



# RIVERBEND

MIRANI

WHY INVEST IN MACKAY

# A FLOURISHING CITY OF TOMORROW

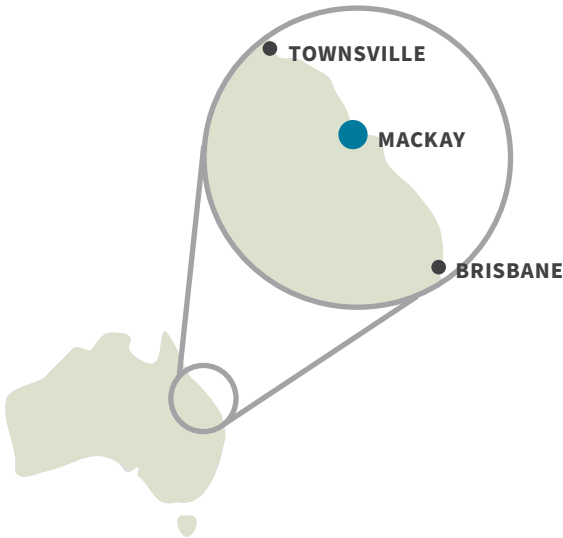
Ideally located on Queensland’s central coast, Mackay is a thriving regional hub offering compelling opportunities for investment, business, and lifestyle.

Home to more than 126,000 people and one of Australia’s fastest-growing populations, the Mackay region has strong fundamentals for continued growth over the next two decades. Its economic foundation is built on long-established strengths in mining services, agriculture, tourism, health, and education, while also embracing transformation and innovation across emerging industries.

Mackay is evolving into a future-focused economy, with high-growth sectors including renewable energy, critical minerals, and biomanufacturing driving sustainable expansion and job creation. More than \$25 billion in approved or active projects underlines the region’s strength as a modern regional centre and business destination.

Just a one-hour flight from Brisbane, Mackay offers a lifestyle that rivals Australia’s most sought-after coastal communities. With 31 pristine beaches, a vibrant blue river, and lush rainforest hinterland, the region delivers a rare blend of natural beauty and urban convenience.

Now is the time to invest in a region where innovation, opportunity, and quality of life intersect—Mackay, Queensland’s next-generation regional powerhouse.



**POPULATION (2023)**  
**126,907**



**62.0%**  
**WORKERS HOLD A FORMAL QUALIFICATION**



**ANNUAL AVERAGE UNEMPLOYMENT RATE (2023)**  
**3.5%**



**HEALTH CARE - LARGEST EMPLOYING SECTOR**  
**8324 JOBS**



**TOURISM GENERATES**  
**\$511.5M**



**VALUE ADDED BY INDUSTRY**  
**\$13.2B**



**POPULATION GROWTH (2023-2046)**  
**25.6%**



**NEW BUSINESSES: (2021-2023)**  
**800**



**MINING - THE HIGHEST EXPORTING SECTOR**  
**\$6.8B**

Source: Mackay Region Economic Profile July 2024

# A POPULATION ON THE RISE

**Mackay’s rapidly expanding economy is driving development activity, creating strong demand for skilled contractors and long-term workforce growth.**

With an estimated resident population of 126,907 as of 2023— and over 8,000 new residents added since 2013—Mackay’s population is on the rise.

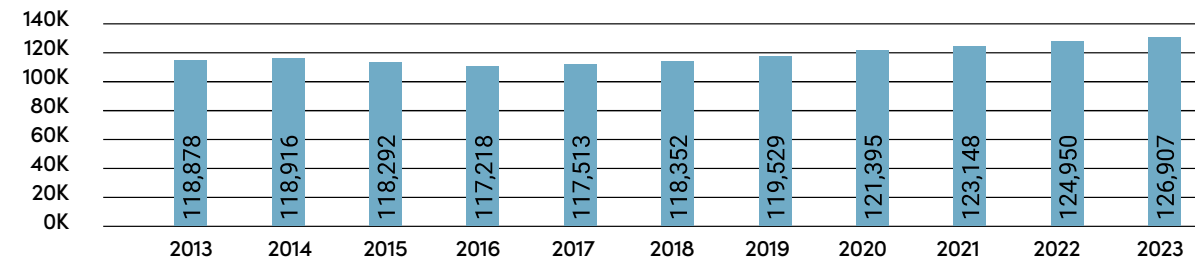
Forecast to grow to just under 160,000 over the next 15 years, the region is entering a new phase of expansion. This sustained growth trajectory, combined with a stable workforce and increasing development activity, positions Mackay as a resilient and future-ready regional hub—offering strong potential for long-term investment and economic opportunity.

Currently facing capacity constraints in the construction sector, Mackay is welcoming external contractors to support ongoing development. This influx not only boosts project delivery but also contributes to the region’s long-term economic and employment base, as many contractors choose to establish permanent operations locally. This dynamic is helping to further reduce Mackay’s already low unemployment rate and strengthen its skilled labour pool.

With over 125,000 residents, Mackay has reached a scale where its well-established industries and infrastructure effectively support a strong and self-sustaining economy—attracting both businesses and new residents alike.

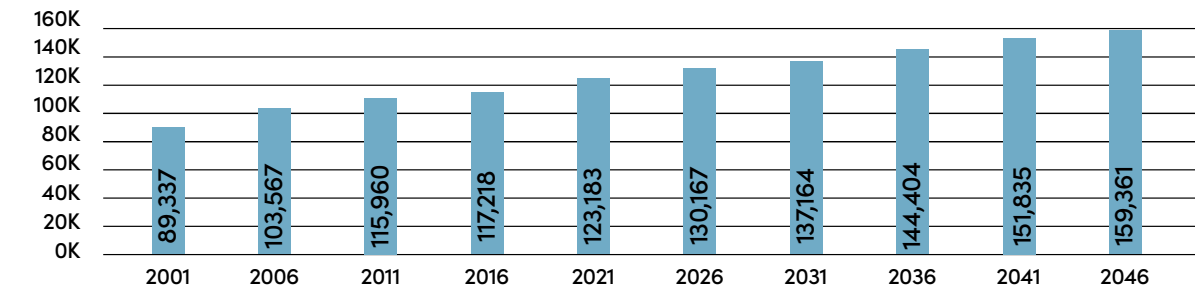
	PROJECTED TOTAL POPULATION IN 2046	PROJECTED GROWTH (2023 TO 2046)	NEW RESIDENTS (2023 TO 2046)
	159,361	25.6%	32,454

## MACKAY POPULATION



Source: Mackay Region Economic Profile July 2024

## MACKAY POPULATION FORECASTS



Queensland Government population projections; Australian Bureau of Statistics, Regional population by age and sex, 2021 (Cat no. 3235.0)

# A HIGH-VALUE ECONOMIC POWERHOUSE

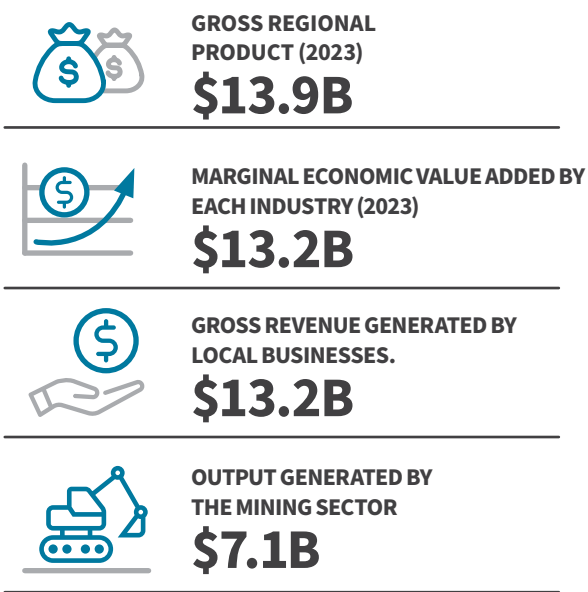
Mackay plays a pivotal role in driving Australia’s economic output, underpinned by its strong contribution to both state and national GDP.

Located within the broader Mackay region—which accounts for \$13.9billion Australia’s GDP—the area is recognised as a key economic engine.

In 2023, Mackay’s Gross Regional Product (GRP) was estimated at \$13.9 billion, representing 31% of the Mackay–Isaac–Whitsunday region’s total GRP. The region also generated \$26.0 billion in total economic output, with the mining sector contributing the largest share at \$7.1 billion, followed by manufacturing at \$4.0 billion.

Real GRP per capita has grown from \$68,354 in 2013 to \$103,487 in 2023, underscoring increasing productivity and economic resilience. Mackay’s strategic role as a base for mining company headquarters and services underpins its impressive \$4.9 billion in mining-related value added.

In total, \$13.2 billion in value added was produced across all sectors in 2023—cementing Mackay’s status as a high-performing regional economy with strong foundations for future investment.



Source: Mackay Region Economic Profile July 2024



# A THRIVING EMPLOYMENT HUB BACKED BY A \$26 BILLION ECONOMY

Mackay’s robust economy—valued at \$26 billion—underpins a strong and growing employment market, with over 54,000 jobs across key industries.

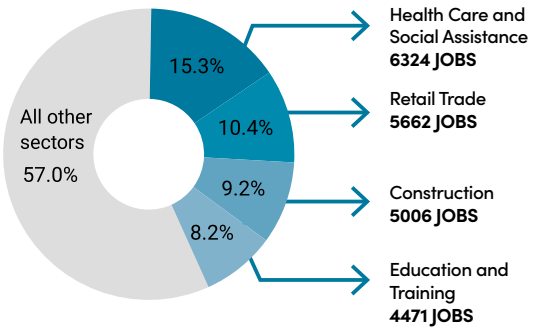
The region’s unemployment rate sits at just 2.5%, significantly lower than the national average of 4.5–5%, reflecting high demand for skilled labour and ongoing economic expansion.

Healthcare and social assistance is Mackay’s largest employer, providing 6,324 jobs, followed by retail trade (5,662 jobs) and construction. These sectors form the backbone of Mackay’s labour market, offering stable, long-term employment opportunities and driving consistent population and economic growth.

Between 2016 and 2021, Mackay recorded an increase of 6,607 jobs, with healthcare and social assistance experiencing the greatest rise—highlighting the region’s expanding need for community and essential services as its population grows.

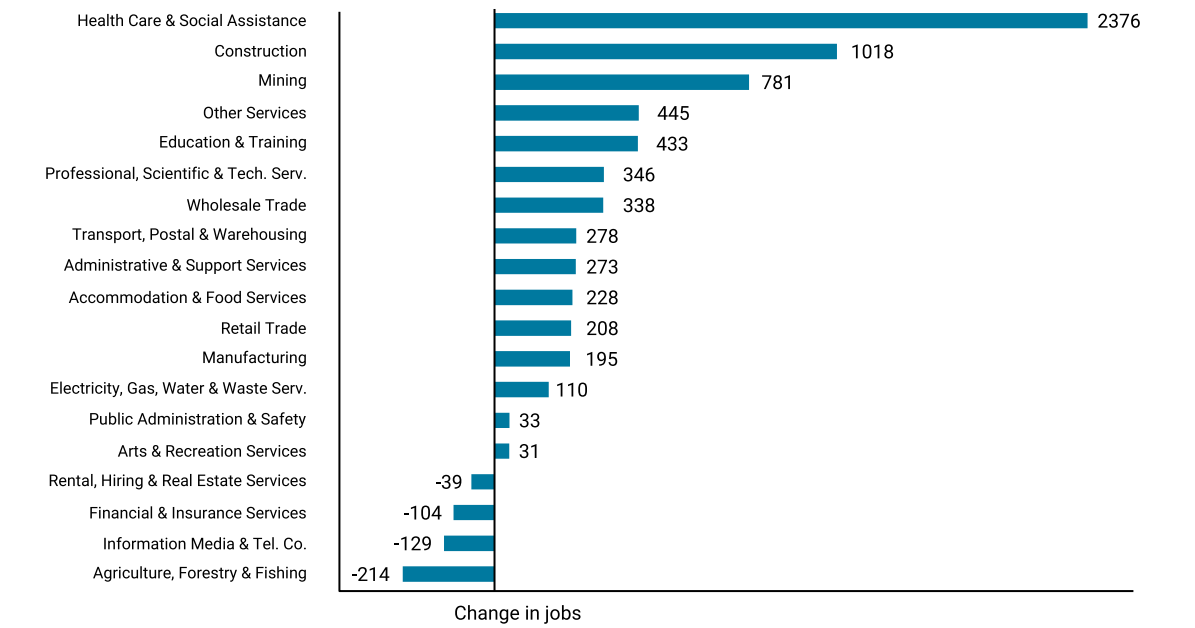
This combination of low unemployment, diverse job opportunities, and continued industry growth reinforces Mackay’s position as a resilient and prosperous regional centre. Its strong employment base ensures continued demand for residential and commercial development—making Mackay a compelling destination for investment and lifestyle.

JOBS BY INDUSTRY, MACKAY REGION, 2021



Source: Mackay Region Economic Profile July 2024

CHANGE IN JOBS BY INDUSTRY, MACKAY REGION, 2016-2021



Source: Mackay Region Economic Profile July 2024



# MACKAY'S HOUSING MARKET: STRONG GROWTH AND URGENT DEMAND

Mackay’s residential market is experiencing a period of renewed strength, underpinned by surging demand and limited supply.

With a rental vacancy rate of less than 0.5%—half the national average—the region is facing a significant housing shortage.

In response, local council is proactively encouraging private developers (like CW Group) to deliver new housing stock, creating opportunities for investment in a market where demand consistently outpaces supply.

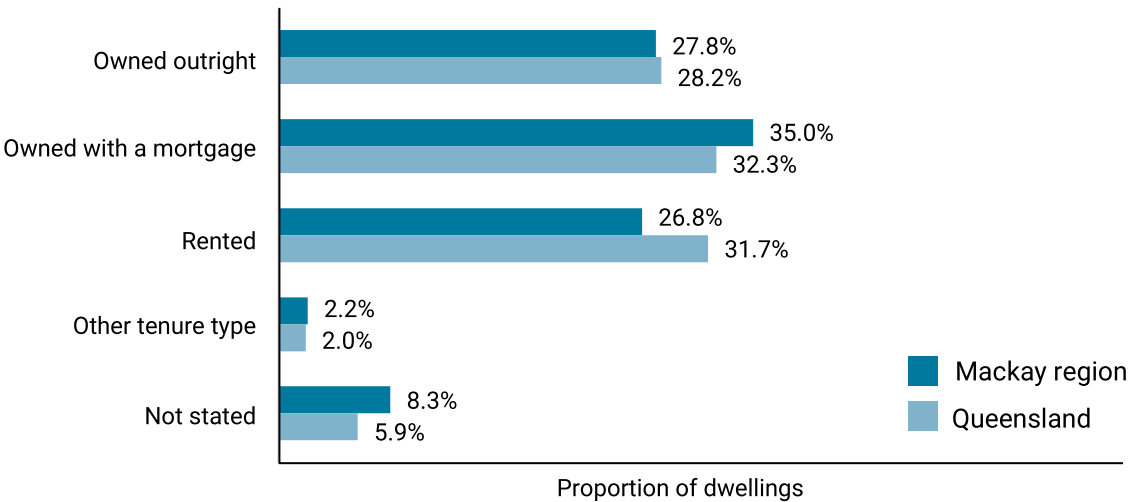


Historically, Mackay experienced an oversupply in the lead-up to the GFC, driven by mining companies leasing large volumes of housing above market prices. These companies then shifted to on-site accommodation, resulting in an oversupply of housing. The mining companies have now put in place housing policies that avoid a repeat of this scenario.

The housing market has now stabilised. Between 2016 and 2021, Mackay added 1,701 new dwellings, 87% of which were separate homes. Owner-occupier activity is strong, with 35% of homes under mortgage and just 26.8% rented—lower than the state average.

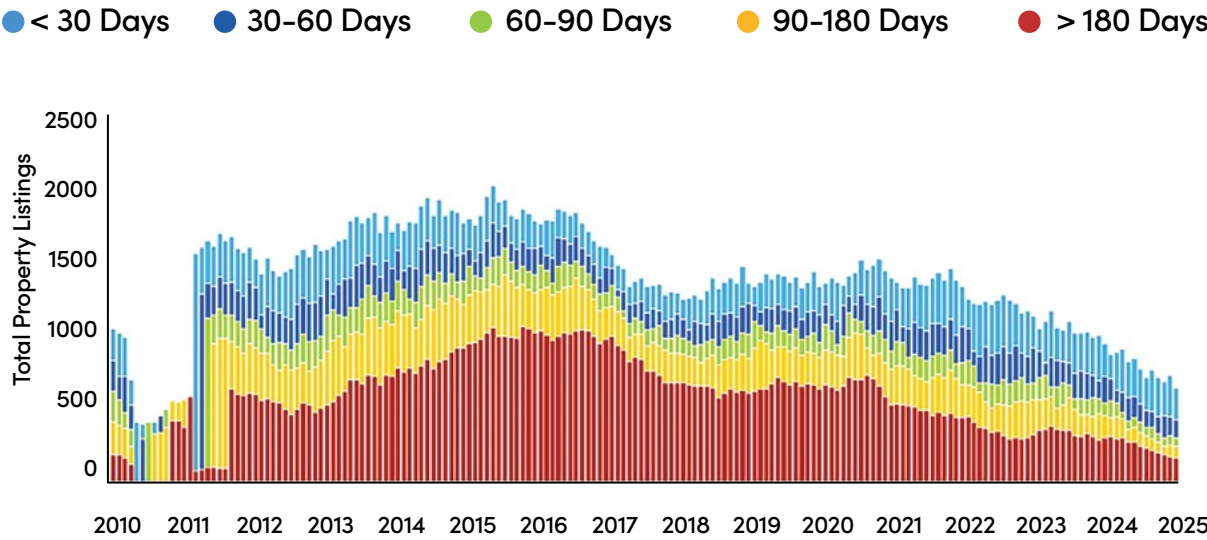
Coupled with median house prices well below major capital cities, Mackay offers compelling value for homebuyers and investors seeking long-term regional growth.

## DWELLING TENURE, MACKAY REGION AND QUEENSLAND, 2021



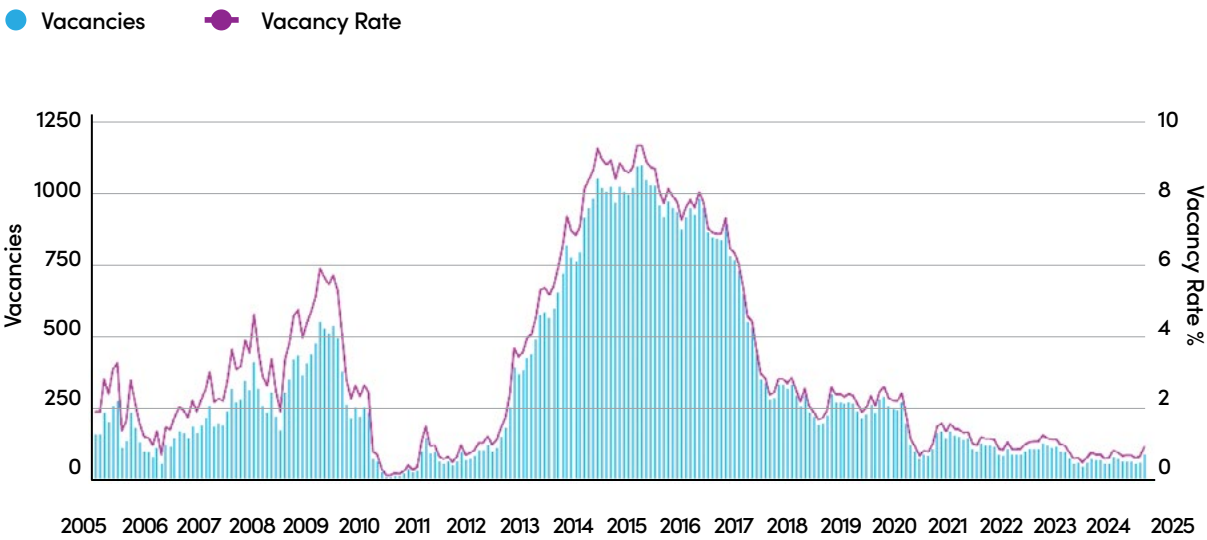
Source: Mackay Region Economic Profile July 2024

## TOTAL PROPERTY LISTINGS – 4740



Source: SQM Research

## RESIDENTIAL VACANCY RATES



Source: SQM Research



# MACKAY OFFERS STRONG INCOMES AND AFFORDABILITY

**Mackay’s high average household income, combined with a relatively low cost of living, reinforces its appeal as a financially accessible regional centre.**

Proximity to the mining and resources sector drives higher-than-average wages, giving residents strong disposable income and greater lifestyle flexibility.

Compared to the Queensland average, a higher proportion of Mackay residents and households fall into the high-income bracket. In fact, 21.7% of households in Mackay earn a high income—above

the state average of 20.1%—while fewer earn medium or low incomes.

With entry-level homes priced around \$750,000–\$800,000, Mackay offers significantly more value than major metropolitan markets. This income-to-cost ratio strengthens Mackay’s position as an attractive destination for families, professionals, and property investors alike.



# POWERING AUSTRALIA THROUGH RESOURCES AND INNOVATION

**Mackay’s economic strength is anchored by its globally significant resources and agriculture sectors.**

The region is a major producer of high-grade thermal coal—considered the most efficient and valuable type—cementing its role as a key player in the global energy market. With no viable large-scale energy alternative currently matching coal’s capacity, particularly in cost and reliability, industry experts see no economic case for a shift away from coal in the foreseeable future.

Agriculture is Mackay’s second largest economic driver, underpinned by world-class sugar cane production. This fertile agricultural base not only supports traditional farming but is also powering

innovation in agri-tech, particularly in biofuels such as ethanol and green energy derived from sugarcane by-products.

The region’s strategic focus on future industries is reflected in its investment in resource-based innovation. Mackay has established a startup incubator dedicated to advancing mining and energy technologies—positioning the region as a hub for next-generation resource development. With cutting-edge projects, including planned rocket launches from the Bowen Basin, Mackay is poised to lead Australia’s resource and technology evolution well into the future.

Source: <https://www.miltonprecinct.com.au/>





# TOURISM: ANOTHER ECONOMIC DRIVER IN MACKAY'S DIVERSE ECONOMY

While not classified as a standalone sector, tourism plays a significant role in Mackay's economy through its influence across industries like accommodation, retail, food services, and transport.

Collectively, tourism contributes an estimated \$511.5 million in annual economic output to the region.

Approximately 2,873 jobs—or 5.3% of total employment—are supported by tourism-related activity, highlighting its importance as a job creator. The accommodation and food services sector benefits most directly, accounting for 1,737 tourism-related jobs, followed by the retail sector with 519 jobs.

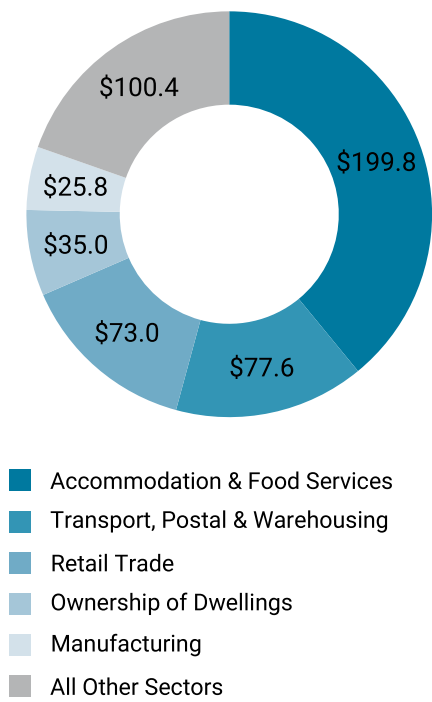
As a gateway to the Whitsundays and the Great Barrier Reef, Mackay's tourism economy complements its industrial strengths. The sector enhances regional diversity, contributes to liveability, and supports small business growth.



OUTPUT GENERATED  
BY TOURISM

**\$511.5M**

TOURISM OUTPUT BREAKDOWN, MACKAY REGION, 2023



- Accommodation & Food Services
- Transport, Postal & Warehousing
- Retail Trade
- Ownership of Dwellings
- Manufacturing
- All Other Sectors

Source: Mackay Region Economic Profile July 2024



# INFRASTRUCTURE INVESTMENT TO POWER REGIONAL GROWTH

Mackay is entering a bold new chapter of infrastructure growth, with more than \$130 million allocated to capital projects for 2024–2025 and more in years to come. These developments form part of a wider strategy to future-proof the region's economic landscape, ensuring Mackay continues to thrive as a dynamic and accessible regional centre well into the future.

## MACKAY AIRPORT AND MILTON STREET PRECINCT

The redevelopment of Mackay Airport will position the region as a key gateway for commerce, tourism, and innovation.

Construction is now underway on the Milton Street Precinct—a major commercial and lifestyle hub set to reshape the airport's surroundings. This project alone is expected to generate around 200 construction jobs and 280 ongoing roles, injecting over \$131 million into the local economy.

In parallel, major upgrades to the airport's runway, apron, and taxiway have been approved through the Australian Infrastructure Facility. These enhancements will not only increase operational capacity but also support the development of new retail, hospitality, and entertainment facilities—further strengthening Mackay's connectivity and investment appeal.

<https://www.miltonprecinct.com.au/>





# INFRASTRUCTURE INVESTMENT TO POWER REGIONAL GROWTH (CONTINUED)

## \$200M URBAN RENEWAL TO TRANSFORM CITY CENTRE

A \$200 million, 20-year investment is reshaping Mackay’s city centre through the Mackay Waterfront project.

Spanning 172 hectares, this transformative development aims to reconnect the city with its picturesque waterfront, enhance liveability, and drive long-term economic growth.

The project will unlock new tourism potential, attract private investment, and introduce a variety of inner-city residential options. With a strong focus on job creation and lifestyle improvements, the Mackay Waterfront will serve as a catalyst for urban renewal and regional prosperity.

By 2036, the initiative is set to position Mackay as a vibrant, future-focused destination and a key player in Queensland’s tourism and investment landscape.

Source: [mackay.qld.gov.au/discover-mackay/invest/major\\_projects](http://mackay.qld.gov.au/discover-mackay/invest/major_projects)



## \$250M HOSPITAL EXPANSION SET TO TRANSFORM HEALTHCARE IN MACKAY

A major \$250 million investment by the Queensland Government is set to transform Mackay Base Hospital, significantly boosting health infrastructure in the region.

Scheduled for completion in 2026, the expansion will deliver an additional 128 beds—meeting rising demand in one of Mackay’s largest employment sectors.

Located in West Mackay, the project is expected to create 600 construction jobs and enhance capacity across Mackay Hospital and Health Services, which already employs over 3,000 staff across eight key facilities.

This critical development will strengthen the region’s healthcare capabilities and support the continued population growth and economic resilience of the Mackay community.

Source: [mackay.qld.gov.au/discover-mackay/invest/major\\_projects](http://mackay.qld.gov.au/discover-mackay/invest/major_projects)





# INFRASTRUCTURE INVESTMENT TO POWER REGIONAL GROWTH (CONTINUED)

## FINCH HATTON MOUNTAIN BIKE PARK

**The Finch Hatton Mountain Bike Park is set to elevate Mackay’s status as a premier leisure tourism destination.**

Developed by Mackay Regional Council, this world-class trail network in the scenic Pioneer Valley is already taking shape, with Stage One complete—featuring 14.5 km of trails, a trailhead, and a pump track.

Stage Two will expand the network with gravity and wilderness trails linking Eungella to Finch Hatton. Built to international standards, the park will be capable of hosting major global events and is expected to generate over 31,000 annual visitors—including 5,000 international riders—and \$18.1 million in visitor spending.

The project will also support over 110 full-time jobs and boost regional townships through new accommodation, dining, and shuttle services. With Mirani only 20 minutes drive from Finch Hatton, the town is expected to receive a significant boost to its economy.

Source: <https://www.connectingmackay.com.au/projects>



# RIVERBEND, MIRANI - A COMMUNITY AT THE HEART OF THE PIONEER VALLEY

**Nestled beside a nature reserve and family park, Riverbend in Mirani offers a quiet, riverside lifestyle just 500 metres from town and 35 minutes from Mackay.**

With 67 lots available, rental appraisals between \$700–\$750 per week and a vacancy rate under 0.5%, the estate is set to be popular with investors.

Mirani, a township of 2,500 residents, sits across the river from the local school and just 10 minutes from Marian, where major services like Coles and local retailers are located. Its proximity to the Bowen Basin makes it a preferred location for mining families, who generally prefer not to reside in dense urban areas.

With the beachside lifestyle being less desirable in Mackay due to crocodiles, sharks and jelly fish, Platypus Beach on the Pioneer River is a popular alternative for swimming, kayaking and fishing. The nearby Kinchant Dam and Marian Weir, also offer excellent boating, waterskiing and wakeboarding.

With Mackay’s city conveniences only 35 minutes from home, Riverbend delivers the ideal balance of lifestyle, location, and long-term value in one of Queensland’s most scenic regions.







# RIVERBEND

MIRANI

Corner of Mirani-Eton Rd and  
Mary Street at Mirani, QLD

**Phone 0422 118 196**

**[riverbendmirani.com.au](http://riverbendmirani.com.au)**

Whilst care has been taken in the preparation of this brochure, the particulars are not to be construed as containing any representation of the facts upon which any interested party is entitled to rely. All interested parties should make their own enquiries and refer to the contract of sale for the necessary information required to make a purchase.