

PROJECT CRAFTED – Gympie

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Coordinator Economic Strategy & Advocacy

Gympie Regional Council



Role of GRC in Economic Development

- **Advocacy** on behalf of the region and the business community.
- Develop and deliver the regional **economic development strategy**.
- **Advisory** role internally across Council.
- **Project facilitation** and **concierge** service across council for investors / businesses.
- **Stakeholder engagement:** Commonwealth and Queensland Government agencies; chambers of commerce; industry groups; UniSC, TAFE; businesses etc
- **Collaborating** – keen partner in the development and delivery of economic development initiatives and outcomes. **Lead or supporting role!**
- Economic, demographic and workforce **research and analysis**.
- Engaged in **resilience and disaster management**.
- **Major event delivery**
- **Tourism / Eco tourism**
- **Development of the new planning scheme**
- **Workforce planning.**

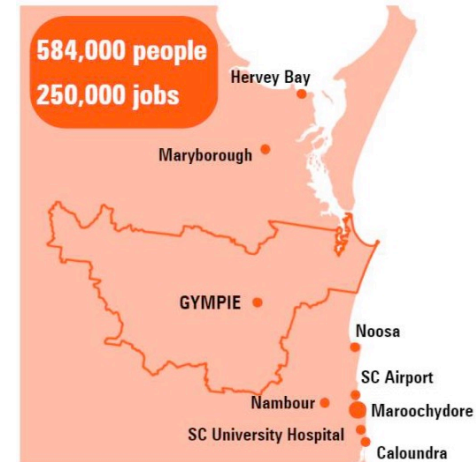
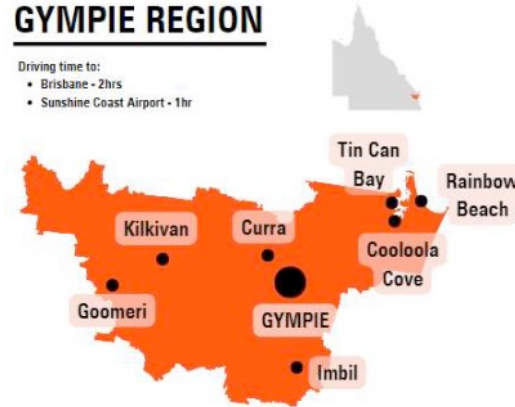
A region of opportunity

- Strategic location and connectivity
- Major projects include:
 - Gympie Bruce Highway extension
 - Renewables capital of Queensland
- Borumba Pumped Hydro
- Forest Wind
- EQUIS Battery Energy Storage System.

- Lifestyle and liveability (affordability)
- Growing population
- Strong, growing and diverse economy
- Net business registrations up 50% to 160 per quarter.

GYMPIE REGION

Driving time to:
• Brisbane - 2hrs
• Sunshine Coast Airport - 1hr



Gympie region is on the cusp of becoming Queensland's renewables capital

RENEWABLE ENERGY

Major investments in the Gympie Region have the potential to unlock major industry development in renewables, as well as provide a sustainable energy source for other businesses in the area.

Borumba Dam Pumped Hydro

The Queensland Government has made a commitment to fund the \$14.2B Borumba Pumped Hydro Project, the biggest single investment in Queensland's energy infrastructure in decades.



2,000 MW

Forest Wind

A major wind farm embedded in a large pine plantation is planned for development in the North East.



1,200 MW

Woolooga Energy Park

LightsourceBP are developing and constructing a major solar farm in Lower Wonga which will also incorporate a large Battery Energy Storage System (BESS).



200 MW



Gympie LGA's economic rebound

The economy is now estimated to be around \$2.4 Billion.

Jobs and population growth has been stronger than the Regional Queensland average.

Unemployment rate continues to fall (6.2% Jun'22, now 5.3% Mar'23)

Gympie Region LGA economy in 2021/22

	As at 2021/22	5yr Avg Growth	Wide Bay Burnett	Regional QLD
 GRP \$2,395m		+1.4%	(+2.2%)	(+2.0%)
 Local jobs 21,131		+2.6%	(+2.6%)	(+2.4%)
 Population 55,170		+1.5%	(+1.5%)	(+1.4%)
 Unemployment 6.2%		-1.8%	(-1.9%)	(-1.9%)
 Tourism visits 1,217,382		+1.6%	(+0.2%)	(-1.1%)
 Exports \$1,241m		-1.7%	3.0%	1.9%

Key industries – Jobs and Economic Value

Top 4 Industries in 2022

Jobs

Health Care and Social Assistance



3,119 jobs
(14.8%)*

Education and Training



2,280 jobs
(10.8%)*

Retail Trade



2,257 jobs
(10.7%)*

Construction



2,217 jobs
(10.5%)*

Value Added

Construction



\$258m
(13.2%)**

Agriculture, Forestry and Fishing



\$248m
(12.6%)**

Manufacturing



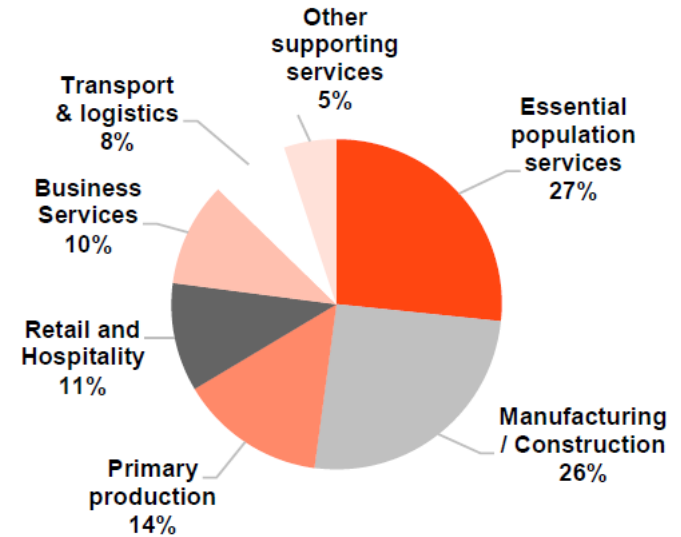
\$242m
(12.3%)**

Health Care and Social Assistance



\$220m
(11.2%)**

Source: NIEIR, 2023 | * % of local jobs in Gympie Region LGA; ** % of value added in Gympie Region LGA



Source: NIEIR, 2023

Food and Agribusiness



\$811M

Output/Total Sales

18.00% of total output



2,148

Local Jobs

10.20% of total jobs



Gympie Surrounds

Key Location

60% of local jobs



\$266M

Gross Value Added

13.60% of total GVA



2147

Employed Residents

9.60% of employed residents

TOP INDUSTRIES



Agriculture

\$186.30M Value Added
1,373 Jobs



\$450M

Total Exports

36.30% of total exports



1,233

Local Businesses

25.40% of total businesses

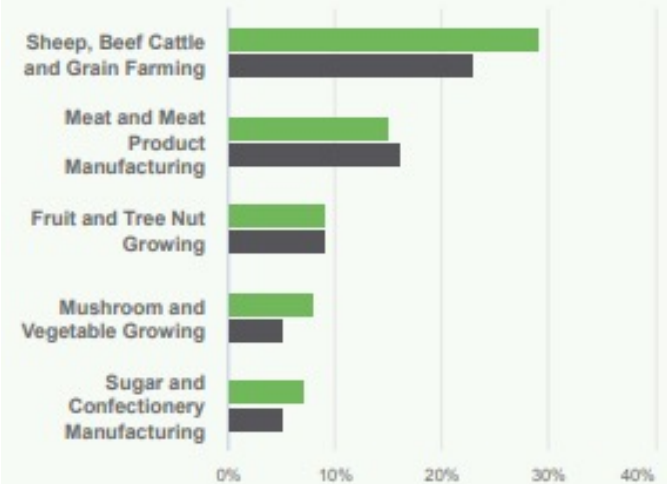


Food Product Manufacturing

\$64.60M Value Added
641 Jobs

Industry Share of Sector (jobs) - 2021/22

● Gympie ● Queensland



Food and Agribusiness

Farm and agribusiness produce snapshot:

- **Meat:** beef, lamb, poultry, pork,
- **Fruit, citrus and nuts:** avocados, mangoes, strawberries, pineapples, orchard fruit, macadamias, oranges (**5% of Qld oranges**), mandarins. (**6% of Qld Macademia nuts**)
- **Vegetables:** mushrooms, beans, potatoes, broccoli, cabbages, carrots, cauliflowers, pumpkins, lettuces, sweet corn, onions, capsicum, melons. (**4.5% of Qld beans**)
- **Diary:** whole milk, eggs, artisan cheese, ice-cream, gelato, yoghurt, butter, cream and custard. (**12% of Qld milk**)
- **Cut flowers and plant nurseries.**
- **Broadacre crops:** sugarcane, mung beans, cotton.
- **Wine and craft beer.**
- **Hay (4.5% of Qld hay).**
- **Wool.**

Investment Opportunities:

- **Processing, packaging and distribution** of products such as nuts, dairy products, dried and baked goods, avocado and macadamia nut oils, and a range of sauces, jams, and chutneys.
- **Specialty crops** that capitalise on the subtropical climate, quality soil, and reliable rainfall.
- **Marine-based industries** including fishing, marine supplies, and other seafood production.
- Increased **export demand** for local food in the Australian "foodie" market.
- **Diversified farming** including new crop or animal varieties, and on-farm processing.
- **Agri-tourism** through the development of farm-based and nature tourism activities.

Tourism



\$77M

Output/Total Sales

1.7% of total output



814

Local Jobs

3.9% of total jobs



Gympie - North

Key Location

67% of local jobs



\$40M

Gross Value Added

2.0% of total GVA



1,670,935

Visitor Nights

TOP INDUSTRIES



Accommodation

\$11.74M Value Added

183 Jobs



Cafes, restaurants and takeaway food services

\$4.84M Value Added

248 Jobs



650,916

Visitors



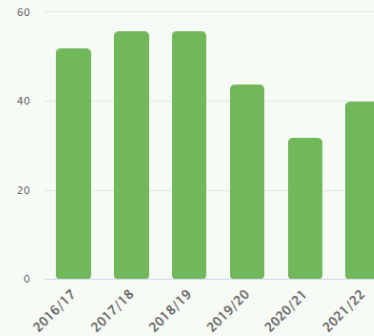
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Local Businesses

8.4% of total businesses

GROWTH TRENDS

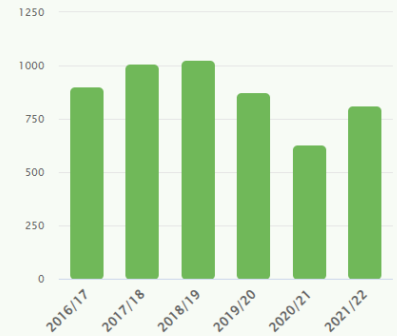
Value Added (\$M)



LAST YEAR : 25.1% (QLD: 23.8%)

5 YEAR AVERAGE : -5.1% (QLD: -9.2%)

Local Jobs



LAST YEAR : 28.9% (QLD: 23.8%)

5 YEAR AVERAGE : -2.0% (QLD: -3.7%)

Tourism

Coast to hinterland – iconic experiences:

- Rainbow Beach, Tin Can Bay and direct access to the world famous K'gari and the Great Sandy Biosphere.
- Mary Valley Rattler – heritage steam train.
- Hinterland villages – Imbil, Kandanga, Amamoor, Dagon, Kilkivan and Goomeri.
- Range of drives, eco-tourism, adventure tourism, surfing and water sports, walking and cycling trails.
- Growing agri-tourism sector.

Investment opportunities include:

- Opportunities flowing from the 2032 Olympics in Brisbane / Queens Wharf
- New hotel, motel, and other accommodation options.
- Tourism infrastructure and activities.
- Agritourism, adventure and ecotourism experiences.
- Food service opportunities.
- EV charging stations.

Authentic and vibrant events and tourism destination

1. **Iconic Events:** these events contribute to the region's cultural and economic vitality.
2. **Traditional and Innovative Experiences:** the region embraces its heritage while also embracing new ideas, creating a dynamic atmosphere that appeals to a wide range of tastes.
3. **Diverse Range of Events:** from fishing competitions to film festivals and music festivals like the Gympie Music Muster.
4. **Agri-Tourism and Paddock-to-Plate Experiences:** the growing agri-tourism market and paddock-to-plate experiences provide unique and engaging experiences for visitors.
5. **Authentic and Nature-Based Experiences:** the region values its natural beauty and seeks to provide genuine encounters that connect people with the environment.
6. **Broad Demographic Appeal:** contributes to the region's popularity as a visitor destination.

Contact:

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Economic Profile [Economic profile | Gympie | economy.id](http://Economic%20profile%20|%20Gympie%20|%20economy.id)

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