



7-DAY TRADING BOOST FOR BOOMING CENTRAL QUEENSLAND

As the services capital of the thriving Central Queensland region, Rockhampton has further secured its leadership position by adopting seven-day trading, from late January, 2010. The majority of Rockhampton's 1,600-plus retail stores now offer Monday to Sunday trading – including Woolworths, Big W, Target, Coles, Harvey Norman, and a range of speciality stores. The National Retailers Association (NRA) believes that it will be a major economic boost for the region – NRA executive director Gary Black claims the move to seven-day trading will increase consumer choice and create jobs.

A significant number of Queensland's regional cities already offer seven-day trading – Cairns, Townsville, Sunshine Coast – with trading applications pending for Mackay, Toowoomba, Gympie, and Mount Isa.

Rockhampton is just one of several flourishing hotspots located within the Central Queensland region. Widely regarded as the heart of Queensland's mining industry, Central Queensland boasts a strong and diversified \$15.4 billion economy. Rich in natural resources, abundant in agriculture and quality primary production, Central Queensland encompasses the major population centres of Rockhampton, Gladstone, and the Central Highlands region, which includes regional townships such as Emerald and Blackwater.

The region's diversified economy comprises a range of significant and buoyant industry sectors, with a total of \$628.3 billion worth of major projects committed to, or underway in 2010¹.

- **Mineral Resources**² – this \$14.9 billion industry represents 46% of the direct output of mining and mineral processing generated by Queensland, and accounts for more than 50,000 jobs in the region, or 29% of the region's labour force. Major activities include coal, magnesite, limestone and salt



- **Metal and Non-metallic Mineral Product Manufacturing** – home to the world's largest alumina refinery and Australia's largest aluminium smelter – both located in Gladstone
- **Energy** – Central Queensland houses Stanwell, Gladstone and Callide Power Stations, which are responsible for providing 50% of the state's power supply
- **Transport, Warehousing and Distribution** – home to The Port of Gladstone, Queensland's largest multi-cargo port and the fourth-largest coal port in the world
- **Agriculture** – major sub-sectors of this \$671 million industry include fruit production, beef, and cotton

Source: GRP 2007-08; OESR 2009

¹ Projects Queensland 2009

² Queensland Government DME; Feb 2008



ROCKHAMPTON REGION SNAPSHOT

Situated on the picturesque Capricorn Coast, approximately 620km north of Brisbane, Rockhampton has a robust population of just over 113,000 and is the service capital of Central Queensland¹. It comprises a thriving commercial and business centre that is surrounded by significant mining and rural industries, and is a natural hub for the future growth and development of Central Queensland.

- **Australia's beef capital** – boasts more than two million head of cattle, and Gracemere Saleyards is the country's largest cattle exporter
- **Coal mining hub** – \$292 million output 2007-08
- **Vibrant retail sector** – \$393 million output; number one employer in the region; recently introduced seven-day trading
- **International tourist destination** – multi-million dollar tourism industry characterised by many internationally acclaimed tourist destinations, including Carnarvon Gorge, the Keppel Islands, and Fitzroy River

Rockhampton – Facts and Figures

- \$5.2 billion Gross Regional Product 2007-08
- 1.4% average annual population projected growth to 2026 – on par with Australian average growth prediction¹
- 17.4% increase in employment in last 5 years – versus 12.9% Australian average²
- \$569 average weekly individual income – on par with \$615 Australian average¹
- \$306,000 median house price – this represents a 5.5% increase versus the previous quarter; the highest increase registered by all other major Queensland centres³
- \$30.9 billion worth of major projects are currently underway, committed to, or under study⁴

Source: OESR 2009

¹ABS 2009; weekly income based on 2007 data

²DEEWR 2010; June quarter 2009 vs. 2004

³REIQ September quarter 2009

⁴Projects Queensland 2009



GLADSTONE REGION SNAPSHOT

Increasingly referred to as Australia's economic powerhouse, Gladstone is a world-class location for mineral and resource process, and light metal industries. Gladstone is a modern urbanised city in Central Queensland, located on the eastern seaboard of Australia, approximately 550km north of Brisbane.

Gladstone makes a significant contribution to Queensland and the Australian economy – the region currently generates 29% of Queensland's export by tonnage carried by sea. It is Queensland's major industrial location with established, world-class infrastructure and linkages to international markets by sea, land and air. A number of major international industries have selected Gladstone as the ideal investment partner:

- **Queensland Alumina Limited** – the largest alumina refinery in the world
- **Boyne Smelters Limited** – Australia's largest aluminium smelter
- **Cement Australia** – Australia's largest cement kiln
- **Orica Australia** – one of the largest producers of sodium cyanide in Australia and the third-largest in the world
- **Comalco Alumina Refinery** – the world's first greenfield alumina refinery to be constructed since 1985

Gladstone – Facts and Figures

- \$1.7 billion Gross Regional Product 2007-08
- 2.4% average annual population projected growth to 2026 – versus 1.4% Australian average¹
- 4.3% unemployment – versus 5.0% Australian average²
- \$691 average weekly individual income – versus \$615 Australian average¹
- \$361,000 median house price – this represents a 3.4% increase since the last quarter, and almost 80% increase in the last five years³
- \$33.2 billion worth of major projects are currently underway, committed to, or under study⁴

Source: Gladstone Region GAPDL 2006

¹ABS 2009; weekly income based on 2007 data

²DEEWR 2010; June quarter 2009 vs. 2004

³REIQ September quarter 2009

⁴Projects Queensland 2009



CENTRAL HIGHLANDS REGION SNAPSHOT

Located 836km west of Brisbane, the Central Highlands region encompasses several major townships including the energy-rich areas of Emerald and Blackwater. The region covers a significant section of the Bowen Basin, an area of coal reserves and mining-related communities that extends over 60,000 square kilometres of Central Queensland. This is Australia's largest coal reserve, extracting over 100 million tonnes annually and representing Queensland's most important export commodity.

- **Mining** – the region's mining sector generated \$2.4 billion in 2007-08, and contributed almost 60% to the total GRP for the Central Highlands region
- **Mineral-rich** – the region boasts the largest sapphire producing fields in the Southern Hemisphere
- **Abundance of Agriculture** – this \$200 million industry sector is the third-largest contributor to the region's GRP (4%), and includes cattle, cotton, grain, citrus, and table grapes

Central Highlands – Facts and Figures

- \$4.1 billion Gross Regional Product 2007-08
- 2.0% average annual population projected growth to 2026 (Emerald/Blackwater) – versus 1.4% Australian average¹
- 2.3% and 2.7% unemployment for Emerald and Blackwater respectively – versus 5% Australian average²
- \$786 and \$933 average weekly individual income for Emerald and Blackwater respectively (5.2% and 5.7% increases in the last 12 months) – versus \$615 Australian average¹
- \$267,500 and \$378,000 median house prices for Emerald and Blackwater respectively – this represents 5.2% and 5.7% increases in the last 12 months, and 91% and 167% increases in the last five years³
- \$4.2 billion worth of major projects are currently underway, committed to, or under study⁴

Source: Central Highlands Development Corporation 2007-08

¹ABS 2009; weekly income based on 2007 data

²DEEWR 2010; June quarter 2009 vs. 2004

³REIQ September quarter 2009

⁴Projects Queensland 2009

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