



# COMPETITIVE ADVANTAGE

LIVEABILITY



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The liveability of the Rockhampton Region is about more than just the sum of its parts:

- A sustainable population of more than 114,000; projected to increase to 153,256 by 2031;
- An impressive range of employment, health, sporting and cultural facilities;
- Real lifestyle opportunities in one of the best tropical climates in Australia;
- Affordable housing;
- Strong community and social networks;
- Central location and easy accessibility with road, rail and air networks;
- Abundant water reserves; and
- A booming economy.

### CAREER OPPORTUNITIES

- The Region's diverse economic base and job opportunities revolve around the retail, health, education and training, engineering, construction and manufacturing industries.
- The mining, manufacturing, construction, agricultural, health, education and retail sectors account for 65% of the job market in the Rockhampton Region.

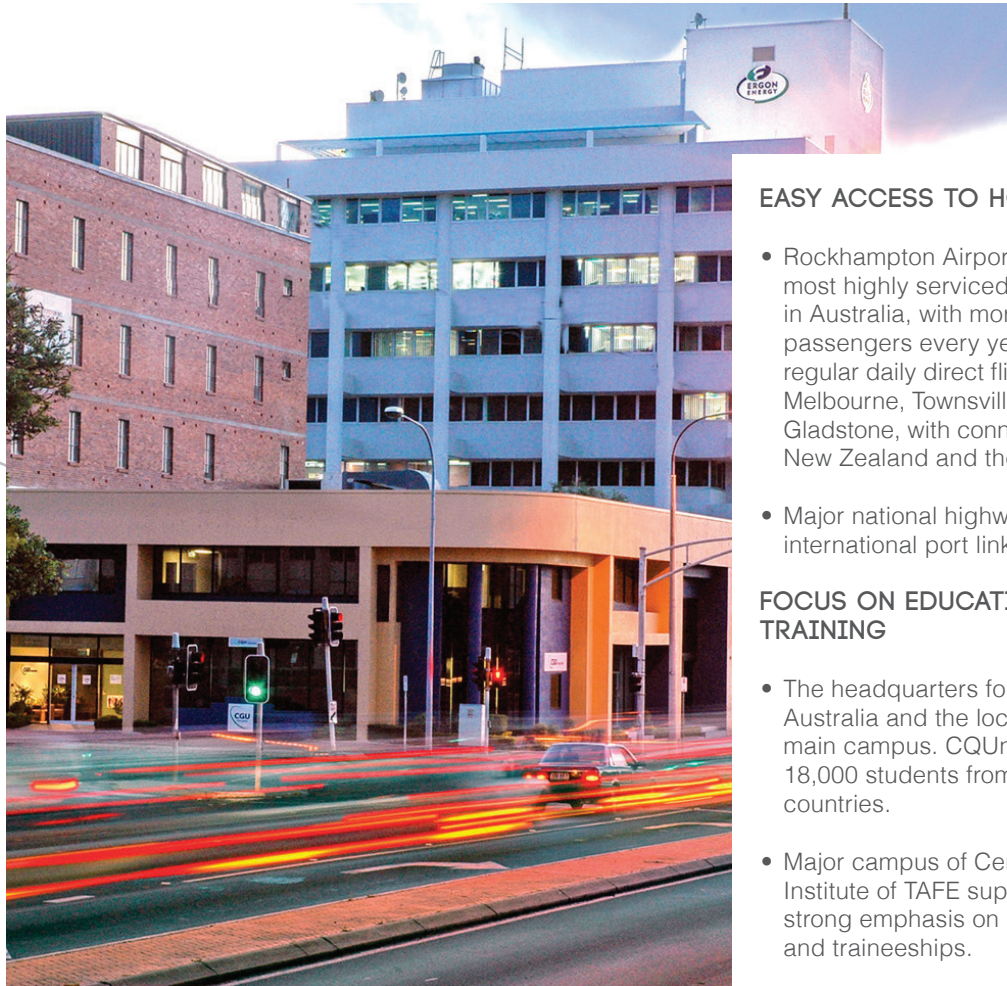
### AFFORDABLE HOMES

- Median house price currently \$313,000 (which is less than that of Gladstone, Mackay, Townsville, Cairns and Brisbane).
- Median weekly rental price for two-bedroom flats or units is currently \$230 per week and \$290 for three-bedroom houses (which is less than the equivalent rentals in Mackay, Townsville, Cairns and Brisbane).

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LIVING IN THE ROCKHAMPTON REGION IS EASY, WITH HEALTH AND ESSENTIAL SERVICES, EDUCATION FACILITIES AND A HEALTHY ECONOMY TO SUPPORT ITS INCREASINGLY YOUNG AND VIBRANT POPULATION.

## LIVEABILITY



### EASY ACCESS TO HOME AND AWAY

- Rockhampton Airport is one of the most highly serviced regional airports in Australia, with more than 750,000 passengers every year enjoying regular daily direct flights to Brisbane, Melbourne, Townsville, Mackay and Gladstone, with connections to Sydney, New Zealand and the Pacific Rim.
- Major national highway, rail and international port links.

### FOCUS ON EDUCATION AND TRAINING

- The headquarters for CQUniversity Australia and the location of its main campus. CQUniversity boasts 18,000 students from more than 100 countries.
- Major campus of Central Queensland Institute of TAFE supports the Region's strong emphasis on apprenticeships and traineeships.

- The Region is a centre of excellence for education with a good teacher to student ratio across the large number of public and private schools.
- Home to more than 15 training organisations that support business in hosting apprenticeships and trainees or provide specific skills training and assessment.

### QUALITY MEDICAL FACILITIES

The Rockhampton Region is well serviced with medical facilities including:

- Mater Hospital – private health care with 140 beds and 25 in Yeppoon;
- Hillcrest Private Hospital - private health care with 64 beds;
- Rockhampton Hospital – state-run with 227 beds and Stage 1 expansion to be completed early 2011;
- Yeppoon Hospital – 26 beds;
- Mount Morgan Hospital – 24 beds; and
- Mercy Aged Care Services, combined with state-run facilities, provide five aged care residents.

### SHOP 'TIL YOU DROP!

- Home to the largest shopping precinct between Maroochydore and Townsville.
- More than 1,300 retail outlets throughout the Region provide an enormous range of products.
- Woolworths, Coles, Big W, Target, Bunnings, Spotlight and many other well-known retailers such as Officeworks, Harvey Norman, The Good Guys, Betta Electrical and Joyce Mayne.

### ATTRACTING TOURISM

- Tourism employs 4,100 Queenslanders and injects \$343M to the economy through attracting over 1.25 million overnight visitors to the Region annually. It's estimated an additional 975 new rooms will be required by 2017 to meet forecast demand.

“OUR REGION BOASTS A DIVERSE NATURAL ENVIRONMENT, SENSATIONAL CLIMATE AND AFFORDABLE LIVING.”

Pat O'Driscoll, Local Business Identity

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