



Cassowary Coast
REGIONAL COUNCIL

THE PLACE TO INVEST

Growing Stronger Together

Acknowledgement of Country

Cassowary Coast Regional Council acknowledges the Traditional Custodians of the lands and seas on which the Cassowary Coast community is located, the Mamu, Djiru, Girramay, Gulngay, Warrgamay, Jirrbal and Bandjin Peoples.

We wish to acknowledge our respect for their current and emerging leaders and those in the dreaming. We thank all First Nations People for the contributions they make in building this community.

Acknowledgement of Engagement

The Council extends its appreciation to the community members, industry representatives and businesses for their participation in the extensive consultation process that formed the foundation of this document.

Disclaimer

While every effort has been made to ensure information in this document is current and factual, the Cassowary Coast Regional Council makes no representation to any person or organisation with regard to the completeness or accuracy of the data or information contained in this document and, to the extent permitted by law, disclaiming all liability for any loss or damage (including indirect, special or consequential loss or damage) incurred by any person or organisation arising from the use of, or reliance upon, the data or information contained herein'.



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Message from the Mayor



Dear Residents and Stakeholders,

The Cassowary Coast positioned between the two largest population centres in Northern Queensland, is a naturally unique region with diverse communities and an attractive lifestyle.

Beyond the natural beauty of our rainforest and reef, we are proudly home to more than 3,000 micro, small, and medium-sized businesses with priority industries such as agribusiness, aquaculture, tourism, transport, and logistics. Sustainable and Regenerative projects are rapidly growing in our region, highlighting investment in critical minerals, advanced manufacturing, and biofuels.

It's critical that we support our value-add industries to enable economic growth, attract investment, and capitalise on our goods and services. The Cassowary Coast Regional Council will collaborate with the community, and key industry stakeholders to commit to the vision of Growing Stronger Together.

Council's identified priority projects across the region demonstrates proposed investment of over \$200 million. These projects bring along opportunities for investment and growth to our major townships providing investors with access to vibrant and livable communities to support their future needs.

This Prospectus is an overview of the investment-ready opportunities available within the Cassowary Coast and supports proactive industry management. Alongside the world's most pristine natural landscapes and the charm of rural living, we're proud to offer you dynamic business opportunities that will lead you to invest in this remarkable place.

Yours sincerely,



Mark Nolan
Mayor



Growing Stronger Together

The Cassowary Coast offers an abundance of business and investment opportunities, underpinned by a strong economic foundation and strategic connections across Northern Australia and into South East Asia.

The Cassowary Coast Regional Council (CCRC or the Council), community and key industry stakeholders are committed to their vision of *Growing Stronger Together* and creating a more resilient and sustainable economy that will generate jobs, attract investment and deliver greater prosperity for the region into the future.

OUR 2033 GOALS



Sustainable and Resilient Economy

\$2.2B

2033 GROSS REGIONAL PRODUCT (GRP) TARGET
26% INCREASE ON 2022 GRP



Attractive Place To Invest and Do Business

20%

TARGETED EMPLOYMENT GROWTH TO 2033
15,668 LOCAL JOBS



Vibrant and Prosperous Communities

20%

TARGETED POPULATION GROWTH TO 2033
35,526 TOTAL POPULATION

Why the Cassowary Coast?

Investing in the Cassowary Coast means investing in a vibrant and resilient community, a growing economy and a lifestyle that is second to none. Whether you seek opportunities in agriculture, tourism, aquaculture or transport, the Cassowary Coast offers boundless potential.



ECONOMY OF OPPORTUNITY



AFFORDABLE AND ENVIABLE LIFESTYLE



EXPANSE OF NATURAL OPPORTUNITIES



SUPPORTIVE BUSINESS ENVIRONMENT



NORTHERN AUSTRALIAN CONNECTIONS



GLOBAL ACCESSIBILITY

Our Region

OUR REGION



29,525

POPULATION (2021)



4,700KM²

AREA



1,200KM

ROADS

OUR ECONOMY (2021/22)



\$1.7B

GRP



3,257

LOCAL BUSINESSES



96%

MICRO, SMALL AND MEDIUM SIZED BUSINESSES



\$1.6B

TOTAL EXPORTS



13,056

LOCAL JOBS



13,460

EMPLOYED RESIDENTS

OUR NATURAL ENVIRONMENT



120KM

COASTLINE



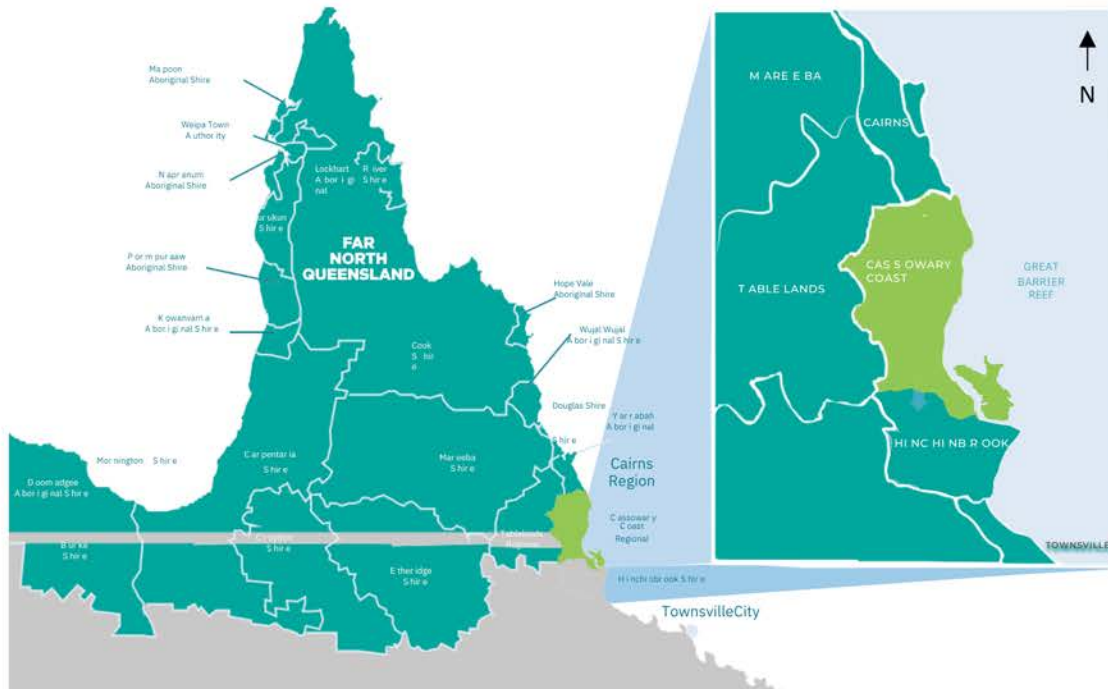
3,124MM

AVERAGE ANNUAL RAINFALL



2

WORLD HERITAGE AREAS



The landscape, and its diversity, is one of the Cassowary Coast region's stand out characteristics. From the reef to the rainforest, and everything in between, the Cassowary Coast matches or surpasses what most other regions have to offer.

Our Region-Shaping Projects



- 1 Innisfail CBD Revitalisation Project**

The Council recently released a Master Plan and short-term initiatives for the revitalisation of the Innisfail CBD. Through physical improvements, events and activity, the Council is committed to revitalise the township, encouraging people to visit Innisfail and support the local economy.

- 2 Innisfail Freight and Logistics Hub**

The Innisfail Freight and Logistics Hub concept considers the opportunity to capitalise on, and integrate existing high value infrastructure assets, such as the Port of Mourilyan, the Bruce and Palmerston Highways and the North Coast Rail Line, to enhance the management and flow of freight across Far North Queensland (FNQ).

- 3 South Johnstone Mill Green Power Project**

MSF Sugar is currently investigating the potential development of a green power station at the South Johnstone Sugar Mill that proposes to use sugar by-products to create renewable electricity.

- 4 Port of Mourilyan Master Plan**

The Port of Mourilyan is a deep-water port that is suitable for larger bulk trade commodities. There is a major opportunity for the Port to support growth in raw sugar exports and bulk commodity trade by leveraging existing infrastructure and the forecast growth across several industries.

- 5 Mourilyan Silica Sands Project**

Silica Resources Australia is planning to invest in high purity silica extraction, processing and multi-user infrastructure to grow the critical minerals value chain in the region. This will enable the exportation of ethically sourced, high-purity silica via the port and generate considerable economic and employment benefits.

Our Region-Shaping Projects

6

Mission Beach Town Centre Revitalisation

The Mission Beach Town Centre Revitalisation Project will create a vibrant town centre, breathing life back into Mission Beach and its surrounds for the community and visitors.

7

Dunk Island Rejuvenation

Dunk Island was purchased in 2022. The new owners have confirmed plans to rejuvenate the resort and preserve the natural beauty of the island. The project has the potential to secure new and return visitors and to generate flow-on economic benefits for Mission Beach and the broader region.

8

Tully CBD Revitalisation Project

The Council is investigating the revitalisation of the Tully CBD with an objective to encourage increased visitation to the town centre and to support the enhancement of the local business district and surrounding economy.

9

Tully Transport Precinct

As an established transport hub, with mature operators in place, opportunities exist to further enhance the infrastructure and services supporting the Tully Transport Precinct to enable growth arising from the expansion of the agricultural and aquaculture industries.

10

Cardwell Tropical Mountain Bike Trails

The Council is currently investigating the potential development of a new 94km, 26-trail mountain bike network in picturesque national park and World Heritage rainforest in Cardwell. The Project is focused on establishing the region as a 'Ride Destination', integrating the unique cultural heritage of the local Traditional Owners, the Girramay Peoples, and generating on-bike and off-bike expenditure in the township and nearby areas.

11

Port Hinchinbrook Sewerage Treatment Plant and Normalisation

The Council is committed to realising the normalisation of Port Hinchinbrook. What this means for residents and the wider community, is the privately owned assets within Port Hinchinbrook, such as roads, bridges, culverts and sewerage, will be returned to the control of Council. The first phase of the normalisation project will see the construction of a new sewerage treatment plant and the renewal of a pump station and effluent infrastructure, culverts and road assets.

12

Port Hinchinbrook Dredging Project

The Council is committed to progressing the Port Hinchinbrook (One Mile Creek) Dredging Project, having commenced sediment testing in August 2023 to inform the dredging process moving forward. This project is proposed to provide all tide access conditions, allowing safe boating launching and retrievals as well as the safe transfer of passengers and goods.

13

TomKat KoolPak Manufacturing Facility

TomKat Global Solutions is seeking funding to deliver a world-class manufacturing facility in the Cassowary Coast (confidential site) that produces the next generation in cold chain packaging – a re-useable, recyclable and environmentally-friendly total packaging solution with applications across seafood, agriculture, pharmaceutical and other temperature sensitive products.

For further information, please visit the Council's '[Doing Business](#)' [webpage](#).

For confidential discussion about your project, please contact a member of our friendly team:

Kira-Jean Clark

Principal Economic Development

E: Invest@cassowarycoast.qld.gov.au

The Cassowary Coast

THE PLACE TO INVEST

Built upon its longstanding agriculture and tourism industries, the Cassowary Coast harmoniously combines the relaxed charm of rural living with a strong, dynamic business community. With a tropical climate, enviable lifestyle and framed by some of the world's most pristine natural landscapes, the Cassowary Coast is truly remarkable.

Positioned in the heart of Northern Australia, between the region's two largest population centres of Cairns and Townsville, the Cassowary Coast thrives as a pivotal player in one of the nation's most productive food precincts. The region is strategically positioned to connect with major trading partners in South East Asia through the three major deep-water ports and an international airport. These assets are critical to enabling local business to access and export their high-quality products to domestic and international markets.

The natural environment is comprised of extensive fertile soils, pristine waterways and spectacular rainforests, laying the foundation for the economy that thrives in the Cassowary Coast today. Beyond the highly productive agricultural sector, the region has become home to an expansive and diverse range of nature-based ecological and adventure tourism experiences. Recognised as a leading adventure destination, the region offers a world of opportunity for growth in these environmentally-conscious tourism ventures.

With a skilled and adaptable workforce supported by strong partnerships with educational institutions such as TAFE Queensland and Central Queensland University (CQU), the region is poised to embrace new challenges and to capitalise on emerging economic prospects. The Cassowary Coast community underpins the region's workforce and is founded on its resilient, determined, and entrepreneurial population. The region also embraces a rich and diverse culture, with over 14% of the population born overseas and 11% of the population identifying as an Aboriginal and/or Torres Strait Islander Person.

With a strong pipeline of projects and infrastructure developments underway, investing in the Cassowary Coast signifies engagement and involvement in a growing economy ripe with opportunities. Whether you are seeking to start a new business or to grow your business beyond our region's borders, the Cassowary Coast is the place for you.





THE PLACE TO INVEST

Economy of Opportunity

The region's economic base has been established through agriculture and tourism. With a priority to grow a larger and more diversified economy in the region, there is a steadfast commitment to supporting and enhancing these industries and simultaneously fostering growth in aquaculture and transport.

The region is strongly placed to achieve this through the ideal climate, expansive natural assets and world class infrastructure connections, which can ultimately attract investment and capitalise on the growing demand for Australian goods and services.

Critical to the success of the region is the small business community in the Cassowary Coast, which mirrors the innate resilience and entrepreneurial spirit of the community. Supported by new strategic partnerships, infrastructure investments and workforce development initiatives, it is clear to see why the Cassowary Coast is an opportunity like no other.

Image courtesy of Tourism Tropical North Queensland

THE PLACE TO INVEST

Economy of Opportunity

Strong economic foundations formed upon the long standing agricultural and tourism industries

Strong Economic Trajectory



\$1.7B
GRP (2021/22)

The region's GRP has recovered rapidly since the pandemic, supported by a strong rebound of agricultural commodity prices and international demand.



The region's economic output has continued to increase in recent years, as demonstrated by the growth in economic 'value added' within the Cassowary Coast and exports to key markets from 2016/17 to 2021/22.



\$1.5B

VALUE ADDED (2021/22)



\$68.4M

SINCE 2016/17



\$1.6B

EXPORTS (2021/22)



\$103.3M

SINCE 2016/17

Sources: idcommunity (2023). Cassowary Coast Regional Council | Economic Profile.

Blenners Transport

CASE STUDY

Blenners Transport is a local success story in the Cassowary Coast. Headquartered in Tully, the company emerged as an extension of the Blennerhassett farming endeavours, which included banana and cane production – two of the Cassowary Coast's leading agricultural products. The transport enterprise took flight and gradually took precedence over the family's farming operations, resulting in the establishment of one of Queensland's leading transport and logistics companies today.

Blenners Transport operates across Australia, delivering fresh produce from Queensland to every mainland state capital, showcasing the unique opportunity available in the Cassowary Coast to establish and grow leading businesses that are competitive on a national and international stage.



Image caption: Courtesy of Blenners Transport.



THE PLACE TO INVEST

Enviably Lifestyle

From weekend reef trips to rainforest hikes and authentic cultural experiences, there is something for everyone in the Cassowary Coast. Boasting a tropical climate, with plenty of sunshine, incredible biodiversity and a relaxed, healthy lifestyle, coupled with affordable living and global connectedness, the Cassowary Coast is desirable on many levels. With unsurpassed liveability and an abundance of opportunities, there is a rich proposition for anyone looking to call the Cassowary Coast home.

Image courtesy of Tourism Tropical North Queensland.

THE PLACE TO INVEST

ENVIABLE LIFESTYLE

Come home to the Cassowary Coast and embrace a lifestyle like no other



AFFORDABLE LIVING

Celebrated for its remarkable lifestyle offerings, the Cassowary Coast is a highly sought-after place to call home. With the cost of living across the country becoming prohibitive for many, the Cassowary Coast offers a refreshingly affordable lifestyle, without the loss of those things that are important in life. Housing in the Cassowary Coast is more affordable, with a median house price of \$349,500 in comparison to \$823,272 in Brisbane and Cairns at \$550,000 (as at June 2023). Further, there is a pipeline of future dwellings planned for the region, with over \$57M in residential investment as at 31 July 2023.



COMMUNITY SERVICES

The Cassowary Coast has established social and cultural infrastructure and services to support workers, families and visitors in the region. The region also offers ready access to schools, libraries, hospitals and other community services, amongst an abundance of recreational and sporting options for youth. There are an extensive range of tertiary educational programs and courses available at the James Cook University (JCU) and CQU Cairns campuses, which are just one hour's drive north from the region. Locally, the TAFE QLD Campus at Innisfail offers various industry-specific and vocational training courses.



ACTIVE EVENT SCHEDULE

The Cassowary Coast boasts a successful events calendar that features world renowned sporting, cultural and community events year-round. Whether it be the adrenalin fueled Red Bull Defiance, the unique Cardwell UFO Festival, the cultural Innisfail Art Deco Festival or the foodie-inspired Feast of the Senses, there is an event for everyone in the Cassowary Coast. The Cassowary Coast embraces sporting fixtures, culture experiences and vibrant community events, offering unforgettable experiences for all who visit and stay.



ARTS AND CULTURE

The Cassowary Coast celebrates a diverse and rich culture, home to nine Traditional Custodian groups and encompassing a wide array of ethnicities in the region. Extending south from Innisfail, the Art Deco capital of Australia, to the Giringun Arts Centre and Cardwell Heritage Centre, the arts and cultural attractions in the region are expansive. Community markets are also held across the Cassowary Coast, showcasing the many local artisans and talented residents through their locally-crafted work.

Source: Domain (2023). June 2023 House Price Report

COMMUNITY SERVICES SNAPSHOT



26

PRIMARY & SECONDARY SCHOOLS



12

GENERAL PRACTITIONER CENTRES, DOCTORS & HOSPITALS



3

COUNCIL SERVICE CENTRES



THE PLACE TO INVEST

Expanse of Natural Opportunities

The economy of the Cassowary Coast has been shaped over time by the region's natural characteristics and attractions, such as the Great Barrier Reef (GBR), the expansive fertile agricultural land, pristine rainforests and national parks, and the favourable climatic conditions. With the rapidly evolving global focus on environmental sustainability and responsibility, coupled with a growing demand for Australian produce and nature-based tourism experiences, the Cassowary Coast offers an abundance of opportunity for entrepreneurial and environmentally-conscious investors.

Image courtesy of Tourism Tropical North Queensland.

EXPANSE OF NATURAL OPPORTUNITIES

A pristine natural environment with a diverse range of economic opportunities in agriculture, aquaculture and tourism

IDYLIC CLIMATE

The Cassowary Coast's idyllic climate boasts over 300 sunny days, a median temperature range of 17-29°C and over 3,000mm of rainfall per annum. The climate is a key enabler for the region's vibrant tourism and agriculture sectors, and is a key part of the highly desirable lifestyle offerings across the region.



17-29°C

MEDIAN TEMPERATURE



300+

SUNNY DAYS ANNUALLY



3,124mm

MEDIAN ANNUAL RAINFALL

ENVIROMENTALLY-CONSCIOUS OPPORTUNITIES

Agriculture and tourism have been cornerstones of the Cassowary Coast economy for many decades. With over 2,800 square kilometres of national park and over 1,000 square kilometres of fertile agricultural land, the potential to further develop these two industries and aquaculture is immense. However, growth and diversification of these industries must come in a sustainable manner to ensure the long term prosperity of the region's economy and natural assets.

AGRICULTURE

The demand for raw sugar and bioenergy and biofuel feedstocks, as may be required for Sustainable Aviation Fuel projects, is expected to grow over the medium to long term.

This will result in a consequential growth in demand for new sugarcane production in the region. Coupled with the long standing banana industry and potential for new tropical fruit production, agriculture has a bright future in the Cassowary Coast.

TOURISM

Eco- and adventure-based activities and attractions are key contributors to the local tourism industry. With the global demand for these activities growing exponentially, there is a significant opportunity for the Cassowary Coast to develop new offerings, such as the Cardwell Tropical Mountain Bike Trails Project or similar nature-based experiences. From a base of over 756,000 overnight visitors each year (2022), the region has established accommodation and visitor offerings that will be critical to supporting the industry's expansion.

AQUACULTURE

The Cassowary Coast is well positioned for strong growth in prawn and barramundi farming. The region is home to several large aquaculture businesses with established operations in the region, and offers favourable climatic conditions and expansive areas of suitable land. Capitalising on the natural advantages of the region and leveraging the growing global demand for Australian seafood can support the Cassowary Coast to become a leader in sustainable aquaculture.

GREEN ECONOMY

By leveraging the global shift towards decarbonisation and the region's existing natural characteristics, the Cassowary Coast is well positioned to benefit from public and private sector investment targeted towards innovation and diversification associated with the "green economy". Opportunities in natural resource management, carbon capture, waste reduction and renewable fuels present significant potential for the region. The "green" projects planned for or underway in the region, including MSF's Green Power Project and GreenCollar's Pilot Plastic Project, illustrate the strong prospects for existing or future potential investors.

THE PLACE TO INVEST

Supportive Business Environment

The Cassowary Coast is home to a vibrant business community that is supported by an established workforce with capabilities spanning several major industries. The region is also primed to meet the rapidly changing domestic and global market demands, with an expansive digital infrastructure network and growing business support services and education and research offerings. This presents an attractive opportunity for new or established ventures to commence operations in the region, knowing that the support required to grow and scale up is there when you need it.

Image courtesy of Tourism Tropical North Queensland.

SUPPORTIVE BUSINESS ENVIRONMENT

A dynamic workforce and collaborative business community

WORKFORCE CAPABILITY

The Cassowary Coast boasts a strong and capable workforce that plays a critical role in the region's economy. Recognised as having specialist skills in a broad range of areas, the workforce features a blend of domestic and international workers. The workforce supports over 3,000 businesses in the region and has capacity to support new or expanding businesses.

There is a promising future for the Cassowary Coast workforce, marked by evolving opportunities and continuous growth. Building on its commitment to education and skill development, the Council is actively working to grow and retain the Cassowary Coast's workforce through the 'Grow Our Own' program and by forging strong partnerships with TAFE Queensland, CQU and JCU.

WORKFORCE CAPACITY



DIVERSE POPULATION BASE



BUSINESS COMMUNITY

The Cassowary Coast economy is underpinned by a diverse and extensive network of micro, small and medium-sized enterprises (SMEs), who are vital to generating economic activity and providing employment opportunities in the region.

The Council is committed to supporting the business community, as demonstrated by local procurement initiatives and the Small Business Friendly Charter. Coupled with the region's Economic Development Advisory Committee (EDAC), Chambers of Commerce (CoC) and industry groups, collaboration is a key strength in the region's business environment.

Additionally, a number of Queensland and Australian Government departments and agencies maintain presences within the region, offering business support, employment, skills and training services to industry.

BUSINESS ENVIRONMENT



INDUSTRY SUPPORT



DIGITAL CONNECTIVITY

The Cassowary boasts an extensive telecommunications network that is critical for connecting local businesses to major domestic and international market, with telecommunications and digital services primarily provided through optical fibre. Importantly, the National Broadband Network is available throughout the Cassowary Coast and utilises fibre optic, fixed wireless and satellite technologies to service the region. Additionally, several specialist communications and technology organisations service the region and support the business community.

“The Cassowary Coast has the possibility to be a unique and prosperous region. I am excited to experience the journey of economic development in our region and encourage more business growth ...”



THE PLACE TO INVEST

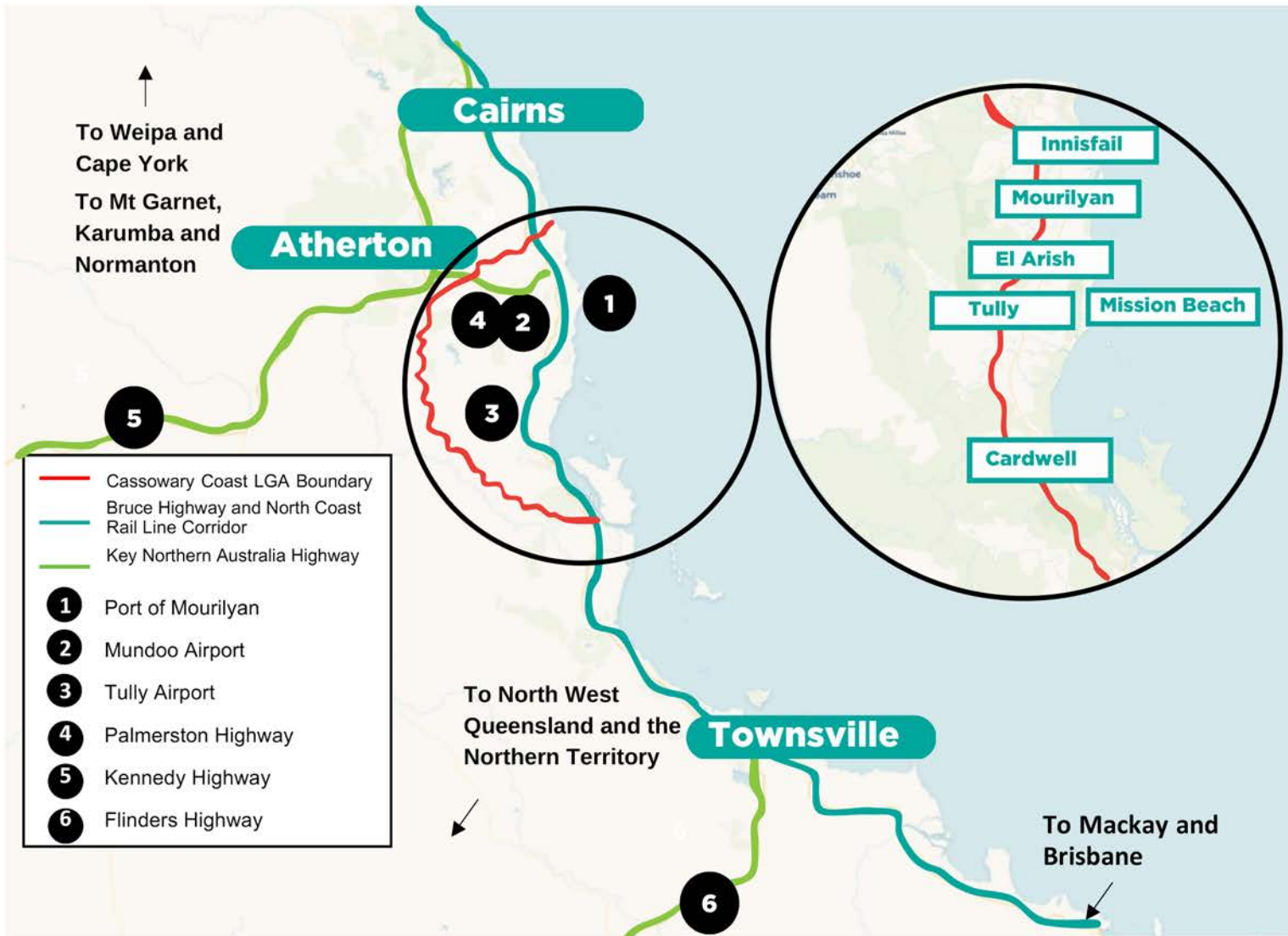
Northern Australia Connections & Global Accessibility

The Cassowary Coast is located strategically between Cairns and Townsville and is in geographical proximity to many of Australia's largest trading partners across South East Asia. Importantly, the region maintains an ease of connection to these locations through the Cairns and Townsville airports and seaports, presenting a significant opportunity to export the Cassowary Coast's high-value products to major export domestic and international destinations.

Image courtesy of Law Transport

Northern Australia Connections

Positioned between the two largest population centres north of the Tropic of Capricorn, Cairns and Townsville, and access links across Northern Australia.



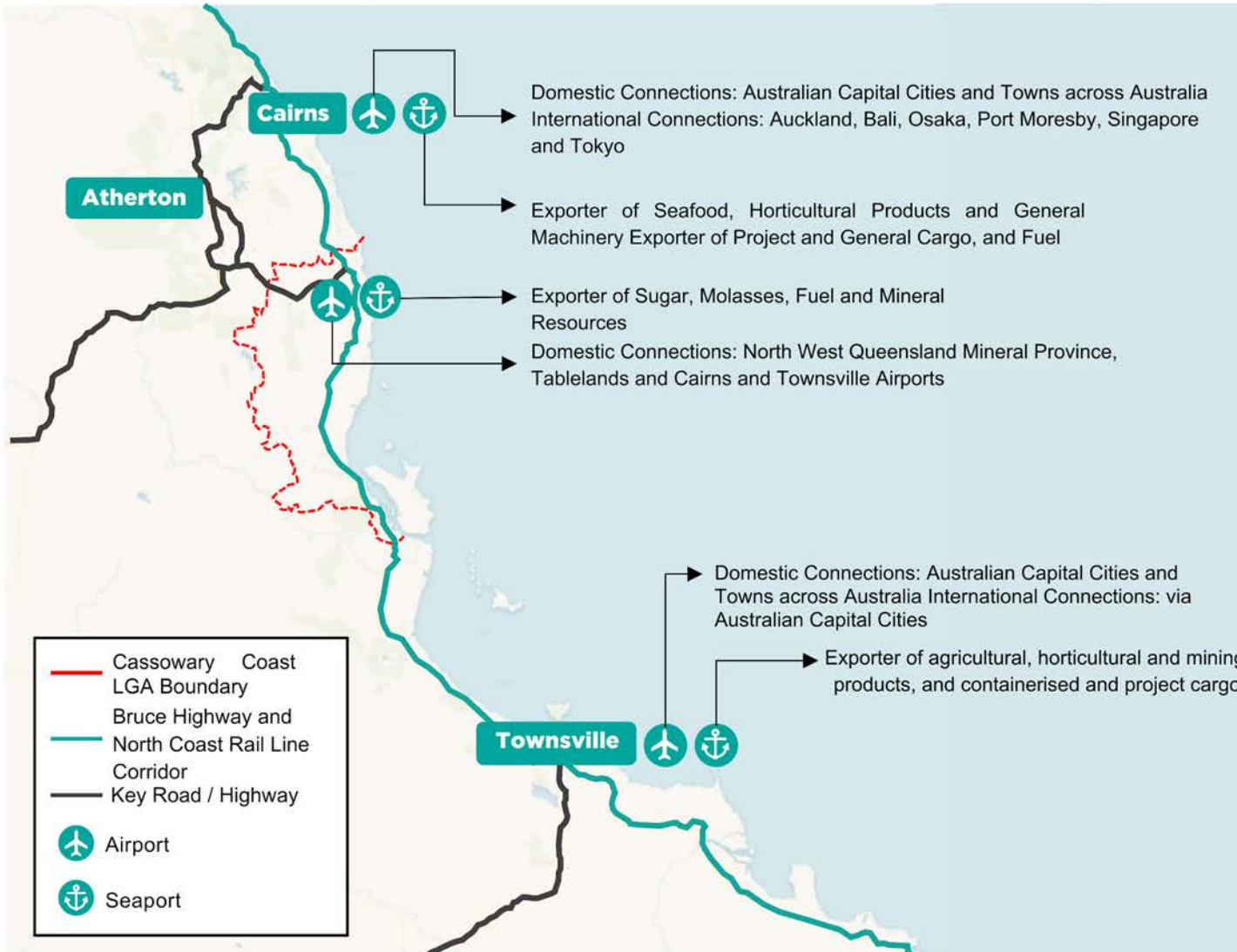
The region is strategically located on the Bruce Highway between Townsville and Cairns, and is connected to the major food producing precincts in the Atherton Tablelands, Cape York and the Gulf of Carpentaria via a number of key highways.

With access to the national rail network, a major deep water port and developed airports, the region is strategically important, and the established infrastructure provides a strong foundation for future growth across a range of industries.

THE PLACE TO INVEST

Global Accessibility

Connected to the major markets via established seaports and airports



Source: Cairns Airport (2023). Destinations; Ports North (2022). Port of Cairns and Port of Mourilyan 30-Year Two-Port Master Plan; Port of Townsville (2023).

KEY INFRASTRUCTURE CONNECTIONS

PORT OF MOURILYAN

PORT OF CAIRNS

CAIRNS INTERNATIONAL AIRPORT

PORT OF TOWNSVILLE

MAJOR INFRASTRUCTURE PROJECTS & INVESTMENTS

Major infrastructure developments that will enhance the Cassowary Coast's connectivity to domestic and international markets includes:

- **Completed:** \$535 million Bruce Highway-Cairns Southern Access Corridor (Stage 3), \$55 million Cairns Airport Domestic Terminal Upgrade, \$10 million Regional Trade Distribution Centre Cairns
- **Underway:** \$251m Channel Upgrade Project, Port of Townsville, \$50 million Cairns Airport International Terminal Upgrade.
- **Planned Investment:** Port of Cairns and Port of Mourilyan 30-Year Two-Port Master Plan.

Our Industry Priorities

We are committed to supporting and growing those industries that will deliver a **strong, resilient and sustainable economy** for the Cassowary Coast.



Agribusiness and Food

Our agribusiness and food sector is thriving. Underpinned by a long heritage, established economic foundation, skilled workforce, fertile soils and favorable climatic conditions, the opportunities in the sector are plentiful.

Image courtesy of Tourism Tropical North Queensland.



Transport and Logistics

With strategic links across Northern Australia, and air and sea access directly into South East Asia, the Cassowary Coast boasts a rapidly growing industry demand and a transport infrastructure network that rivals many locations across Regional Australia.

Image courtesy of Blenners Transport.



Tourism

Being one of the few places in the world where two World Heritage Areas meet, and offering a diverse range of nature and adventure based activities, the Cassowary Coast is host to a world class tourism industry, where adventure awaits.

Image courtesy of Tourism Tropical North Queensland.



Aquaculture

With ready access to fresh and salt water waterways, favourable climatic conditions and established large scale operators already in place, aquaculture in the region is buoyant. Coupled with rapidly expanding demand for Australian grown seafood, the industry has exceptional prospects for the future.

Image Courtesy of Barra Downunder

OUR INDUSTRY PRIORITIES

Agribusiness and Food

Overview

The Cassowary Coast has a thriving agricultural industry that contributes significantly to the region. The long standing production of bananas and sugarcane, has yielded significant economic returns to the region and, coupled with the recent growth in tropical fruit production, has positioned the industry for a positive future.

As the world transitions to a low carbon economy, the opportunity to develop the feedstocks necessary to support the future bio energy and bio fuel sector is real. A drive to reduce agricultural waste also presents potential prospects to expand the options for waste recycling and “seconds” processing, to improve profitability of existing operations and reduce the overall environmental impact of the industry.

With a rapidly expanding global food demand and industry diversification initiatives already underway, coupled with the unprecedented growth in demand for agri-tourism and agri-education experiences, there is an abundance of potential for the industry in the Cassowary Coast.

Strengths and Opportunities



World class banana and sugar industries



Expansive fertile soils and favourable climate



Access to major transport and processing infrastructure



Demand for high value tropical crops and agri-experiences

Economic Impact (21/22)



\$1.4B
TOTAL ECONOMIC OUTPUT

↑ 36.5%*



\$517M
TOTAL ECONOMIC VALUE ADD

↑ 16.5%*



2,547
TOTAL EMPLOYMENT

* Increase from 2016/17

Investment Areas

- Sugarcane and banana production
- Bioenergy and biofuel feedstock and facilities
- Tropical fruit production
- Food and beverage manufacturing
- Agricultural waste recycling and reprocessing
- Agri-tourism
- Agri-education

Wabu Jananyu Native Fruits and Botanicals

Case Study

Wabu Jananyu is an Indigenous-owned and social enterprise native plant nursery. The enterprise supplies genetically selected native species to the region's many Traditional Custodian groups, and aspires to establish itself as Australia's leading supplier of native fruit and botanicals under Indigenous leadership. Through collaboration with Traditional Custodians groups, Wabu Jananyu focuses on reforestation utilising native plant species from the local region. With an additional offering of a range of packaged consumer goods, including beverages, healthy snacks, and nutraceuticals, Wabu Jananyu is a prime example of the unique platform that exists for Indigenous businesses to leverage the many opportunities that exist in food and agribusiness in the Cassowary Coast.



Image courtesy of Girringun, Wabu Jananyu



By converting sugarcane by-products into biofuels and other renewable energy sources, the region can forge a sustainable and eco-friendly path ahead.... Our region is well-positioned to reap the long-term benefits offered by the sugarcane industry.



MSF South Johnstone Mill Green Power Project

Case Study

MSF Sugar (MSF) is an integrated grower, processor, marketer and exporter of raw sugar in Queensland. Operating three mills, producing over 600,000 tonnes (t) of raw sugar, employing 500 FTEs and supporting over 630 growers, MSF is a significant contributor to the FNQ economy. As the operator of the South Johnstone Mill, MSF is faced with challenges to the mill's long term viability caused by farmland fragmentation and loss. To counter these challenges, MSF is transforming their business to enhance the future sustainability of their operations through the Green Power Project.

The Green Power Project involves the construction of a "green" power station that will use bagasse produced by the mill to generate green, renewable electricity. The project is expected to improve the efficiency of MSF's existing operations and enhance income diversity through the potential supply of renewable energy to the Cassowary Coast community. The project has the potential to catalyse significant economic growth and generate new employment opportunities in the region. Further, the Green Power Project is an important step to protecting a key pillar of the Cassowary Coast economy and ensuring the future contribution of the sugarcane industry to the region.

OUR INDUSTRY PRIORITIES

Transport and Logistics

Overview

The Cassowary Coast is supported by an expansive, high quality transport infrastructure network that includes the Port of Mourilyan, Mundoo Airport, Tully Airport, the Bruce and Palmerston Highways and the North Coast rail line. Located strategically between Cairns and Townsville, the region is also connected to major domestic trade routes and has direct access to priority Asian trading markets via Cairns International Airport, the Port of Cairns and the Port of Townsville.

The Council is committed to further enhancing the connectedness of the region through the development of the Innisfail Freight and Logistics Hub. The hub is proposed to become the centralised connection between road, rail, air and sea, and will be strategically important to support the growth in the agriculture and aquaculture industries across FNQ.

Master planning is underway for the Port of Mourilyan and Mundoo Airport precincts. The development of these precincts will catalyse expansion in aviation and maritime services and will inform the enabling infrastructure investments required to deliver the platform required for growth.

Strengths and Opportunities



Strategic road and rail infrastructure connections across broader Northern Australia



Direct transit route for south-bound freight from the Atherton Tablelands Agricultural Precinct



International connections to major ports across South East Asia, via Cairns and Townsville



World class deep water port and sugar terminal in proximity to an established regional airport

Economic Impact (21/22)



\$171.3M
TOTAL ECONOMIC OUTPUT

↑ 25.1%*



\$79.5M
TOTAL ECONOMIC VALUE ADD

↑ 16.2%*



686
TOTAL EMPLOYMENT

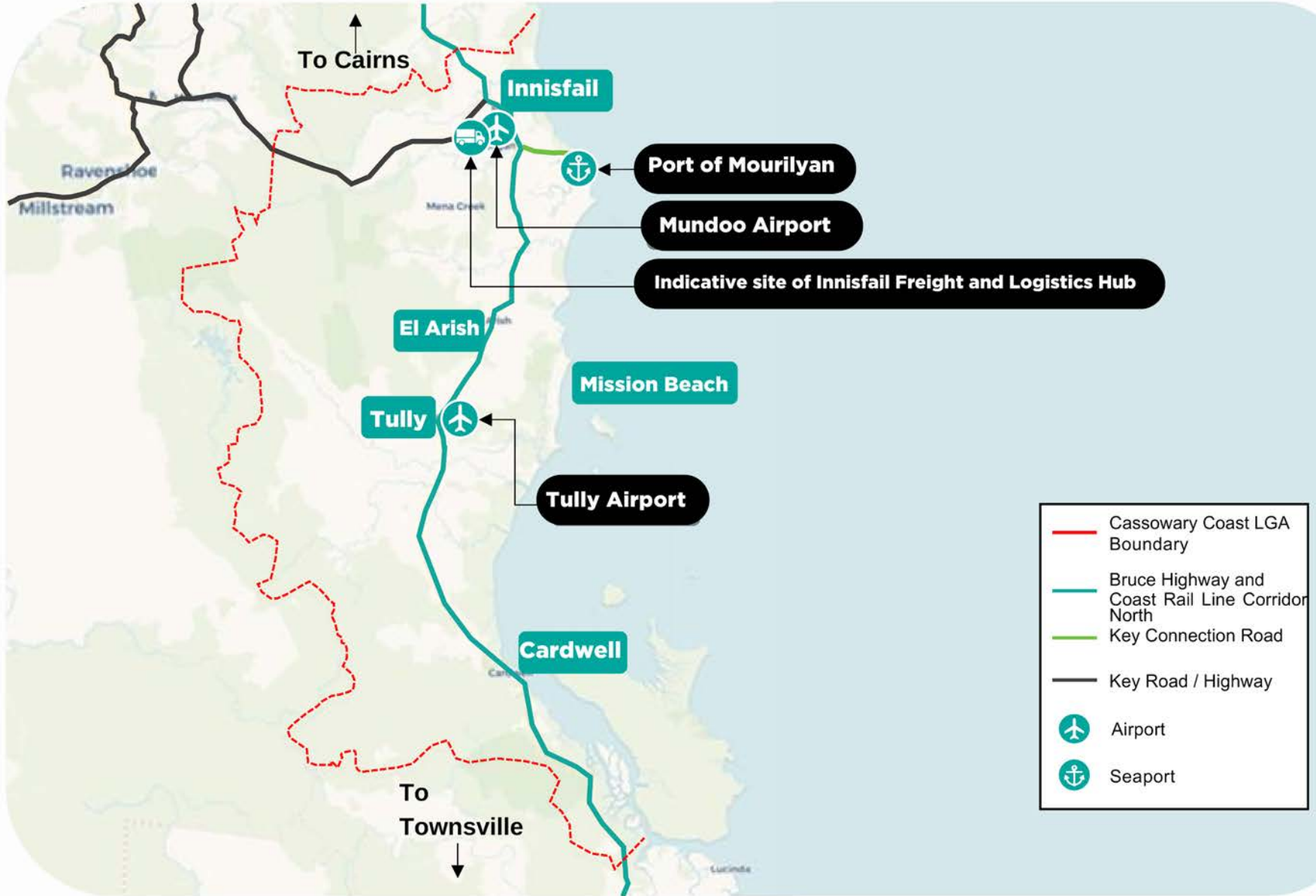
* Increase from 2016/17

Investment Areas

- Innisfail Freight and Logistics Hub
- Tully Transport Precinct
- Port of Mourilyan Precinct
- Mundoo Airport Precinct
- General aviation and aircraft maintenance
- Integrated transportation and distribution facilities.

Sources: .idcommunity (2023). Cassowary Coast Regional Council | Economic Profile.

Transport and Logistics



OUR INDUSTRY PRIORITIES

Tourism

Overview

Home to pristine natural wonders, spectacular reefs and waterways, ancient rainforests and a rich Indigenous heritage, the Cassowary Coast is unique in every way. The region attracts over 756,000 overnight visitors (2022) and is increasingly sought after by both domestic and international visitors.

With over 120 kilometres of coastline, the region is one of the few places in the world where two spectacular WHAs meet – the Wet Tropics rainforest and the GBR marine park. The region is home to a rich Indigenous heritage and offers a range of nature based activities, set in one of the world's most biodiverse and unexplored destinations.

A key growth area for the Cassowary Coast is the adventure tourism market. The Australian adventure tourism market is expected to grow to \$33.5bn by 2027, which represents an increase of 21% from 2021. The adventure tourism market is categorised by unique experiences and local community engagement. As a renowned adventure destination with popular activities, such as Tully whitewater rafting, GBR snorkeling and diving, and Mission Beach sky diving, the Cassowary Coast is well positioned to capitalise upon the projected growth in the adventure tourism market.

Demand for meaningful tourism experiences is at an all time high. Coupled with the recent investments in hotels and attractions, the growth potential for tourism in the Cassowary Coast is extraordinary.

Strengths and Opportunities



Spectacular natural landscapes and the meeting point of the Wet Tropics and GBR World Heritage Areas



Home to seven Traditional Custodian groups, with authentic, rich and vibrant culture and storytelling



Rapidly growing demand for nature-based, adventure and cultural tourism experiences



ECO Destination Certification to be received in 2024, certifying the region's commitment to sustainability.

Economic Impact (21/22)



\$98.6

TOTAL ECONOMIC OUTPUT



\$49.9M

TOTAL ECONOMIC VALUE ADD



797

TOTAL EMPLOYMENT

Investment Areas

- Mission Beach Revitalisation
- Nature-based and eco tourism
- Indigenous and cultural tourism
- Adventure activities and attractions, such as the Cardwell Tropical Mountain Bike Trails Project
- Dunk Island Rejuvenation Project
- Visitor accommodation (including resorts).

Sources: .idcommunity (2023). Cassowary Coast Regional Council | Economic Profile; Allied Market Research (2021).

Paronella Park

CASE STUDY

Paronella Park is an eco-certified, heritage listed and multi-award winning tourist attraction located at Mena Creek, in the heart of the Cassowary Coast. Paronella Park immerses tourists in the unique story of Spanish immigrant Jose Paronella, who originally built the attraction in the early 1900s.

Paronella Park is now one of the most successful tourism businesses and attractions in FNQ, attracting over 10,000 visitors annually and providing employment opportunities to a number of local residents. The Paronella Park that exists today is a testament to the ambition and resilience of the community and the success



OUR INDUSTRY PRIORITIES

Aquaculture

Overview

Aquaculture is well established in the Cassowary Coast and offers potential for significant expansion into the future. The region benefits from favourable climatic conditions, ready access to fresh and salt water reservoirs and waterways and maintains several established large scale operations, supported by a skilled workforce. While barramundi and prawn farming have dominated the industry to date, the opportunities for species diversification and for the development and operation of seafood processing facilities and capabilities remain largely untapped.

By capitalising on its natural advantages, leveraging the growing domestic and international demand for Australian grown seafood and upholding the unwavering commitment to sustainability, the region is strategically positioned to become an Australian leader in the production of premium, environmentally responsible seafood products.

Strengths and Opportunities

 **Availability of expansive land areas with ready access to fresh and salt water reservoirs and waterways**

 **Rapidly growing global demand for premium, sustainable Australian seafood**

 **Existing large-scale operators in place, supported by an established skilled workforce**

 **Significant opportunity for value-add processing of seafood products**

Queensland's Strong Aquaculture Industry



\$224.7M

GROSS VALUE OF AQUACULTURE PRODUCTION IN 21/22



16.1%*
SINCE 20/21



889

COMBINED EMPLOYMENT IN QUEENSLAND



13.1%*
SINCE 20/21



97.7%

PRAWN AND BARRAMUNDI SHARE OF QUEENSLANDS TOTAL AQUACULTURE PRODUCTION

Investment Areas

- Prawn farming and nurseries
- Barramundi farming and nurseries
- Seafood wholesaling and retailing
- Barramundi and prawn processing
- Seafood export and supply chain development
- TomKat Koolpak Project.

Source: Queensland Government (2023). Aquaculture production summary for Queensland 2021-22.

TomKat KoolPak

CASE STUDY

TomKat Global Solutions is a local Cassowary Coast business that manufactures a patented and environmentally responsible cold chain packaging system specifically designed for perishable products that are destined for domestic and international markets.

Utilising the latest technologies, the packaging system is designed to provide a cost effective solution for businesses that will optimise product condition and quality during long distance transport. The packaging system utilises environmentally responsible materials, and focuses on the reduction of single use wastes that currently plague the cold chain transport industry.

The strong demand for their packaging products has led founders, Tom and Kath Long, to pursue the construction of a dedicated manufacturing facility in Kurrimine Beach, in the heart of the Cassowary Coast. Once constructed the facility is expected to have the capacity to produce over two million units per year.

The proposed facility will create new employment opportunities and will contribute to the diversification of the region's economy, whilst also upholding an unwavering commitment to environmental stewardship.

Having lived in Kurrimine Beach since 2005, Tom and Kath are a clear demonstration of the success that can be achieved in the region through innovation and adoption of technological advancements, without comprising on the sustainability of the surrounding environment.

Image caption: TomKat Global team



MainStream Aquaculture

CASE STUDY

North Queensland barramundi farming enterprise, Mainstream Aquaculture, is on target to triple their production capacity as they finalise construction of a barramundi nursery capable of housing over one million fish per year.

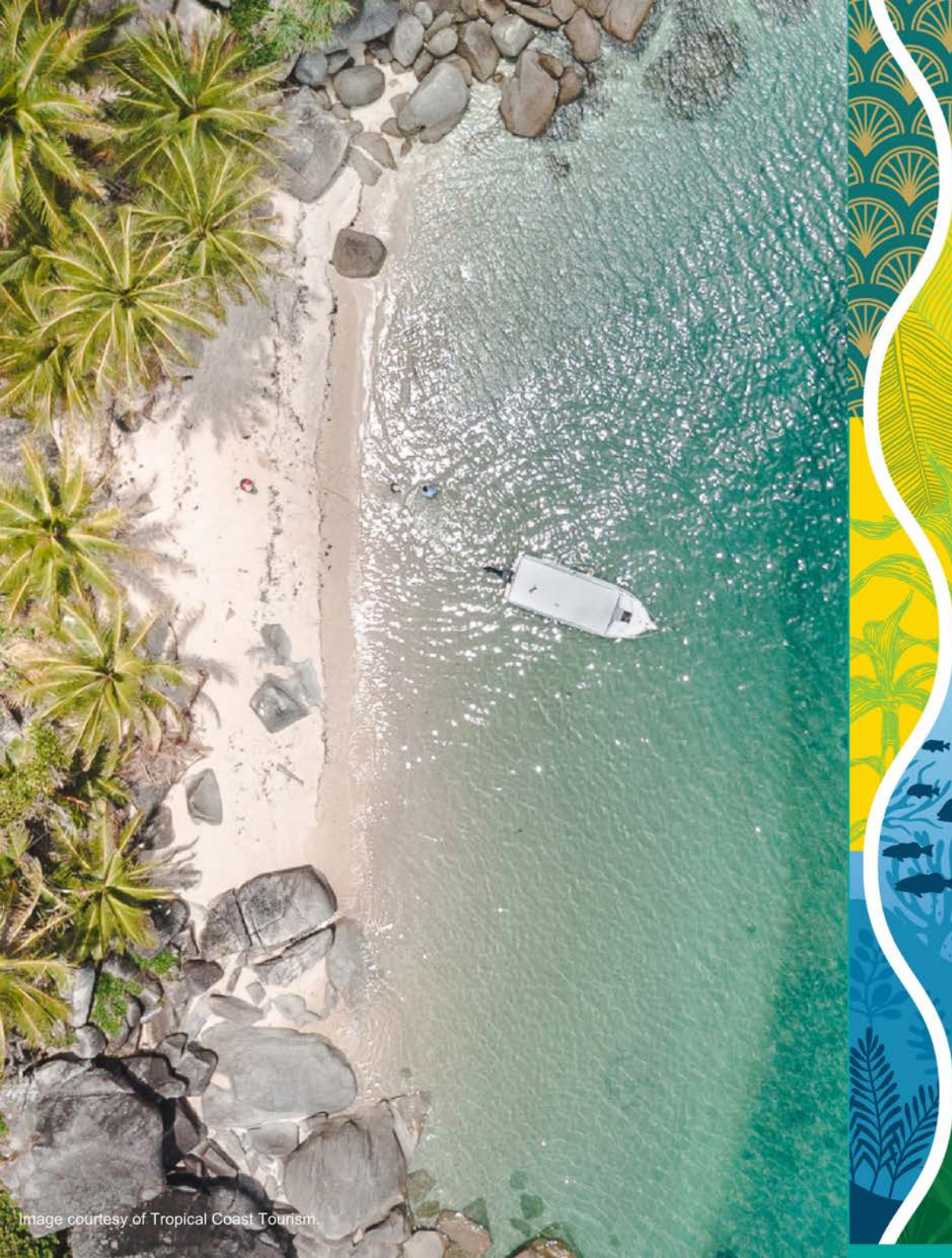
Mainstream Aquaculture, located at Mourilyan Harbour, is expanding their existing operations and facilities with a target production of over 3,000t of barramundi per year. In parallel the business expects to expand its workforce, and develop a hub for the processing of seafood, to create maximum value to the Cassowary Coast region.

The expansion project will give rise to direct employment in the region including skilled fish nursery staff, technical officers and farm hands. Founded in 2002, MainStream Aquaculture business is a local success story. The business has grown off the back of the increasing demand for Australian grown seafood domestically and across the globe. This demand has facilitated a shift to more intensive production of aquaculture in both existing infrastructure and new areas of aquaculture production.

Australian seafood is globally renowned for its premium quality and producers have a long reputation for ensuring the most stringent food safety standards and environmentally responsible practices are integrated within the production processes.

Image courtesy of Mainstream Aquaculture Team.





We are Here to Help

For further information, please visit the Council's *'Doing Business'* webpage.

For confidential discussion, please contact a member from our Council:

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**Cassowary Coast
REGIONAL COUNCIL**