

## TOP FIVE REASONS TO INVEST HERE

- 1 We are a dynamic and growing region, outpacing Queensland's average population and GRP increases.
- 2 Our economy's strength lies in its diversity, ensuring the region continues to survive and thrive during softer periods in the national and global economies.
- 3 We are located in the heart of Queensland, with easy access to other major regional centres and the State's capital Brisbane.
- 4 The Central Highlands Regional Council and Central Highlands Development Corporation proactively encourage, foster and support investment.
- 5 The Central Highlands has a young population (median age of 31, compared to 36 in Queensland) with a larger percentage of 'young workforce' (25-34) than Queensland (23.7% compared to 21.2%).

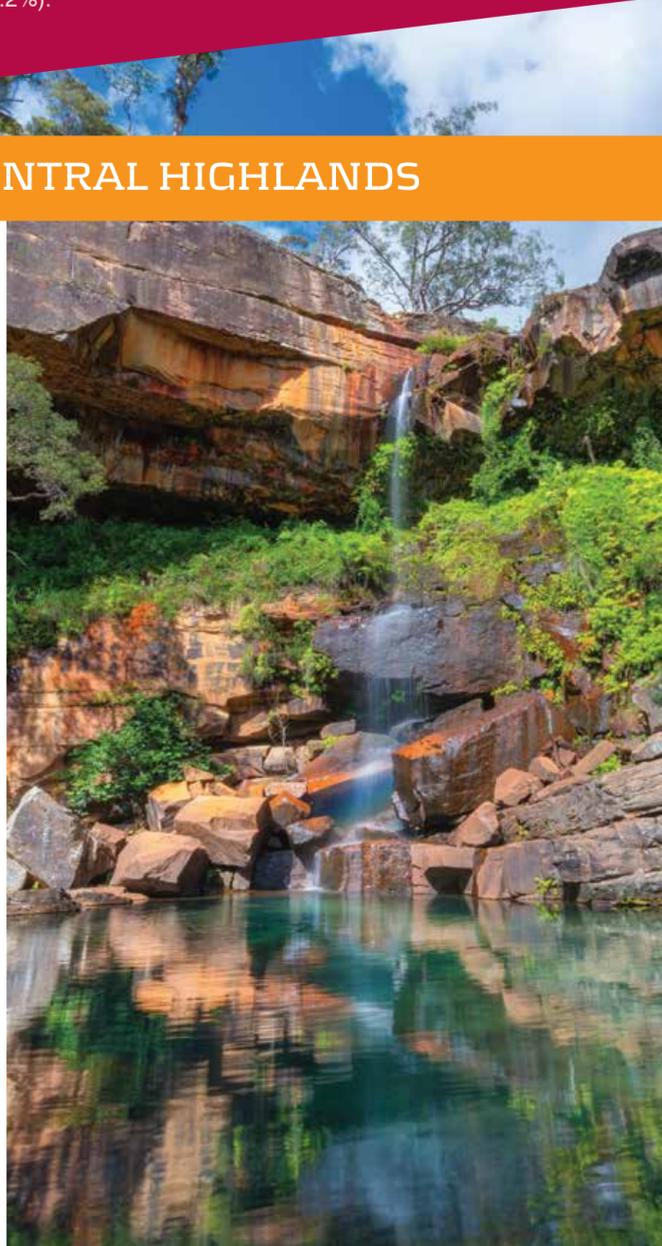
## WELCOME TO THE CENTRAL HIGHLANDS

**With its prosperous economy, convenient location and strong future, there's no better place to invest than the Central Highlands.**

The region is proactively working to attract and foster investment in a range of industries and sectors to meet strong market demand and facilitate the continued growth of the region.

Central Highlands Regional Council and Central Highlands Development Corporation look forward to supporting you throughout your journey, from the prospective phase to project completion and beyond.

**Want more information on the Central Highlands economy? Scan the QR code to watch our economic profile media clip.**



Central Highlands Development Corporation

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Central Highlands, Queensland  
**Investment  
Prospectus**



# WHO WE ARE

The Central Highlands is nestled in the heart of Queensland, straddling the Tropic of Capricorn and covering an area of almost 60,000 square kilometres.

A significant portion of Australia's largest coal reserve, the Bowen Basin, sits in the Central Highlands and it is also neighbour to the Galilee Basin, described as Australia's new mining province.

The Central Highlands is also characterised by its sub-tropical climate, fertile soils and secure water supply from Fairbairn Dam. These have given rise to thriving and diverse agricultural and horticultural industries.

The key strength of the region's economy lies in its diversity, which is based upon:

- An enviable global coal mining industry
- Robust and resilient agricultural and horticultural industries, including beef, grain, macadamia, cotton, grapes, melons and citrus
- A growing tourism market supported by pristine natural attractions, such as Carnarvon Gorge and the Sapphire Gemfields
- Major health and education services including a GP Super Clinic, a CQUniversity campus and the Emerald Agricultural College
- Dynamic small and medium businesses, supported by professional and government sectors

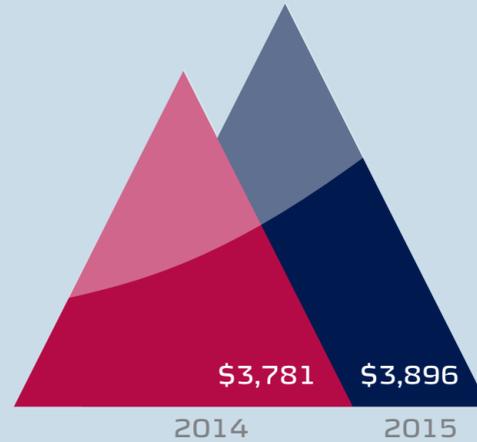


13 unique communities

The Central Highlands comprises the 13 unique communities of Arcadia Valley, Bauhinia, Blackwater, Bluff, Capella, Comet, Dingo, Duaringa, Emerald, Rolleston, Sapphire Gemfields, Springsure and Tieri – with Emerald being the central hub of the region.

# STATS AND FACTS

- A Gross Regional Product of \$3.896 billion.
- A regional population of 31,454.
- The population is expected to reach 37,630 by 2031, a growth rate of 1.1%.
- More than \$9 billion in major project investment either recently completed, currently underway or planned.
- Close to 13,300 registered businesses.



Gross Regional Product (GRP)  
Year (ending 30 June) \$m

## ACCESS ALL AREAS

The Central Highlands is the intersection for major road and rail freight routes east-west and north-south, providing convenient links to other major regional centres, including Rockhampton, Mackay and Townsville.

The highway between Charters Towers and northern New South Wales has been identified as an inland alternative link between Cairns and Melbourne.

Multiple daily flights also offer convenient access to and from Brisbane, and easy connections to other capital cities. Flying time between Emerald and Brisbane is under 90 minutes.



## THE WAY FORWARD

Emerald has been identified as a potential 'inland city' due to its central geographic location and rich, abundant natural resources.

This is further supported by State Government planning which aims to have 50% of Queensland's population living outside the South East by 2043.

## INVESTMENT INCENTIVE

The Central Highlands Regional Council Development Incentive Policy provides support to assist in the attraction of investors to the region.

Key aims of the policy are to rejuvenate commercial centres, the Yamala Special Industry area, and ecotourism developments.

Under this policy, there is a 100% waiver on infrastructure charges for projects that fall under at least one of the following categories, subject to meeting criteria:

- Town Centre rejuvenation (non-residential development)
- Establishment of Special Industry Area (non-residential development)
- Township rejuvenation (non-residential development)
- Educational establishment

Under this policy, there is a 60% waiver on infrastructure charges for projects that fall under the Tourism Development category, subject to meeting criteria.

## HERE TO HELP

The Central Highlands Development Corporation (CHDC) is the region's lead economic and tourism development agency.

It is committed to working in partnership with the Central Highlands Regional Council to deliver sustainable economic growth and prosperity to the region.

CHDC provides relevant advice, statistical information, events and networks to support business, industry, government and community.

CHDC is dedicated to:

- Advocating for sustainable regional and economic growth
- Proactively marketing and promoting the Central Highlands as a 'region of choice'
- Enhancing workforce development
- Supporting business development, innovation and capacity
- Supporting community organisations to develop skills and knowledge

The four growth industries in the Central Highlands have been identified as:

