quality industries also provides the region with an idyllic, eco-friendly lifestyle - drawing permanent population and investment and creating tourism alternatives to other commercialised and often crowded destinations.

Wide Bay Burnett also benefits from a healthy social infrastructure. The region boasts idyllic retirement communities and has numerous regional development organisations and community groups working to progress opportunities.

Comprehensive government facilities and built infrastructure meet residents' needs, including public and private health facilities and schools. The region is also serviced by the Bundaberg, Hervey Bay and Maryborough State Development Centres.

**Affordable Accommodation** Wide Bay Burnett offers housing options to suit every lifestyle choice, from beachfront to rural or town living. Whatever location you choose for your business, quality affordable housing is available to suit all tastes and requirements.

**Educational Facilities** Excellent educational institutions, from primary to tertiary levels and vocational centres serve the Wide Bay Burnett region. Linkages between education facilities and local industry support the region's highly skilled workforce.

**Primary and Secondary Schools** 136 public schools and 26 private schools, at both primary and secondary levels, are established in the region.

Catholic Education provides substantial schooling opportunities, including primary schools in Bundaberg, Maryborough, Hervey Bay and Cooloola and secondary schools in Bundaberg, Maryborough and Cooloola.

Independent Christian Schools also augment the public system with primary schools and senior schools in Bundaberg, Hervey Bay, Maryborough and Cooloola.

**Tertiary Education** Two university campuses and a technical college, which imparts industry-oriented trade and business skills, serve the region. Open learning centres are available in Maryborough, Bundaberg and Hervey Bay.

**Central Queensland University, Bundaberg Campus** Situated six kilometres from Bundaberg's city centre, this campus offers

*“Why you would want to live and work anywhere else is beyond me. People setting up business and working in this region can move here with confidence that their family's lifestyle won't suffer as a consequence.”*

*Peter Beasley, Owner and Manager of Beasley Hydraulic Services, Bundaberg*

courses in arts, aviation technology, business, communication, education, environmental science, health (including nursing), hospitality management, information technology and multimedia studies.

**University of Southern Queensland, Wide Bay Campus** Located at Hervey Bay, this campus offers courses in business and commerce, nursing, education, information technology, mass communication and community welfare and development.

**TAFE (Technical and Further Education)** This system is an important element of higher education opportunities in the region. Its campuses are:

- Bundaberg College of TAFE; Bundaberg City Campus; Bundaberg Fishing and Marine Campus; Alexandra Street Campus; Higher Education Centre
- College Farm; Childers Campus
- Hervey Bay Senior College
- Maryborough College of TAFE; Nagel Street Campus
- Gympie TAFE Centre
- Gayndah TAFE Centre
- Other TAFE campuses in the region include Southern Queensland Institute of TAFE at Kingaroy and Cooloola Sunshine Institute of TAFE at Gympie

**Health Services** The Wide Bay Burnett region is well provided with specialist health services and modern, well-equipped public and private hospitals.

The region has 49 aged care facilities in addition to a wealth of aged care service providers.

Various child, youth and community health services are operative, including disability services and advice, day therapy centres, neighbourhood centres, older persons support and activity groups, home assist programs, family centres and youth programs.

#### **Recreational, Social Clubs and Community Organisations**

A range of organisations support every interest and lifestyle including cultural and interest groups, business, professional and economic organisations, sporting and recreation clubs and religious organisations.

Accessible cultural and recreational elements and visitor attractions in the Wide Bay Burnett region include aboriginal centres, museums, botanical gardens, arts centres, the Bundaberg Rum Distillery, the Hinkler Aviation Museum, the Mystery Craters, the Brolga Riverside Theatre and Convention Centre, and numerous recreational dams.





## Future of the Wide Bay Burnett region

Significant regional projects facilitating opportunities in the region include:

**Paradise Dam** This project has increased water security and strengthened horticulture and other industries, servicing the area's agricultural, urban and industrial users and created new opportunities. Valued at approximately A\$200M, the Paradise Dam has brought additional water supplies to support the vegetable, citrus, sugar, fruit and nuts, pork, dairy and feedlot industries, as well as manufacturing. Located 20 kilometres north of Biggenden and 80 kilometres south-west of Bundaberg, the dam and associated weirs are expected to yield around 124,000ML per year of medium priority water for agricultural use and 20,000ML per year of high priority water for urban and industrial use.

**The Four Burnett Water Projects** The Burnett River Dam and the Eidsvold, Barlil and Jones Weirs will also contribute vitally to the Burnett region's water supply, creating opportunities for agricultural and industrial development and generating employment and training opportunities.

**Bundaberg Industrial Park - Food Precinct** Possible projects for this progressive 75 hectare development include a research and development centre operated by the Central Queensland University, a shared high-tech warehouse and processing facility for commercial food processors, a food innovation centre and a food processing training facility. The first 18 hectares of developed sites are currently for sale or lease at competitive prices.

**Bundaberg Riverside Development** The redevelopment of the Bundaberg City Reach, valued at approximately A\$150M, will provide another major tourism focus for the region. The project includes plans for a Turtle Interpretive Centre which will complement and help promote the established Turtle Rookery at Mon Repos. A Convention Centre with a 1,200 delegate conference facility, and the redevelopment of the riverbank to incorporate retail and restaurant areas, scenic walkways and parklands also forms part of the project.

**Hervey Bay Urban Design** Hervey Bay City Council is currently undertaking an Urban Design Program that identifies key precincts within the city where opportunities exist to promote enhancement, betterment and protection of character and/or function of those areas. Detailed urban design plans will focus not only on character and use, but also on providing options and opportunities for both Council and private developers, such as joint ventures and investment arrangements.

Council's objectives are to:

- Encourage appropriate forms of investment which enhance the amenity, attractiveness and economic future of the precincts
- Maximise potential development opportunities
- Maximise financial returns to the community to offset infrastructure upgrading and maintenance

**Wide Bay Business Park** The Wide Bay Business Park development is planned for location on Maryborough's city fringe adjacent to the Bruce Highway. Its location positions the Business Park to take advantage of expected growth in the Fraser Coast engineering, manufacturing and construction industry. Consisting of approximately 50 allotments from 1,000 to 10,000 m<sup>2</sup>, serviced by water, sewerage and gas, the site will be predominantly industrial with a limited number of ancillary commercial and retail sites.

**Port Maryborough** Maryborough City Council has designated 200 hectares, fronting the Mary River, for Port Maryborough, to provide designated marine-based industries with a secure location for sustainable industrial activities.

Within this Precinct, Maryborough City Council has secured 65 hectares of land with a river frontage of 600 metres, for the purpose of developing Port Maryborough. The region's advantages include a sub-tropical climate, world class standard of living, lower costs for housing and consumer items, world standard road, rail, sea and air transport, and international standard health and sporting facilities. These make it a very attractive proposition for all those actively involved in the project and ongoing marine manufacturing activities.

**Maryborough Urban Renewal Project** Maryborough City Council has developed a vision and master plan for the integration of the Central Business District, Queens Park and the Mary River, aimed at fostering a new commercial energy and modern image for Maryborough. Currently, catalyst projects are being developed and commercial opportunities exist for joint venture and investment arrangements in marina expansion, inner city apartment living, retail and other opportunities.

**Kingaroy Aerospace Industry Development** Kingaroy is becoming widely known for its aerospace potential. BAE has identified Kingaroy Airport (Bjelke-Petersen Airport) as a superior location in Australia as a flight trial centre for its Unmanned Aerial Vehicle program.



## Investor services

**Investment attraction services** The Department of State Development, Trade and Innovation is the Queensland Government's lead agency for economic development, a gateway to the comprehensive services offered to develop and support sustainable growth and employment.

An Investment Attraction Unit has been set up with the goal of promoting Queensland's investment advantages and assisting investors to establish and grow their businesses in Queensland. It functions as a single point of contact in Government on any issues relating to ongoing business development.

Through its client aftercare program, the Unit maintains relationships with clients and continues to serve as their contact in Government on any continuing business development matters.

**State Development Centres** Located at Bundaberg, Hervey Bay and Maryborough offer information on starting up a new business, export and investment opportunities, building and improving business and advancing major projects, joint venture opportunities and access to venture capital. These Centres are the one-stop-shop for business enquiries and on-ground support, delivering a range of business development products and services including seminars and workshops, financial assistance and trade and export assistance.

*“At Allweld we have been involved with the Department of State Development, Trade and Innovation for almost four years and during that time the **assistance and support has exceeded our expectations.** Our **business growth of over 400 per cent** during that time has been contributed to in no small way by the efforts of the team from the Maryborough office.”*

*Jo-Anne Shilleto, Director, Allweld Pty Ltd*

## For more information on locating your business in the **Wide Bay Burnett region** contact

For more information on locating your business in the Wide Bay Burnett region contact one of the local State Development Centres:

State Development Centre Bundaberg  
PO Box 1719 Bundaberg QLD 4670  
Telephone +61 7 4151 9700  
Facsimile +61 7 4151 9711  
[www.sdi.qld.gov.au/bundaberg](http://www.sdi.qld.gov.au/bundaberg)

State Development Centre Hervey Bay  
PO Box 1481 Pialba QLD 4655  
Telephone +61 7 4125 9270  
Facsimile +61 7 4125 9279  
[www.sdi.qld.gov.au/herveybay](http://www.sdi.qld.gov.au/herveybay)

State Development Centre Maryborough  
PO Box 537 Maryborough QLD 4650  
Telephone +61 7 4121 1780  
Facsimile +61 7 4123 1874  
[www.sdi.qld.gov.au/maryborough](http://www.sdi.qld.gov.au/maryborough)

The Wide Bay region invites you to join the thousands of enterprises that already call the region home and reap a multitude of benefits for your business.

## Queensland's **perfect** **investment climate**

The reasons for choosing Queensland are clear and compelling.

- Strong economic and social growth
- The best Asia Pacific and southern hemisphere market location
- Innovative, creative and successful industry sectors
- People with skills, flexibility and a focus on achievement
- Sophisticated infrastructure
- Cost competitive locations
- Low business taxes
- Investor services and advice
- Safe, reliable and welcoming communities
- Strong and vibrant regions
- An enviable lifestyle

## Queensland **fast facts**

- Queensland is the second largest of six Australian states and occupies almost a quarter of the Australian continent. Queensland is four times the size of Japan, nearly six times the size of the United Kingdom, and two and a half times the size of the State of Texas, United States of America.
- Queensland is the most decentralised mainland state in Australia and the only one with most of its population living outside the capital city.

