



Boundless

Opportunities in South-West Queensland

www.swqroc.com.au/invest



**Queensland
Government**



Boundless

in South-West



Discover our
Accessibility...



OVER

3,000 KMS OF
SEALED ROADS

Quality roads provide seamless connectivity. Fast internet speeds across the region. Frequent flights to Brisbane.





Opportunities

at Queensland

Discover our
Amazing
Lifestyle...



CAFE CULTURE MEETS OUTDOOR ADVENTURE

Dinosaur exhibitions, star gazing, hunting, motorbike riding, water skiing, jet skiing, sports of all kinds, world-class gymnasiums, endless running tracks and boundless options to choose from.

Discover our
Affordability...



\$318,034

MEDIAN HOUSE PRICE,

Compared with \$375,506 for Regional Queensland, \$458,360 for Queensland and \$569,690 for Australia.



Queensland
Government

Proudly funded by the Queensland Government's Remote Area Board Funding Program



Discover South-West Queensland


The South West region is a critical contributor to the Queensland economy, and has the ingredients to play an even greater, more diversified role. With a recent pipeline of significant infrastructure investment, the region is poised to attract a new wave of investment and economic opportunity.

Combining accessibility and affordability with a unique adventure lifestyle, SWQ has been experiencing significant economic growth, catalysing a range of opportunities to invest and do business in the region.

- 1 Roma Saleyards are the largest cattle saleyards in Australia
- 2 \$4M investment in the Morven Freight Hub
- 3 Enterprise centre as part of new civic space in Cunnamulla
- 4 Telstra 4G and high speed internet throughout most of the region
- 5 Eromanga Natural History Museum recently expanded
- 6 Thargomindah with state-of-the-art airport
- 7 Country Universities Centres in St George, Dirranbandi and Roma, providing dedicated study and learning spaces.

Northern Territory

Legend

 Industrial Land





Discover our Accessibility...

SWQ's location and connectivity provides access and strong links to the broader region, Queensland, New South Wales and South Australia. With six principal airports, and direct connections to Brisbane, Toowoomba and Mount Isa, it's never been easier to access SWQ. All main roads are sealed to a high standard and major highways connect SWQ with New South Wales, South Australia and the Northern Territory. Recent investment in the rail network means there are increasing freight movement options too.



Discover our Adventure Lifestyle...

Locals love SWQ for the exceptional lifestyle, where it's possible to take advantage of the wonderful natural environment to get away from it all. Whether that's the exhilaration of jet skiing at local lakes, horse riding through the plains, or relaxing while gazing at the unspoilt night skies, work-life balance is perfectly achievable in SWQ.

- Unrivalled immediate access to nature, recreation and adventure.
- Unique natural environment.
- Infinite possibilities to explore the expansive landscape, including hiking, mountain biking and horse riding.
- Local lakes, dams, and waterways for swimming, jet skiing and kayaking. All major towns have well-maintained public swimming pools.
- Family-friendly environment where kids can explore, play and enjoy the great outdoors.
- Wide open spaces and pristine night skies that provide world-class stargazing experiences.
- Sports and social calendar that provides year-round recreation possibilities.

Discover our Affordability...

- Highly competitive and favourable deals for commercial and residential land.
- Lower cost of doing business for rents and wages.
- Lower cost of living compared with the averages of Brisbane, Toowoomba and Queensland.
- \$318,034 median house price, compared with \$375,506 for Regional Queensland, \$458,360 for Queensland and \$569,690 for Australia.¹
- Immediate investment opportunities to complement existing industry strengths.
- Developable land, designated industrial land and even 'plug and play' options.
- Industrial land in a variety of locations, with high degrees of connectivity, accessibility and access to services, including:
 - » Charleville Industrial Estate
 - » St George Aerodrome
 - » Quilpie Industrial Land
 - » Cunnamulla Industrial Land
 - » Roma industrial areas
 - » Thargomindah Airport

¹ Hometrack 2014-2018, Housing Valuation System on economy.id



Welcome to South West Queensland...

...a place of immense natural resource, talent and enterprise. More than that, a region that people and businesses are proud to call home. A strong foundation of key industries complemented by major infrastructure projects and a steady investment pipeline combine to elevate SWQ to a place of boundless opportunities.

Affordable land contributes to lower costs for establishing and operating a business. Recent investment in major infrastructure, including utilities and digital connectivity has brought additional capacity to the region, establishing a solid foundation for new development. With consistent ongoing investment in infrastructure the region boasts sealed, good quality highways between all major towns, as well as excellent inter-state connectivity through heavy transport corridors.

OVER

320,000km²

an area about the same size as the whole of Malaysia, representing almost a fifth of Queensland.

Major recent investment in communications, mining, tourism and transport, is set to continue with a strong infrastructure pipeline over the next few years.

With an appealing 'outback' lifestyle that meets and exceeds contemporary expectations for services, facilities and raising a family, this is a place where hard work is rewarded with a convenient lifestyle offer.

SWQ punches well above its weight in economic growth, outstripping Queensland overall, and it's a place of many diverse riches and experiences. The gas industry is spread throughout the Maranoa with Origin Energy, Santos, Senex and APA having operations in the region. The latest agricultural developments are to be found in Balonne and the main town of St George, with farmers increasingly adding value to their product within the region. Charleville boasts a diverse economy, with health, tourism and a new industrial precinct as major drawcards, complemented by the Morven Freight Hub road-rail connection. Paroo is the centre of sheep and goat grazing, with the Cunnamulla Fella representing the long history of working the land. Quilpie's focus is agriculture and mining (oil, gas and opal) complemented by the pull of natural history tourism. Bulloo boasts an array of energy and resources industries, ethical agriculture and innovative small businesses.

Across the region, tourism is a big drawcard for grey nomads, complemented by an increasingly diverse market of families and new visitors to the region as more Australians discover their backyard.

Many small business operators have selected the region as an ideal place to operate, benefiting from the excellent lifestyle complemented by affordable premises, fast digital connectivity and a supportive business community. South West Queensland offers boundless opportunities in a place that is ready made for business.

UNTAPPED POTENTIAL IN EMERGING INDUSTRIES

- Beekeeping
- Goats And Macropods
- Renewable Energy
- Agtech and Education
- Diversified tourism
- Drones
- Rockets
- Commercial Waste Recycling
- Housing Developments



Regional Overview

STRONG FOUNDATIONS

Solid growth and strengths across a range of industries

- Largest livestock selling centre in Australia at Roma Saleyards, including recent investment in an \$8.6m Multi Purpose Facility.
- Horticulturalists at the forefront of innovation in seeking the highest and best value crops on prime agricultural land.
- Excellent intra and interstate connectivity across transport modes, including high-quality sealed roads, frequent-service flights and rail with opportunities for freight and tourism.
- For tourists, the region offers the definitive outback experience, including a unique array of attractions such as Eromanga Natural History Museum and Charleville Cosmos Centre. Exciting new developments are on their way including spagazing.

SUCCESSFUL TRACK RECORD

Recent investments in key infrastructure

- Completion of the \$4.2m Morven Freight Hub, providing a state-of-the-art facility including liveweight scales. Cattle trucks can load up to 1,000 head per train direct to a choice of processors.
- Major tourism infrastructure investment of over \$12m, including the recently expanded Eromanga Natural History Museum, Charleville Cosmos Centre, Dig Tree Visitor Centre, and The Big Rig Oil Gas Museum.
- Creation of new \$3m Charleville Industrial Precinct, with 21 lots for new businesses.
- \$7.2m to boost digital connectivity with high-speed, reliable internet access to the more remote parts of the region.

INVESTMENT PIPELINE

- Major sustained investment in roads and transport infrastructure.
- Upgrade to Warri Gate Road, which will provide continuous sealed road connection through to Western NSW and SA.

OVER **+**
6 Airports
with additional smaller airports

NEWEST
MULTIMODAL TRANSPORT
hub in Australia

8.3%
OF JOBS IN TOURISM



OVER
\$2.7bn
GROSS REGIONAL PRODUCT



GRP GROWTH RATE
+3.5%
with an average annual growth rate of 3.5% over past five years, above 2.2% average in Queensland overall



TOP INDUSTRIES by value added

- 1. Mining \$1.2B**
- 2. Agriculture \$533M**
- 3. Health Care \$137M**





OVER
\$1.2B OF
REGIONAL
AGRICULTURAL
OUTPUT

LARGEST KNOWN
PROVEN
RESERVES
OF COAL SEAM GAS

DEDICATED, ACCESSIBLE
INDUSTRIAL
AREAS

Agri-business

Large and diversified agricultural sector, with key products including beef, sheep, grains, cotton and a diverse range of other crops including fruit and vegetables. The region has significant water resources, including the Balonne River, Beardmore Dam and Jack Taylor Weir. There are significant opportunities in the region for expansion including intensive horticulture, food processing, livestock and many value-adding opportunities of local products.

Opportunities include:

- Beef, game and sheep processing, butchery and packaging.
- Application of new technologies, such as biofuel production.
- Aquaponics, making use of plentiful local water sources.

Energy and Resources

Rich in natural resources, including natural gas and opals. The Coal-Seam Gas industry has expanded greatly over the last decade to supply LNG export facilities in Gladstone. Beyond expanding the existing resources, there are numerous opportunities to build local capacity amongst numerous supply chains to support existing operations.

Opportunities include:

- Supply chain opportunities for the existing gas industry.
- Development of Waste to Energy facility.
- Renewable energy production.
- Electrical storage technologies.

Industrial

Given the buoyant agri-business and energy and resource sector locally, there are a variety of industrial opportunities, including engineering and metal working. Additionally, new ventures, such as tyre recycling, waste management and more offer further industrial opportunities. There are numerous industrial parks across the region, providing well-suited and affordable options for new business.

Opportunities include:

- Engineering, metal working and supplies to agriculture and mining.
- Tyre recycling.
- Waste management and recycling.



THRIVING

MINING & AGRICULTURAL

SECTORS GENERATE DEMAND

ALMOST

\$20M RECENTLY INVESTED

IN TOURISM ASSETS

HOUSING LAND FROM

\$2K PER BLOCK

Distribution and Logistics

Occupying a unique and strategically located position, providing easy access to Queensland, New South Wales, South Australia and the Northern Territory, utilising major in-land highways and rail corridors. New infrastructure, including the Morven Freight Hub and the proposed Warri Gate Road upgrade further support new logistics and distribution operations.

Opportunities include:

- Local distribution hubs.
- Freight and logistics services and roadhouses.
- Testing latest drone technology.

Tourism and Events

Welcoming almost 1 million visitors annually and beloved for its distinct Country Queensland and Outback Character. The strong base of visitor attractions, including the Cunnamulla Fella, Charleville Cosmos Centre, Baldy Top in Quilpie, the Carnarvon National Park and numerous other Outback landscapes are perfect for plentiful outdoor and camping options. A wealth of opportunities exist including the creation of new accommodation as well as new tourism experiences, tours and events.

Opportunities include:

- Operators for experiential and package tourism.
- Car and 4WD hire.
- Establishing new accommodation, particularly for higher-end of market.
- Range of new events.

Property Development

Many opportunities for new property developments, including housing, service worker accommodation, tourism accommodation and more. Across the region, there are opportunities to purchase Outback Pubs as well as other existing businesses.

Opportunities include:

- New housing development for sale and rental.
- Purchasing pubs and caravan parks.





SWQ Success Stories

SETTING NEW STANDARDS

Established in 2014 as a multi-disciplinary energy construction company, Ago Vires employs 25 staff across multiple worksites and now serves three states (Qld, NT and SA), continuing to grow from its base in Thargomindah. Tailored to meet the needs of regional clients, the company provides services to oil, gas, government and energy companies in remote and isolated regions of Australia. Ago Vires has evolved client credibility through their employees and delivery of quality, health and safety and project cost savings.

“South West Queensland offers the perfect location for our business, and with its high degree of connectivity both intra and interstate we can easily manage the movement of staff across our project portfolio.”

Marco Otaola
Managing Director

Ago Vires has worked with a range of industry-leading clients, including Senex, Bridgeport, Strike, Central Petroleum, Santos and Icon Energy. Illustrating their innovative approach to service delivery, Ago Vires also hold two Australia Post mail contracts and are distributors for BOC, Riverina, HR Products and Plasson.

COMMUNICATING THE BIGGER PICTURE

Committed to rural and regional Australia, Arcadian Communications is a St George based corporate communications, research, engagement and strategy agency. Working with all levels of government and rural and regional corporations, Arcadian is committed to supporting the development and long-term sustainability of rural and regional Australia.

Founder Bec Lomman settled in St George in 2012, and quickly found opportunities for a range of small business ideas before establishing Arcadian in 2013. Bec felt that living in a remote rural community shouldn't be a barrier to establishing a thriving professional services business and is now reaping the benefits of successfully working with clients across Queensland while enjoying all the lifestyle benefits of South West Queensland.

“With an increasing demand for knowledge-intensive services across the regional economy, Arcadian can compete for and deliver a range of professional services to government and business across the State, giving us a great balance of being able to produce and deliver important and meaningful work, while also having more time, flexibility and freedom to raise a young family in a supportive and inclusive community.”

“We have been so fortunate to have such interesting and special professional and personal opportunities and experiences since living here, which I honestly believe we would not have had in our old ‘big city’ lives.”

Bec Lomman, Founder
Arcadian Communications

AUSTRALIAN SUPER COTTON

Rogan Pastoral Company is a third-generation family cotton farming operation and is the home of Australian Super Cotton. Growing upland cotton at St George since 1976 Super Cotton is Australia's only remaining dedicated grower of Australia's Long Staple (ALS) cotton since its inception in 2007.

Australian Super Cotton was launched and trademarked in 2012 and can value add to brand owners via “ingredient marketing”. The brand has multiple layers including the Australian family farming story, high quality and care for the natural environment and was designed to position Australian cotton against other competing nations such as America and Egypt.

“We do everything here to grow and promote this extraordinary crop, from bed renovation to fertilising, planting, cultivation and harvesting, and we're continually looking at ways to add further value within the region. We know from CSIRO research that ALS cotton can go into many high-quality yarns and fabrics”

Glenn Rogan
Owner/Manager
Australian Super Cotton &
Rogan Pastoral Company



CUTTING EDGE TECH IN THE REGIONS

Imagine using the latest technology to promote your brand or place in an immersive way using smarts that most people have available in the palm of their hand. LiveOrbis allows organisations such as major tourism agencies to let consumers step right into their world wherever they happen to be. Using Augmented Reality technology, experiencing the immense beauty of the Whitsundays for example is as easy as stepping through a virtual doorway appearing on their smartphone camera screen.

Serial entrepreneur Geoff Pike founded Live Orbis in 2016 after a conversation with his son about how amazing it would be to bring faraway places closer. A few years conducting research, developing software and implementing innovative ideas, and LiveOrbis was born. Enabled by great digital connectivity, much of LiveOrbis's technical work is done in India and Belgium, but driven through Geoff's entrepreneurial flair from his home in Thargomindah, proving that geography presents no barrier to starting and growing small business in South West Queensland.

"The LiveOrbis web platform was created with widespread utilisation in mind, a comprehensive one-stop-shop for AR development that places the business in control of connecting dynamically with their customer, completely independent and conducive. The ability to use a platform with nil programming skills means that it's possible for every business (regional, remote or metropolitan) to have a stake in the AR commercial opportunity."

Geoff Pike,
Founder,
Live Orbis

COMMITTED TO QUALITY

Offering quality accommodation to service the tourist and business traveller markets, Quilpie Motor Inn is an established feature of Quilpie's unique landscape. Located a stone's throw from the local pub, shops and post office, the motel is ideally placed to introduce visitors to the local hospitality.

While meeting the needs of business and tourist travellers for many years, Quilpie Motor Inn continues to diversify and take advantage of emerging opportunities. Recently, package tours have been launched that bundle together accommodation, a sunset grazier station tour and a trip to the Eromanga Natural History Museum.

"Quilpie and the region has a lot going for it, and with the recent re-focus on Aussies discovering their own backyard, we know there's lots to offer. Looking ahead, we see many opportunities in catering for an increasingly mixed visitor market."

John Gollan
Owner
Quilpie Motor Inn

PERFECT BUSINESS LOCATION

Drawn to the untapped potential of an idyllic spot by the water, Warrego Riverside Tourist Park was established by Judy Roberts nearly ten years ago. Covering an area of 32 acres, the park caters for caravaners and campers with 30 powered sites and endless space by the side of the river.

A typical season sees the park welcoming 3,500 vans with many returning year on year. The favoured spot is now a destination in its own right with scores of loyal visitors making it their end point on epic trips from either the east or the west.

"There's endless opportunity here for the tourism industry, with unmet demand for larger tour groups and great potential for more product that taps into health and wellness."

Judy Roberts, Manager
Warrego Riverside Tourist Park





Invest in South-West Queensland

Discover more about our Accessibility, Adventure Lifestyle and Affordability.

SWQROC (South West Queensland Regional Organisation of Councils) represents the six local governments of the South West Queensland region, advocating for and championing its interests.

How We Can Help

SWQROC, in conjunction with its six member local governments, can provide a range of services to potential investors, including:

- Providing further, more detailed information regarding investment opportunities
- Providing introductions to the local government authorities and other important organisations
- Supporting clients to investigate the region further with site inspections
- Providing information regarding potential investment incentives

Contact for More Information

South West Queensland Regional Organisation of Councils

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