



Maryborough

an advanced manufacturing powerhouse

INVESTMENT PROSPECTUS

Maryborough is a thriving heritage city located on the Mary River approximately 250 km north of Brisbane. Known as one of Queensland’s strongest manufacturing centres, Maryborough has a diverse economy, great weather and a strong and vibrant community spirit. Maryborough offers a range of investment and lifestyle options like no other.



Key strengths and specialities of the region

The region has an array of small, medium and large businesses with diverse skills, expertise and knowledge (from specialist manufacturers to large foundries), making Maryborough an attractive location to invest, work, live and play.

Maryborough is attracting strong growth in the manufacturing sector, with firms adopting advanced manufacturing practices to embrace modern technologies and to improve productivity and global competitiveness. The Queensland Government is supporting manufacturers in adopting Industry 4.0 and partnering with TAFE Queensland and secondary schools to ensure a skilled local workforce for the future.

A range of industrial land from small to large sized lots is available, some owned by Fraser Coast Regional Council and others by the private sector. Many have excellent access to the Bruce Highway, providing strong linkages to major road transport and key utilities and services.

The Department of State Development, Infrastructure, Local Government and Planning is currently working with industry and all levels of government to grow and attract several major developments to the region. This will further add to the region’s strengths, existing capability and long-term economic growth.



Maryborough forms part of the beautiful and vibrant Fraser Coast Region, is easy to navigate with direct access off the Bruce Highway, is located on the northern rail line and is only a 30-minute drive to Hervey Bay.

The region is the traditional home of Queensland’s rail manufacturing industry. It also has thriving agriculture, tourism and timber industries and is home to more than 27,000 residents.

Maryborough offers a range of commercial, industrial and residential land options and the Fraser Coast Regional Council is extremely proactive and supportive of appropriate developments.

The education sector offers an excellent choice of both private and public schools to meet the demands of growing families seeking a diversity of educational options.

Training in trade skills is strong and diverse and is readily available through TAFE Queensland and other training organisations. Major manufacturing projects currently underway are working with the training sector to ensure a broad range of vocational courses and a large pool of skilled labour. Tertiary education is also available within the region, with a campus of the University of the Sunshine Coast at nearby Hervey Bay.

The region has many successful businesses that proudly support local manufacturers, service industries and support services.

If you are interested in investing in the Maryborough region, make sure you contact the Department of State Development, Infrastructure, Local

Government and Planning so we can discuss the many opportunities the region has to offer.

The Queensland Government is committed to supporting the continual development of the region in a coordinated and sustainable manner. The draft Wide Bay Burnett Regional Plan sets a 25-year strategic vision, with strategic priorities, objectives, and regional responses to address challenges and capitalise on opportunities within the region. These strategic priorities are:

- › growing our people and places
- › taking charge of our economic future
- › sustaining our environment and lifestyle.

Maryborough is well placed to support the delivery of these priorities and contribute significantly to the broader regional economy.

	Population	27,000
	Median age	45 years
	Median household weekly income	\$862
	Land area	160.1 km²
	Families	5,795

Opportunities



Rail manufacturing

The region has a significant metal fabrication industry and is the largest rail manufacturing region in Queensland. The Queensland Government is investing more than \$7 billion to develop a new world class rail manufacturing industry. A new manufacturing facility is being established at Torbanlea near Maryborough. This facility will produce new rolling stock for the next decade and beyond.

This project will facilitate additional investment across the rail supply chain, as well as other key sectors such as metal fabrication, transport and logistics and other allied industries. Small, medium and large businesses are all expected to benefit from this major regional project.



Specialist manufacturers servicing the marine, defence, transport and medical sectors

Maryborough's manufacturing sector is diverse, with traditional manufacturing such as rail and rollingstock, marine equipment, timber and transport equipment and specialisations in defence, advanced manufacturing and medical equipment and devices. These sectors are key priority industries of the Queensland Government, which has developed several specialist roadmaps to support growth and investment.

Growth in these sectors is anticipated to continue as the region's manufacturing industries leverage their proximity to South-East Queensland markets, appealing to those industries seeking large format industrial land at competitive costs that provide the space to expand existing operations or establish new operations.

Metal and non-metallic mineral product manufacturing will also continue to grow, in response to ongoing demand from the broader construction industry, growth in renewable energy and allied storage equipment, as well as growth in transport equipment, marine service industries and aviation.

The region's ready access to renewable energy generation also creates a strong opportunity to partner with waste industries around adaptive manufacturing and recycling of ageing renewable energy and agricultural equipment.



Renewable energy and battery manufacturing

Maryborough and the Wide Bay Burnett region have seen strong uptake in renewable energy development and significant investment in commercial-scale solar and wind operations and numerous bioenergy projects. While investment in the region has historically favoured solar, there is an increasing focus on bioenergy, wind energy and the emerging renewable hydrogen industry.

Further growth in the region's renewable energy sector, including in the manufacturing and distribution of renewable energy technologies and their inputs, will continue to provide economic growth and employment opportunities for the region, positioning it as a leader in clean, green and productive industries.

There are many additional major investments proposed in battery manufacturing, solar and wind farms, as well as emerging hydrogen related projects within close proximity to Maryborough. These projects support the Queensland Government's renewable energy policies and targets.

Transformational opportunities exist in linking regional manufacturing functions to microgrids, closed networks and virtual power plants.



Agriculture production, servicing and timber processing

Traditional, established agricultural industries, including timber, macadamia, sugar and beef production underpin the regional economy, with an ever-growing list of new opportunities including:

- › New transformational opportunities for crop management technologies (sensors, micro-electromechanical systems, robots, etc)
- › Biofuels production
- › A growing extractives sector utilising waste products
- › Opportunities to expand secondary manufacturing for timber and wood products to service growing national demand, including unlocking new wood-engineered products
- › Opportunities to grow research and development partnerships with educational institutions.

Intensification and diversification of agricultural production is well underway in the Maryborough region. Value-adding will continue to be central to the growth of the region's capacity and productivity, with greater primary and secondary processing possible for many local crops and commodities.

The region's proximity to Brisbane also provides significant ongoing opportunities for growth in agritourism.



Industrial land

One of Maryborough's strengths is its availability of suitably zoned and resilient industrial land. The region offers a range of well serviced commercial and industrial land options to cater for all, protected from encroachment by incompatible land uses.

The Waterfront and Marina Industry zone on Beaver Rock Road, Walkers Point is an opportunity to develop a marina industry in Maryborough.

Further, the Wide Bay Burnett Regional Plan will enable strategic planning and delivery of a timely supply of additional, suitably located, fit for purpose, large format, serviceable industrial land across the region that will open opportunities for shared common user infrastructure, with associated freight and logistic routes. This land will also accommodate and facilitate the growth of allied commercial and research functions, decreasing supply chain costs, attracting further investment and facilitating further industry collaboration.

The Fraser Coast Regional Council is extremely cooperative and supportive of appropriate developments and works in partnership with the State to provide a coordinated service.

Why Queensland and Maryborough

Queensland has a dynamic and diverse economy supported by a pro-business government, sophisticated infrastructure and a skilled workforce. The state’s economic environment and projected strong growth offers investors an ideal long-term investment climate. There has never been a better time to invest in Queensland.



Thriving business environment

Queensland is a place for innovation, enterprise and industry. Queensland has significant competitive advantages making it the best location to invest and grow your business.

Business confidence and taxation

- › Over the past two years, business conditions in Queensland have been amongst the highest of any state economy (NAB Quarterly Business Survey).
- › Queensland’s tax system can deliver a competitive advantage for your business, including offering the lowest standard payroll tax rate in Australia.
- › Taxation in Queensland in 2021-22 is estimated to be \$452 per person less than the average of other Australian states and territories.

Highly skilled workforce and world-class universities

- › Our state’s workforce of more than 2.8 million is highly skilled, motivated and employment ready. Companies have a broad choice of skilled workers, due to world-class educational facilities.
- › Queensland has consistently recorded high levels of interstate migration, having the highest net interstate migration levels in Australia in 2020-21, and in 35 of the past 40 years.
- › Queensland is home to eleven universities, including some of the newest universities in the world.

Connectivity and infrastructure

- › Queensland offers great connectivity, through six major international passenger airports and extensive road and rail networks that move people efficiently across cities and regions.
- › Queensland will host the Brisbane 2032 Olympic and Paralympic Games, resulting in significant funding commitments by the Australian and Queensland Governments to upgrade and maintain the state’s highways, keeping the vital network running smoothly and reducing travel times.

Information and communications technology

- › Many parts of Queensland have access to world-class digital infrastructure.
- › As of December 2021, Queensland had more than 1.6 million premises connected to the national broadband network, the third largest of any state or territory in Australia.
- › The Queensland Government is continuing to work with providers and the Australian Government to facilitate improvements to the state’s digital infrastructure to boost communication and data speeds.

Liveability

- › Queensland is home to some of the most liveable cities and regions in the world and enjoys 300 days of sunshine per year.
- › There is a diversity of living choices on offer in Maryborough, from rural areas or a large lot park residential estate to residential urban and apartment complex living.
- › The residents of Maryborough enjoy great weather, a relaxed lifestyle and benefit from the diversity of jobs and opportunities this region provides.
- › It is no surprise so many residents call Maryborough their home.



Want to invest **in Maryborough?**

The Department of State Development, Infrastructure, Local Government and Planning understands business and provides potential investors with tailored support to help them investigate investment opportunities within the region.

We work closely with other key stakeholders such as the Fraser Coast Regional Council to provide you with professional information and coordinated support. A range of assistance is available to investors, including case management for individual high-value and complex projects to assist with facilitating approval processes, whole of government liaison and coordination of infrastructure requirements. A range of financial and non-financial assistance may be available to bring your project to fruition. Other assistance, such as supply chain coordination, capability development, business and supplier matching, may also be of assistance.

For more information contact

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