

THE
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WHY INVEST IN MACKAY

A FLOURISHING CITY OF TOMORROW

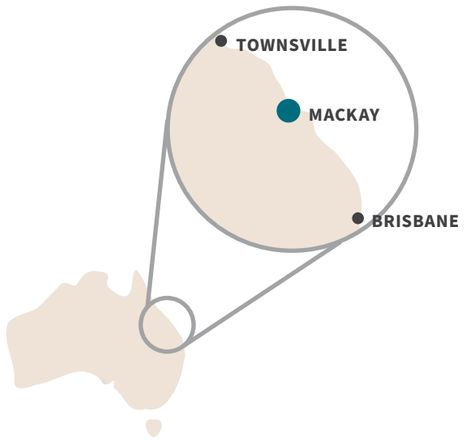
Ideally located on Queensland's central coast, Mackay is a thriving regional hub offering compelling opportunities for investment, business, and lifestyle.

Home to more than 129,000 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 (2026)
129,253

62.0%
WORKERS HOLD A FORMAL QUALIFICATION

ANNUAL AVERAGE UNEMPLOYMENT RATE (2025)
3.2%

HEALTH CARE - LARGEST EMPLOYING SECTOR
9492 JOBS

TOURISM GENERATES
$511.5M

GROSS REGIONAL PRODUCT
$14.9B

POPULATION GROWTH (2023-2046)
25.6%

MINING
$5.3B
VALUE ADDED TO MACKAY ECONOMY

Source: Mackay Region Economic Profile July 2024
https://www.discovermackay.com.au/Invest/Economic-quarterly-snapshot
https://app.remplan.com.au/mackay/economy/summary

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 129,253 as of 2026 — 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.

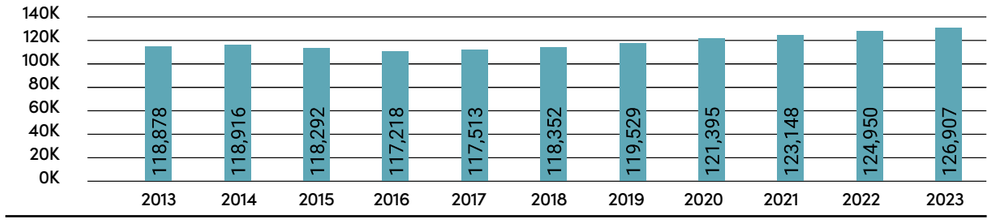
With over 129,000 residents, Mackay has reached a scale where its well-established industries and infrastructure effectively support a strong and self-sustaining economy—attracting both businesses and new residents alike.

PROJECTED TOTAL POPULATION IN 2046
159,361

PPROJECTED GROWTH (2023 TO 2046)
25.6%

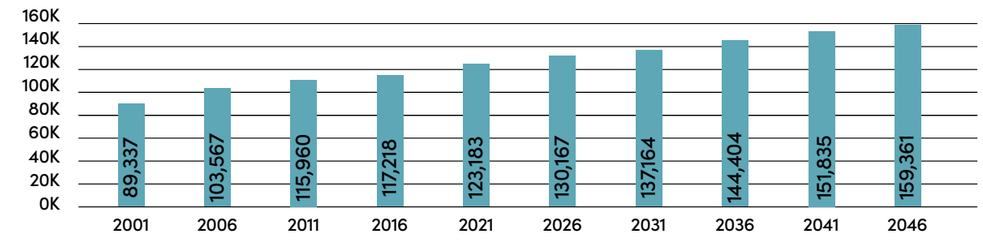
NEW RESIDENTS (2023 TO 2046)
32,454

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 $14.9 billion Australia's GDP—the area is recognised as a key economic engine.

Mackay's annual economic output is estimated at $29.4 billion, representing 33.6% of the Mackay–Isaac–Whitsunday region's total output. The mining sector contributes the largest share, accounting for 31.1% of total output. Within Mackay, Ooralea–Bakers Creek generates the highest economic output, with mining also its largest contributing industry.

Real GRP per capita has grown from $68,354 in 2013 to $121,209 in 2024, underscoring increasing productivity and economic resilience. Mackay's strategic role as a base for mining company headquarters and services underpins its impressive $5.3 billion in mining-related value added.

Mackay's GRP per capita in 2024 exceeded Queensland's by $22,163 – cementing Mackay's status as a high-performing regional economy with strong foundations for future investment.

GROSS REGIONAL PRODUCT (2025)
$14.9B

GROSS REGIONAL PRODUCT INCREASED FROM $13.9B IN 2023 TO $14.9B IN 2025

MACKAY **$121,209** | **QLD** **$99,046**
GRP PER CAPITA IN 2024

OUTPUT GENERATED BY THE MINING SECTOR
$9.15B

Source: Mackay Region Economic Profile July 2024
Mackay Regional Council Economic Development Strategy 2025 - 2030
https://app.remplan.com.au/mackay/economy/summary



A THRIVING EMPLOYMENT HUB BACKED BY A $29.4 BILLION ECONOMY

Mackay's robust economy—with a total output of $29.4B —underpins a strong and growing employment market, with over 60,825 jobs across key industries. Add to this, the 44,580 resource industry workers in the nearby Bowen Basin, and the potential new home purchasers in Mackay looks very promising.

The region's unemployment rate sits at just 3.2%, significantly lower than the national average of 4.6% in Q3 2026, reflecting high demand for skilled labour and ongoing economic expansion.

Healthcare and social assistance is Mackay's largest employer, providing 9,492 jobs, followed by retail trade (7,163 jobs) and construction (5,971 jobs). These sectors form the backbone of Mackay's labour market, offering stable, long-term employment opportunities and driving consistent population and economic growth.

The total number of jobs in Mackay in 2025 was estimated at 60,825. This reflects an increase of 12,850 jobs since 2016—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.

CHANGE IN JOBS BY INDUSTRY, MACKAY REGION

Options	2021	2022	2023	2024	2025
Agriculture, Forestry and Fishing	1,659	1,606	1,599	1,568	1,540
Mining	3,404	3,561	3,727	3,868	3,932
Manufacturing	3,737	3,701	3,822	3,821	3,941
Electricity, Gas, Water and Waste Services	627	672	676	708	744
Construction	5,006	5,431	5,581	5,736	5,971
Wholesale Trade	2,383	2,536	2,528	2,607	2,679
Retail Trade	5,662	5,896	6,097	6,074	6,174
Accommodation and Food Services	3,565	3,724	3,833	3,862	3,826
Transport, Postal and Warehousing	3,635	3,807	3,848	3,871	3,890
Information Media and Telecommunications	180	157	141	139	129
Financial and Insurance Services	654	663	672	684	696
Rental, Hiring and Real Estate Services	844	856	866	868	860
Professional, Scientific and Technical Services	2,545	2,573	2,620	2,743	2,809
Administrative and Support Services	1,809	1,903	1,909	1,950	1,967
Public Administration and Safety	2,440	2,501	2,437	2,455	2,537
Education and Training	4,471	4,600	4,764	4,869	4,876
Health Care and Social Assistance	8,324	9,193	9,411	9,942	10,311
Arts and Recreation Services	477	475	476	489	482
Other Services	3,160	3,188	3,291	3,337	3,461
Total	**54,582**	**57,043**	**58,298**	**59,591**	**60,825**

Source: Mackay Region Economic Profile July 2024. Mackay Regional Council Economic Development Strategy 2025 - 2030
https://app.remplan.com.au/mackay/economy/summary
https://capricornenterprise.com.au/2026/08/bowen-basin-population-report-2025/

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 1.03% at June 2026 — the region is facing a significant housing shortage.

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

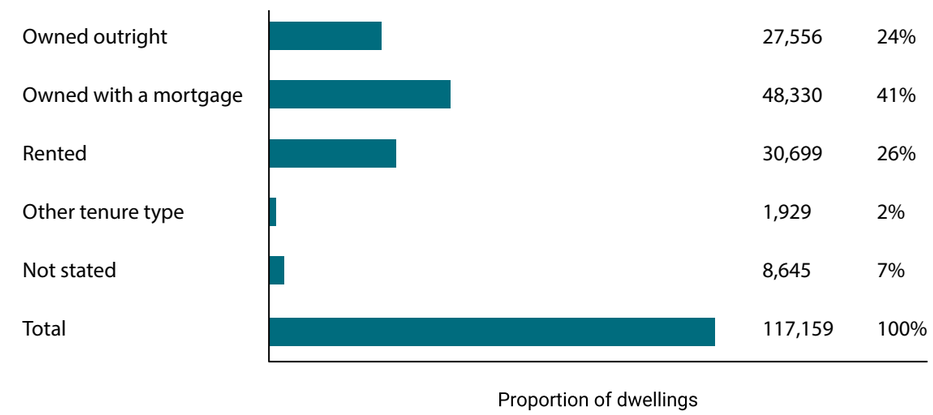


Historically, Mackay experienced an oversupply in the lead-up to the GFC, driven by mining companies leasing large volumes of housing above market prices. These companies then shifted to on-site accommodation, resulting in an oversupply of housing. The mining companies have now put in place housing policies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

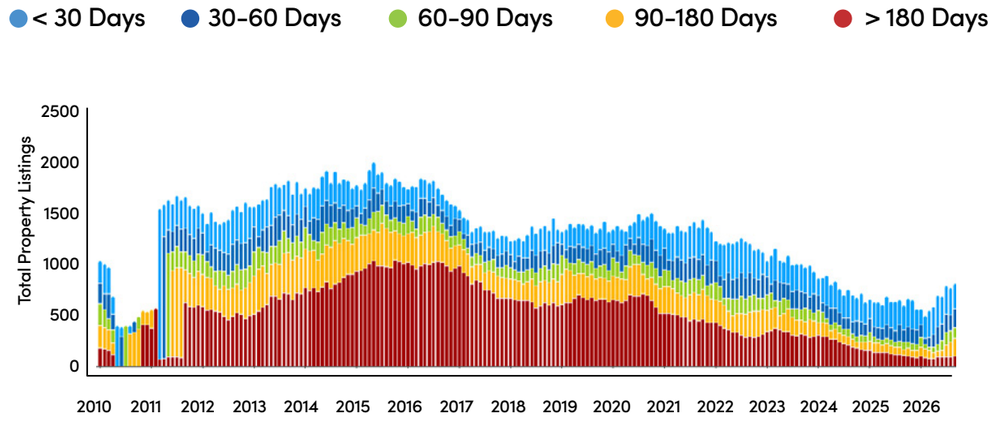
Coupled with affordable house prices, Mackay offers compelling value for homebuyers and investors seeking long-term regional growth.

DWELLING TENURE, MACKAY REGION AND QUEENSLAND, 2021



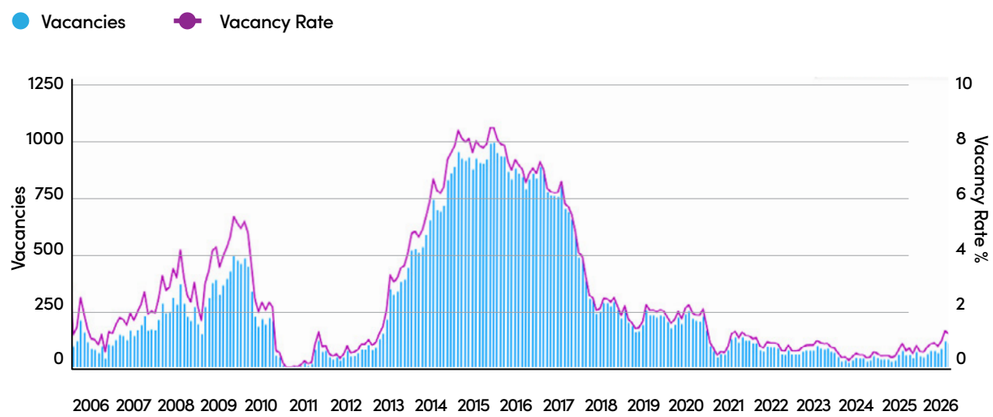
Source: https://app.remplan.com.au/mackay/community/housing/ownership

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–$850,000, 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 $643,369 million in annual economic output to the region.

Approximately 3,245 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 1,884 tourism-related 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
$643.3M

Source: Mackay Region Economic Profile July 2024 and https://app.remplan.com.au/mackay/economy/tourism/output







INFRASTRUCTURE INVESTMENT TO POWER REGIONAL GROWTH

Mackay is entering a bold new chapter of infrastructure growth, with more than $127.4 million allocated to capital projects for 2026 - 2027 FY 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)

$300M URBAN RENEWAL TO TRANSFORM CITY CENTRE

A $300 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: https://www.mackaywaterfront.com.au/Investment


Artist's Impression


Artist's Impression


Artist's Impression


Artist's Impression

$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.

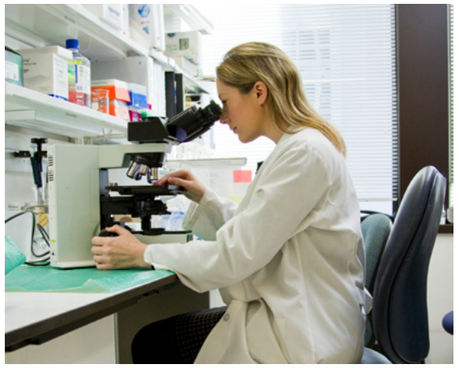
With stage 1 scheduled to begin in 2027, the expansion will deliver an additional 128 beds—meeting rising demand in one of Mackay's largest employment sectors.

Located in West Mackay, the project is expected to create 610 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: https://statements.qld.gov.au/statements/100042
https://www.mackay.health.qld.gov.au/hospitals-and-health-centres/mackay-base-hospital/mackay-base-hospital-expansion







Artist's Impression

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 it's economy.

Source: https://www.connectingmackay.com.au/finch-hatton-mtb





THE
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