

# GOLD COAST MARKET PROFILE



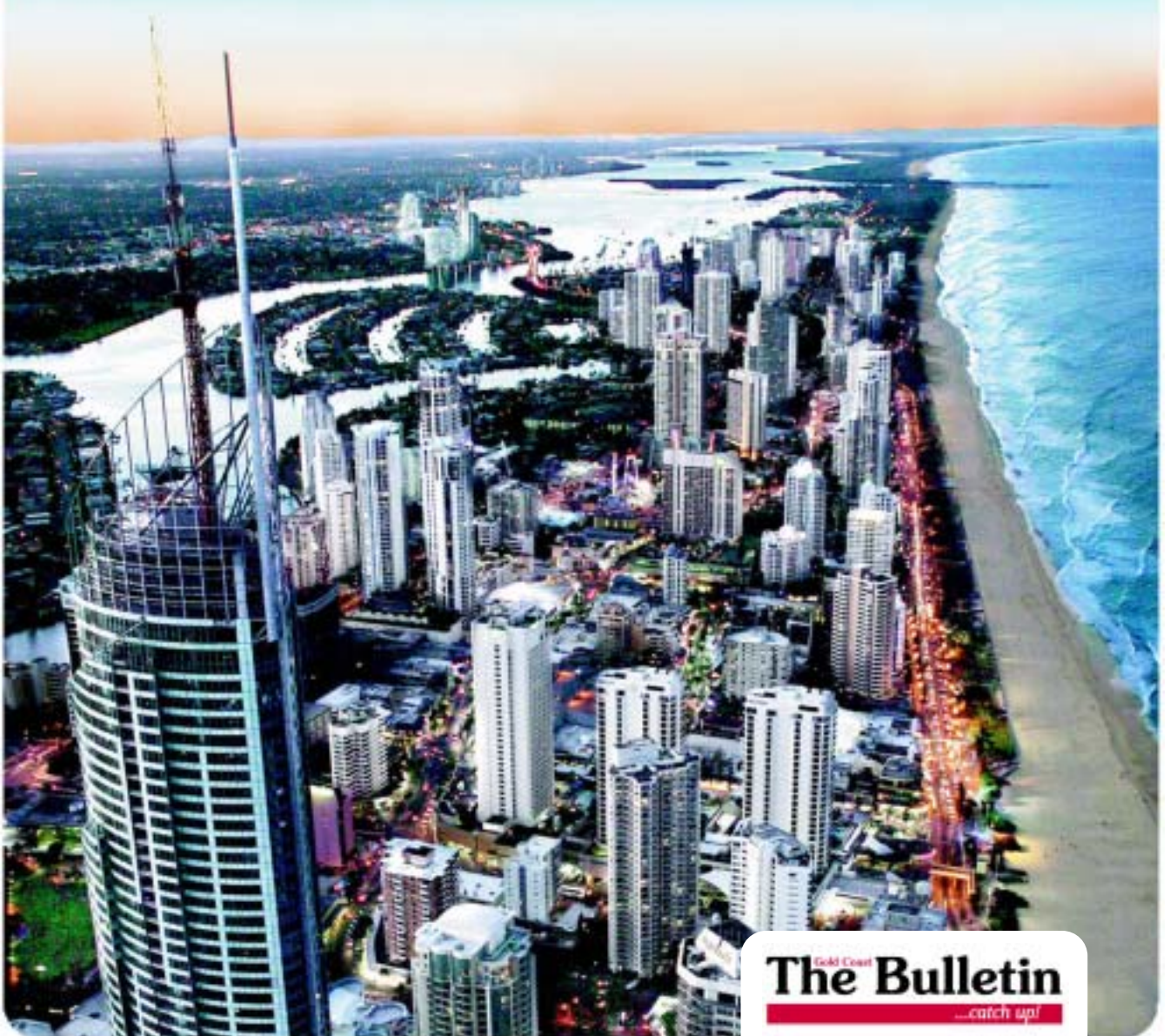
Australia's fastest growing region



# WELCOME TO PARADISE

The Gold Coast is famous for its sun, surf and sand but there is so much more to this city than just the beaches.

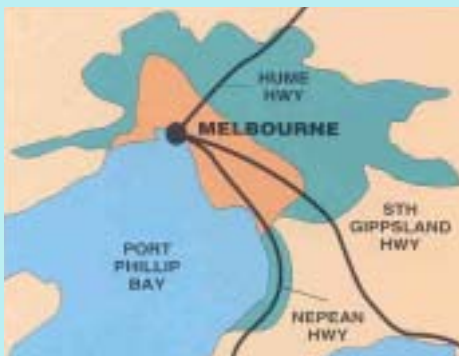
The Gold Coast is Australia's fastest growing major region and is now home to more than half a million permanent residents.



# COMPARATIVE MARKET SIZE

The Gold Coast is larger than most people think, as highlighted by these size comparison maps.

■ Gold Coast area    ■ City boundary



The Gold Coast...

- is the 6th largest city in Australia
- has the fastest growing population of any city or major region in Australia
- has over 40 shopping centres - 29 with major chain representation
- has an annual household expenditure of over \$6 billion
- has a large tourist population that spends over \$10 million dollars every day
- is a city as separate and distinct from Brisbane as Canberra is from Sydney
- is a centre of residential construction and development with more than \$750 million of residential construction underway
- has over 100 private and public schools, 4 university campuses and one of the largest TAFEs in Australia
- is one of the largest boat building centres in the nation (65% of all Australian recreational boat exports)
- is home to more than 42,000 small businesses

# POPULATION AND DEMOGRAPHICS

## A Big Market - and getting BIGGER everyday

- Australia's sixth largest city with a population of over 508,000
- Over 18,500 people arriving here each year
- Population growth 3 times the national average
- Almost 59% of the population is under 45
- In addition to fast growth, the Gold Coast population also has a high turnover. The ABS reports that more than 54% of the population measured in the 2001 census was not here the five years before. This population turnover means businesses need to stay visible to new arrivals through regular advertising and promotion

### Population of Gold Coast Region Sanctuary Cove to Coolangatta

	Number	% of pop.
<b>Age Demographics</b>		
0-14	79,183	18.5%
15-24	52,974	12.4%
25-34	58,157	13.6%
35-44	60,584	14.1%
45-54	58,100	13.5%
55+	119,855	27.9%
<b>TOTAL</b>	<b>428,853</b>	<b>100.0%</b>
<b>Females by Age Demographics</b>		
0-14	38,356	17.4%
15-24	26,233	11.9%
25-34	29,923	13.6%
35-44	31,701	14.4%
45-54	30,251	13.7%
55+	63,875	29.0%
<b>TOTAL</b>	<b>220,339</b>	<b>100.0%</b>
<b>Males by age demographics</b>		
0-14	40,647	19.5%
15-24	26,741	12.8%
25-34	28,234	13.5%
35-44	28,883	13.9%
45-54	27,849	13.4%
55+	56,160	26.9%
<b>TOTAL</b>	<b>208,514</b>	<b>100.0%</b>
<b>Income Demographics</b>		
Less than \$200	88,841	27.9%
\$200-\$399	88,653	27.9%
\$400-\$599	62,047	19.5%
\$600-\$999	53,484	16.8%
\$1000 or more	25,128	7.9%
<b>TOTAL</b>	<b>318,153</b>	<b>100.0%</b>

# RETAIL

## LOCALS & TOURISTS ARE BIG SPENDERS

- The Gold Coast has 40 shopping centres (29 with major chain representation) containing 600,430 square metres of retail floor space.
- Retail turnover per head of population on the Gold Coast is the highest in the State at 38% above the average of \$5,451.
- Every 10,000 new residents generate \$77 million in new retail spending alone
- The retail sector is the biggest industry on the Coast and employs around 31,000 people



1. Marina Shopping Village  
Bi-Lo
2. Oxenford Central  
Woolworths
3. Helensvale Plaza  
Bi-Lo
4. Westfield Helensvale  
Kmart, Target, Coles
5. Runaway Bay Shopping Village  
Woolworths, Coles, Target, Big W, Best & Less
6. Harbourn town  
David Jones, Woolworths
7. Arundel Plaza  
Coles
8. Labrador Park  
Coles
9. Australia Fair  
Coles, Kmart
10. Ashmore City  
Action
11. Nerang Fair  
Bi-Lo
12. Nerang River Plaza  
Coles
13. Nerang Mall  
Woolworths
14. Ashmore Plaza  
Woolworths
15. Southport Park  
Target, Woolworths
16. Chevron Renaissance  
Coles
17. Benowa Gardens  
Bi-Lo
18. Paradise Centre  
Woolworths
19. Oasis  
Woolworths
20. Pacific Fair  
Myer, Coles, Kmart, Target, Best & Less
21. Q Super Centre  
Bi-Lo, Action
22. Mudgeeraba Market  
Action
23. Robina Town Centre  
David Jones, Coles, Kmart, Target, Best & Less
24. Varsity Lakes  
To be confirmed pending court decision
25. Treetops  
Coles
26. Burleigh Town Marketplace  
Woolworths, Action, Big W
27. The Pines  
Coles, Kmart
28. Tweed Mall  
Coles, Woolworths, Target
29. Tweed City  
Coles, Woolworths, Kmart, Big W

# REAL ESTATE AND DEVELOPMENT

**The Gold Coast is a major centre of residential construction, development, and investment.**

In the five years to June 2005, 28,911 building approvals were granted, 15,035 houses and 13,876 units. Over \$745 million dollars of residential construction is currently underway as well as more than one third of Australia's tourist accommodation.

The Gold Coast is home to *Q1*, the Southern-Hemisphere's largest residential building and Queensland's record sale price for a home on Hedges Avenue (\$18m)

The continuing rapid growth of the Coast's population will ensure the real estate and construction industry continue to thrive.

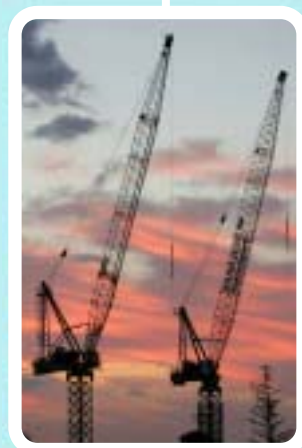
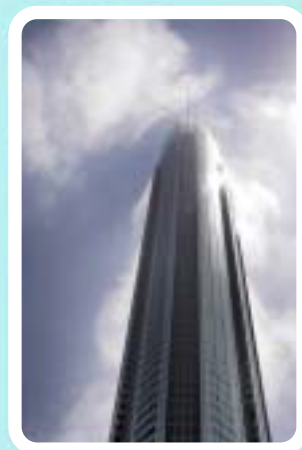
## DEVELOPMENT

### **Sovereign Islands**

Is a millionaire's playground with deep water mooring, gated security, privacy & tranquility. The average land price for a 745sq block is now \$2 million. Houses range in price from \$1.6 - \$7million.

### **Varsity Lakes**

Is a \$1 Billion, 343 hectares project. Varsity Lakes is an innovative business district that offers world-class broadband fibre-optic data communication & data transfer facilities.



# INDUSTRY

The Gold Coast has more than 1400 environmentally 'clean' manufacturers, making everything from electronics to agricultural machinery. Many of these manufacturers can be found in one of the Gold Coast's seven major industrial estates.

## FOOD

Of more than 341 Gold Coast food and beverage manufacturers, twenty turn-over more than \$5 million per year.

## BIOTECHNOLOGY

- \$13million Centre for Biomolecular Science and Drug Discovery at the Gold Coast campus of Griffith University
- Rotary Centre for Cardiovascular Research
- Genomics Research Centre
- Centre for Molecular Neurobiology
- Genesearch
- Two schools of Health Science

## COMMUNICATION AND INFORMATION & TECHNOLOGY

- The communication and information industry is one of the rapidly growing industry categories in the City.
- This industry group contains 300 companies and employs around 1400 people

## FILM AND INTERACTIVE MEDIA

Warner Roadshow Studios have been involved in productions with budgets in excess of \$750 million. The volume of production has attracted a permanent work-force and support business to the point where there are currently more than 300 film and interactive media companies established in the Gold Coast City.



# INDUSTRY (cont.)

## EDUCATION

Due to continuing population growth, the Gold Coast education industry is booming. The Coast is currently home to more than 100 private and public schools, 4 university campuses, including Australia's only private university, plus one of the largest TAFEs in Australia.

There is a large presence of overseas students worth \$421 million a year plus another \$524 million in flow-on effects.



## MARINE

The Gold Coast has a \$1 billion a year boat building industry and is responsible for 65% of national recreational boat exports.

Our Coomera marine precinct is one of the largest boat building centres in the nation and home to Riviera, Quintrex, Sunrunner and Mustang. It has a 300 berth marina with deep water access, a dry dock for over 400 boats and employs more than 4,500 people.

Incidentally the Gold Coast also enjoys the highest per capita boat ownership rate in Australia.



## AQUACULTURE

The Gold Coast is home to seven prawn farms which comprise 149 hectares of ponds and produce 600 tonnes of prawns per year. Export sales alone are estimated at \$5 million annually.



# TOURISM AND EVENTS

Australia's most famous theme parks, 57 kilometres of surf beaches, rainforest clad mountains, national parks, superb weather, and accommodation ranging from five star to budget have maintained the Gold Coast's place as Australia's top holiday destination.

## Fast Facts...

- The Gold Coast attracts 4.4 million tourists per year (9.9 million including day trippers) with a daily spend of \$10.6 million.
- 81% of visitors are domestic, 19% are from overseas.
- Gold Coast Airport catered for 3,506,987 passengers in 2005 - a 21% increase on the previous year. It is Australia's newest international airport for tourists, with direct flights to and from New Zealand and New Caledonia.



Ideal weather and spectacular venues attract many national and international events to the Gold Coast. Some of our biggest events include the Lexmark Indy 300 which generates over \$50 million in revenue, The Asia Pacific Masters Games, The Sanctuary Cove Boat Show and Conrad Jupiters Magic Millions Horse Racing Carnival.



# CONVENTIONS AND EXHIBITIONS

## **The Gold Coast Convention and Exhibition Centre**

The Gold Coast now has a major convention centre suited to its position as Australia's No. 2 convention destination second only to Sydney.

Opened in July 2004, the \$127 million state of the art convention and exhibition centre can:

- Host events for up to 6,000 people
- Houses 420 exhibitor booths
- Accommodates banquets for up to 3,500 people

SOURCE: Midwood Report - November 2005 and [www.gccec.com.au](http://www.gccec.com.au)

