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Cairns Regional Council plays a fundamental role in planning and providing for the Cairns community. Council delivers more than 400 services and functions to a population of over 160,000 across an area of nearly 1700km² from Bramston Beach to Palm Cove.

A pro-business, focused and results-driven Council, the organisation actively seeks to enhance and diversify the Cairns economy. It is focussed on providing a business environment that encourages investment and supports appropriate, sustainable business and industry growth whilst enhancing local lifestyle and providing long term employment opportunities.

Advance Cairns is the peak economic development agency in Tropical North Queensland. As an independent non-government organisation, Advance Cairns works collaboratively with all levels of governments and industry to promote trade and inward investment. Working with a long-term vision, the organisation provides apolitical leadership and facilitates connections between private enterprise, industry, community and government agencies to make a positive contribution to the long-term development of Tropical North Queensland.

TTNQ is the Regional Tourism Organisation for Tropical North Queensland and Cairns & Great Barrier Reef. The organisation works with industry and key stakeholders to promote the Cairns region as a travel destination around the world and to significantly grow sustainable tourism in this unique tropical destination. A membership-based, industry-funded incorporated private company, TTNQ is the region’s peak visitor destination management and marketing organisation. It provides proactive innovative leadership to the region’s industry, driving collaborative destination marketing initiatives that achieve maximum visitation, length of stay, expenditure and regional dispersal.
Cairns is a vibrant tropical city, strategically located as a world-class tourism and commercial hub. As the international gateway to two of the world’s great natural wonders – the Great Barrier Reef and World Heritage Listed Wet Tropics Rainforest – Cairns is renowned worldwide as a premier tourist destination. But the city offers much more – it is also an investment opportunity and an ideal place to Live, Visit and Do Business.

Our proximity to Asia-Pacific markets creates exciting opportunities for tourism development, investment, trade and business.

Direct air and sea access provide a competitive advantage to capitalise on the rapidly-expanding Asian economies and China’s burgeoning tourism market. Direct connections to major Australian capital cities and international services to China, Singapore, Japan, New Zealand, Hong Kong, Bali and Papua New Guinea open the door to lucrative commercial opportunities.

The introduction of new direct flights by China Southern Airlines and Hainan Airlines in December 2017 further expands the opportunities for Chinese visitors to fly directly from mainland China to Cairns and experience our tropical paradise.

Investors are quickly seizing opportunities in our key industries, and we now have billions of dollars’ worth of tourism, residential and commercial development projects planned or underway. Private sector projects such as the recently opened $50 million Cairns Aquarium and the Ghassan Group’s $370 million investment in three major hotels are transforming Cairns city and driving growth and investor confidence.

With our stable economic environment and strong growth forecasts, combined with competitive property markets and a flexible planning regime, investors are drawn to our safe long-term investment climate.

Cairns Regional Council is a proactive and pro-business local government that is investing heavily in public infrastructure to underpin future commercial development. We welcome private investment in strategic industries and work closely with investors to explore potential projects and strategic partnerships to capitalise on our city’s significant opportunities.

We are working with our partners, Advance Cairns and Tourism Tropical North Queensland, and the Australian and Queensland governments to unlock the enormous wealth potential of Cairns. Pro-business government policies including Free Trade Agreements and the Australian Government’s White Paper, “Our North, Our Future: A vision for developing Northern Australia” lay the foundation for significant growth.

I invite you to contact us to discuss the many investment opportunities on offer in Cairns, and I look forward to welcoming you to our city soon.

CR BOB MANNING
MAYOR OF CAIRNS
CAIRNS
where the rainforest meets the reef

• REGIONAL HEART OF ACTIVITY
• DIVERSE AND RESILIENT ECONOMY
• HIGH VALUE INDUSTRIES
• GAME-CHANGING INVESTMENTS
Heart of activity in Tropical North Queensland

The Cairns region is a prosperous, growing and investment ready centre of activity in Tropical North Queensland. Strategically located as the gateway to the Great Barrier Reef and World Heritage Listed Wet Tropics Rainforest, the region is recognised globally as a world class tourism destination.

With more than 3.1 million visitors attracted to the region each year, the local economy has an unrivalled competitive advantage in all aspects of the tourism supply chain, from the Cairns International Airport through to the accommodation, retail and food sectors and to the world renowned reef fleet and supporting marine services sector.

The Cairns region is also home to a diversified portfolio of agricultural activity that supplies product for both the domestic and international markets. Blessed with an abundance of sun, water and fertile soil, the Cairns region has long been recognised for its reliable trade in commodities such as beef, bananas and sugar.

More recently, investments in niche horticultural products such as tropical fruits have realised strong returns and have favourably positioned the region to capitalise on opportunities from Free Trade Agreements with neighbouring China, Japan and South Korea.

The Cairns region offers unparalleled opportunities for investors that are seeking:
• A resilient and diversified economy with unmatched natural advantages;
• Abundant opportunities arising from growth of the Asian middle class and economic strengthening in the tropics;
• A small business city with an entrepreneurial culture and a successful history of attracting investment and fostering new businesses;
• Established local supply chains in tourism, agribusiness, marine services, aviation, international education and property;
• A large, stable population base that has demonstrated resilience to changing economic conditions; and
• A region with aspirations for growth, and the economic fundamentals and local champions to ensure these aspirations are realised.

With more than 3.1 million visitors attracted to the region each year, the local economy has an unrivalled competitive advantage in all aspects of the tourism supply chain.
A resilient and growing economy, now and in the future

**Diversified Economy**
- $14 billion economy, growing at around 2.6% per year
- World class tourism industry and growing international education sector
- Export ready agribusiness industry
- Strong tourism support industries, particularly accommodation, marine services, aviation and retail
- Population services that support local residents, such as health care, education and business services
- Experienced construction industry

**Global Destination**
- Gateway to the Great Barrier Reef® and World Heritage Listed Wet Tropics Rainforest
- More than 900,000 international visitors each year
- More than 5,400 direct international flights annually
- Thriving international education sector
- Headquarters of the Citizens of the Great Barrier Reef Foundation®

**Growing Population**
- Regional population of 285,000 with 160,000 people in Cairns
- Forecast population growth of 1.3% per year over next decade
- The fourth largest regional city in Queensland and second largest in Northern Australia
- Visitors to region average 50,000 people per night

**Strong Investment**
- Significant planned investment in the tourism industry, including new accommodation and large scale refurbishments
- Upgrades to regional infrastructure, such as Cairns International Airport and Cairns Port are supporting future growth in the region
- $8 billion of confirmed major projects in the pipeline
HIGH VALUE INDUSTRIES

**Aviation Services**
OUTPUT: $611m  VALUE ADDED: $185M

**Healthcare**
OUTPUT: $1.5B  VALUE ADDED: $1.2B

**Construction**
OUTPUT: $4.4B  VALUE ADDED: $1.12B

**Marine Services**
OUTPUT: $113M  VALUE ADDED: $43M

**Energy & Resources**
OUTPUT: $1.8B  VALUE ADDED: $1.0B

**Agribusiness**
OUTPUT: $2.0B  VALUE ADDED: $822M
Game-changing investments

$50 MILLION

Cairns Aquarium
Opened September 2017, the new Cairns Aquarium is set to become Cairns’ largest and newest attraction. The project, in the heart of Cairns, aims to become the most visited land based attraction in the region for people seeking an enjoyable, undercover, family friendly, safe, affordable, and interactive way of seeing reef and rainforest creatures up close — all within a few minutes’ walk from all downtown hotels.

$2 BILLION

Rio Tinto’s Amrun project
Rio Tinto has mined bauxite at Weipa on Western Cape York for more than 50 years. The Amrun project includes the construction of a range of infrastructure required to support mining including a processing plant and port near Boyd Bay, a dam, tailings storage facility, roads and a ferry terminal on the Hey River to transport workers from Weipa to the mine. Construction of Amrun will extend the Weipa mine life by approximately 40 years, depending on production rates.

$387 MILLION

Mt Emerald windfarm
The Mt Emerald Wind Farm, currently under construction, includes 63 wind turbines that together will generate 189MW of power. The farm is expected to contribute $386.7 million to the economy, $161.5 million of which will be retained in Far North Queensland.
The Precinct

The Precinct project will deliver a purpose-built performing arts centre known as the Cairns Performing Arts Centre and a lush, tropical parkland with performance stage and amphitheatre called Munro Martin Parklands. Work on the Cairns Performing Arts Centre began in May 2016 with the theatre expected to be open in the first half of 2018.

CBD hotel developments

There are $1.4 billion of approved tower developments in the Cairns CBD comprising 14 new tower developments over five key city sites. These will create more than 2000 residential apartments, 813 new hotel rooms, and office, retail and entertainment facilities.
why Cairns?

- Perfectly positioned
- Growing economy
- Live, visit, do business
- World class infrastructure
- Strong investment pipeline
Perfectly Positioned

Cairns is perfectly positioned at the intersection of emerging Asia and the growing economic powerhouse of the tropic zone.

The Cairns region is located on the doorstep of emerging Asia, is one of the most developed cities in the tropics and is well connected with the rest of Queensland and Australia. This offers unrivalled strategic advantages for business located in the region. With easy access through Cairns International Airport, the multi-use Cairns seaport and road and rail links to major Australian cities, the region offers unmatched connectivity in Northern Australia.

GROSS DOMESTIC PRODUCT GROWTH

North-South and East-West

As the economic centre of gravity shifts towards Asia, and the tropic zone continues to develop, the Cairns region is perfectly positioned to capitalise on significant growth opportunities. There are few places as strategically positioned to capture both the North-South and East-West growth zones.

- The industrialisation and subsequent economic growth of Asia is well underway and is expected to be one of the defining events of the 21st century.

- Rapid development in the tropic zone has seen exponential expansion in trading routes. Over the last 30 years economic growth in the tropics has outperformed the rest of the world by almost 20% and now accounts for 19% of global economic activity.

- By 2050 the tropics will be home to most of the world’s population.

- The significant growth in the tropical zone and the Asian middle class has opened up many opportunities for the Cairns region, but it has been particularly important for two of the region’s key industries – tourism and agriculture.

- Recently signed free trade agreements with Asian trading partners have seen increased bilateral trade in goods, services and investment and this is only expected to continue.

- Tourists, investors, students and traders all value the region’s clean, green, friendly and stable image, not to mention the Great Barrier Reef.

Source: OECD 2016
The regional economy is valued at approximately $14.2 billion. Driven by globally competitive tourism, agriculture, health care, education, mining, aviation and marine sectors, the region’s economy is one of the largest in Northern Australia.

A growing economy

The Cairns region’s economy is valued at approximately $14.2 billion. Driven by globally competitive tourism, agriculture, health care, education, mining, aviation and marine sectors, the region’s economy is one of the largest in Northern Australia.

Diversified portfolio of industries

Blessed with an abundance of natural resources, the Cairns region supports a diversified portfolio of industries, ranging from local services (to support the stable population base) and construction, to export facing industries such as agriculture, tourism and education. Its location in Tropical North Queensland has meant that the Cairns region has developed a sustainable self-servicing economy. With a diversified and agile industry structure, the region has a successful history of riding the waves of economic change. This economic resilience has been proven time and again, with traditional economic staples (such as agriculture and education) able to absorb fluctuations in the tourism industry.

Industry structure

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Cairns Value</th>
<th>Queensland Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Population Services</td>
<td>28.9%</td>
<td></td>
</tr>
<tr>
<td>Business Services</td>
<td>24.9%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Tourism and Related Services</td>
<td>15.4%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td>8.8%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>Other Services</td>
<td>11.2%</td>
<td>11.5%</td>
</tr>
</tbody>
</table>

Note: Cairns region industry structure 2014-15 based on an aggregation of industry value added from economy.ia.
As of 2016, the Cairns region was home to an estimated 285,000 people. Attracted by the economic and lifestyle opportunities on offer, the region gained almost 17,000 residents over the five years to 2016, and this growth is not expected to be an isolated experience. Over the next 20 years, the region is expected to gain a further 100,000 residents.

Strong economic growth needs a reliable source of labour. Over the next two decades, the Cairns region is expected to gain an additional 50,000 workers. This will bring the size of the local labour pool to 190,000. Significant gains will be made in industries where the region has a strong competitive advantage, particularly tourism support (accommodation and food services), education, agriculture and construction.

**SUPPORTED BY POPULATION GROWTH**

**STRONG EMPLOYMENT GAINS**

**GROWTH IN EMPLOYMENT**

**EMPLOYED PERSONS**

Source: Queensland Government Statisticians Office
Live, Visit, do Business

With its unique natural attractions, superb tropical climate and friendly hospitality, Cairns is one of Australia’s most desirable places to live, visit and do business.

**Easy to do business**

Australia is ranked #7 in the world for ease of starting a business.

**Low tax rate**

The rate of tax per capita is lower for businesses in Queensland than businesses in NSW and Victoria.

**Favourable investment climate**

Investment in Cairns is safeguarded by Australia’s favourable investment climate.

**Credit worthy**

Australia is one of only 12 countries with a AAA credit rating. Queensland has a strong rating of AA+.

**Flexible Local Planning Scheme**

Council’s development-friendly, flexible planning scheme cuts red tape whilst promoting a smart, balanced and sustainable approach to development.

With its unique natural attractions, superb tropical climate and friendly hospitality, Cairns is one of Australia’s most desirable places to live, visit and do business.
Residents enjoy a relaxed lifestyle and high standard of living in a sophisticated and safe international city. A strategically-located commercial, industrial, educational and retail centre, Cairns is Northern Australia’s key economic hub. Well-developed air, sea, road and rail connections to major Australian and Asian cities makes Cairns perfectly positioned for doing business locally, nationally and globally.

**CITY IN THE RAINFOREST**
79% green space in urban areas (the highest tree covering of any regional city in Australia)

**LOW COST OF LIVING AND AFFORDABLE HOUSING**
AUD$415,000* median sale price (3 bedroom home); AUD$360* weekly median rent (3 bedroom home) * as at 30 Sept 2016

**INNOVATION IS OUR ADVANTAGE**
- 12,884 businesses employing a highly skilled workforce
- spirit of innovation (higher start-up density than South East Queensland)

**HIGH-QUALITY EDUCATIONAL FACILITIES**
- 78 schools plus 154 child care providers
- 3 vocational and industry skills training centres: TAFE Queensland, Great Barrier Reef International Marine College, and Cairns Aviation Skills Centre
- 2 top-ranking universities: James Cook University and CQU
- Destination of choice for more than 29,000 international students each year

**COMPREHENSIVE HEALTH SERVICES**
- public hospitals in Cairns (Australia’s first large-scale regional Digital Hospital) and Gordonvale
- Cairns Private Hospital (operated by Ramsay Health Care)
- James Cook University Dental School teaching clinic

**RENOWNED SPORT AND CULTURAL CENTRE**
Host to major national and international events including:
- Ironman Asia Pacific Championships
- Cairns Airport Adventure Festival
- UCI Mountain Bike World Championships
- Great Barrier Reef Masters Games (biennial)
- Cairns Cup and Cairns Amateurs annual horse racing carnivals
- Cairns Indigenous Art Fair (the world’s premier showcase of contemporary and traditional Indigenous art, dance and culture)
The diverse offerings of Cairns’ regional economy are supported by a range of infrastructure that connects the region to the world. The region’s most significant transport and infrastructure linkages occur via the Cairns Airport and the Port of Cairns. These linkages are the cornerstone to growing the region’s already large volume of visitors, the demand of industry, primary production, urban development and the region’s exports. The region’s local and state governments support the development of infrastructure by leading, promoting and coordinating the large infrastructure projects that drive future economic growth.

Currently there is over $8 BILLION OF CONFIRMED MAJOR PROJECTS in the development pipeline for the region.
Cairns Airport is the major airport of Northern Australia and the country’s seventh busiest. It provides a curfew-free gateway for visitors to Tropical North Queensland and everything this world renowned tourism destination has to offer. Just seven kilometres from the Cairns Central Business District, Cairns Airport is the most substantial transport link for both tourists and business travellers coming to the region. The airport welcomes over 5 million passengers each year.

There are direct domestic flights to and from Brisbane, Gold Coast, Sydney, Melbourne, Adelaide, Perth, Darwin, Alice Springs, Ayers Rock, Townsville and Toowoomba and regional centres across North Queensland facilitating over 4 million domestic passengers annually.

Approximately one third of the passengers travelling on domestic flights to and from Cairns are international visitors, while over 800,000 passengers travel to and from Cairns each year on direct international services. This network includes direct links with Tokyo, Osaka, Hong Kong, Singapore, Bali, Manila, Auckland and Port Moresby. There are also seasonal flights to Seoul.

In 2016 international visitors to Tropical North Queensland increased by 15% per cent compared to 2015, while international passengers at Cairns Airport grew by 22% and domestic passengers by five per cent.

**CASE STUDY: CAIRNS AIRPORT**

<table>
<thead>
<tr>
<th></th>
<th>International</th>
<th>Domestic</th>
<th>Total</th>
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<tbody>
<tr>
<td>2013</td>
<td>644,000</td>
<td>3,871,000</td>
<td>4,515,000</td>
</tr>
<tr>
<td>2014</td>
<td>591,000</td>
<td>3,990,000</td>
<td>4,581,000</td>
</tr>
<tr>
<td>2015</td>
<td>680,000</td>
<td>4,119,000</td>
<td>4,799,000</td>
</tr>
<tr>
<td>2016</td>
<td>827,000</td>
<td>4,340,000</td>
<td>5,167,000</td>
</tr>
</tbody>
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# Just a few examples of the strong investment pipeline...

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>INVESTMENT</th>
<th>STATUS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cairns Aquarium</td>
<td>$50 MILLION</td>
<td>COMPLETED</td>
<td>The Cairns Aquarium is a 16-metre high, 3 level, 7,500 square-metre (75,000 square feet) world-class modern and iconic building providing a CBD family attraction. It is expected to attract about 700,000 visitors annually.</td>
</tr>
<tr>
<td>Performing Arts Precinct Development</td>
<td>$67 MILLION</td>
<td>UNDER CONSTRUCTION</td>
<td>Building on the previous site of the Cairns Civic Theatre, the Performing Arts Centre will increase seating capacity from 669 to 940 in the main auditorium, foyer capacity from 200 to 1000 as well as major technological improvements.</td>
</tr>
<tr>
<td>Cape York Clean Energy Project</td>
<td>$100 MILLION</td>
<td>CURRENTLY IN APPROVALS PROCESS</td>
<td>Farming bio fuel crops in Cape York has the potential to grow local jobs and dramatically reduce reliance on increasingly expensive polluting fossil fuels.</td>
</tr>
<tr>
<td>C3 Towers Development</td>
<td>$550 MILLION</td>
<td>APPROVALS IN PLACE, INVESTMENT READY</td>
<td>Three landmark residential towers providing a much needed boost to residential and tourism accommodation in Cairns CBD. The 23+ storey development proposes 796 apartments. Ground floor entertainment including cafes, restaurants and boutique retail and a rooftop bar.</td>
</tr>
<tr>
<td>Nova City</td>
<td>$550 MILLION</td>
<td>UNDER CONSTRUCTION</td>
<td>A seven tower residential development in the CBD of Cairns consisting of 1158 apartments, office space and retail.</td>
</tr>
<tr>
<td>Botanica Integrated Residential Precint</td>
<td>$480 MILLION</td>
<td>UNDER CONSTRUCTION</td>
<td>An integrated residential precinct — a 33 hectare site on Cairns Western Arterial Road — comprising 1288 units and townhouses; mega lagoon and 8kms of landscaped gardens.</td>
</tr>
</tbody>
</table>
### Development of 20 large residential land lots and 202 residential apartments. An additional lake is under construction as well as additional facilities like a wet edge pool, BBQ and gym.

### The Entertainment Leisure Precinct at Smithfield Shopping Centre includes a new 6 screen cinema complex, featuring a V-Max cinema, as well as a new gym, medical suites, and retail offerings with a comprehensive range of every day dining experiences. It is expected to be opened in mid 2017.

### The Edmonton Business & Industry Park is poised to become one of the largest business and industrial developments in Far North Queensland. The Edmonton Business & Industry Park is a $100-plus million master-planned development on 212 hectares of land south of the Cairns CBD focusing on a broad range of retail, business, industrial, health and lifestyle sectors.

<table>
<thead>
<tr>
<th>Project</th>
<th>Investment</th>
<th>Status</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Golden Lakes Development</td>
<td>$122 million</td>
<td>Under construction</td>
<td>Development of 20 large residential land lots and 202 residential apartments. An additional lake is under construction as well as additional facilities like a wet edge pool, BBQ and gym.</td>
</tr>
<tr>
<td>Smithfield Entertainment Leisure Precinct</td>
<td>$29 million</td>
<td>Under construction</td>
<td>The Entertainment Leisure Precinct at Smithfield Shopping Centre includes a new 6 screen cinema complex, featuring a V-Max cinema, as well as a new gym, medical suites, and retail offerings with a comprehensive range of every day dining experiences. It is expected to be opened in mid 2017.</td>
</tr>
<tr>
<td>Edmonton Business Park</td>
<td>$100 million</td>
<td>Masterplan approved</td>
<td>The Edmonton Business &amp; Industry Park is poised to become one of the largest business and industrial developments in Far North Queensland. The Edmonton Business &amp; Industry Park is a $100-plus million master-planned development on 212 hectares of land south of the Cairns CBD focusing on a broad range of retail, business, industrial, health and lifestyle sectors.</td>
</tr>
<tr>
<td>GA Group – 163 Abbott Street</td>
<td>$120 million</td>
<td>Approved development</td>
<td>Two new 13 storey buildings, accommodating 220 hotel rooms and 110 apartments. Ground floor will include hotel lobby, restaurants and cafes, along with retail tenancies.</td>
</tr>
<tr>
<td>GA Group – 131-139 &amp; 141 The Esplanade</td>
<td>$120 million</td>
<td>Information/Referral Agency Stage</td>
<td>New 13 storey building including 55 hotel rooms, an island bar on the ground floor and a roof top bar and restaurant.</td>
</tr>
<tr>
<td>GA Group – 62-66 &amp; 70 Abbott Street &amp; 85-87 The Esplanade</td>
<td>$130 million</td>
<td>Application before Council</td>
<td>Development proposal for two towers containing approximately 280 hotel rooms and other features such as retail, restaurants, conference rooms and bars.</td>
</tr>
</tbody>
</table>
Investment opportunities
• TOURISM
• INTERNATIONAL EDUCATION
• AGRIBUSINESS
• MARINE SERVICES
• PROPERTY
• DEVELOPMENT INCENTIVES
• HOW TO INVEST
Tourism

Over the past 30 years tourism has been the fastest growing industry in the Cairns region.

The Cairns region is synonymous with tourism. The region’s unique natural and cultural offerings see it hold a special place in the hearts of travellers worldwide. Where else can a traveller visit the world’s largest living structure (the Great Barrier Reef), hike through a world heritage listed rainforest (the Wet Tropics), have an outback experience in Cape York and an Indigenous cultural experience? The Cairns region offers a tourist package that is unrivalled globally and is the world’s best place to engage with nature. This makes it a destination with a difference.

Cairns is also the headquarters of the Citizens of the Great Barrier Reef Foundation which has been established to protect and promote the Great Barrier Reef asset. The uniqueness of the tourism offering has driven unprecedented international and domestic visitation and expenditure growth in recent years.

Where the Japanese tourist market fostered the development of the region’s tourist industry in the 1990s, it will be the Chinese market that drives investment in the region over the next decade. By 2016 the Greater China market in Tropical North Queensland had grown to more than 260,000 visitors.

With the growth in visitation has come a growth in expenditure. Expenditure in the region has consistently grown over the last decade and now exceeds $3 billion annually.

The region’s long history of serving the tourism market has meant the tourism supply chain is very well established. From accommodation for all market segments, to a casino, to the reef fleet and other tourist offerings, the industry is deeply entrenched in the local economy. This affords it the strong support of local authorities, residents and businesses.

Looking forward, the opportunities are almost endless. Continued demand from both domestic and western international markets, combined with significant growth in Asian markets will give rise to many potential investment opportunities across the tourism supply chain.
MORE VISITORS ARE ARRIVING THAN EVER BEFORE

Demand for accommodation in Tropical North Queensland is increasing, with room availability expected to reach capacity in 2019. Unprecedented growth in both domestic and international markets saw the forecast room demand for 2016 reached well ahead of plan. By 2019 the expectation is that the current accommodation market will reach capacity without any further investments. Furthermore, opportunities already exist in the 5 star market to meet the demand of wealthy Asian tourists.

A SELECTION OF SOME OF THE CURRENT INVESTMENTS

The Ghassan Aboud Group is investing $120m in re-developing the Tradewinds Hotel to deliver more than 300 5-star hotel rooms and apartments.

A $50 million investment in the Cairns Aquarium will highlight the wonders of the Great Barrier Reef to the increasing number of visitors to the region.

The Fullshare Group is investing over $40 million on the renowned Sheraton Mirage Port Douglas.

The Ghassan Aboud Group has purchased land in the Cairns CBD for a $120m hotel development which will deliver 220 hotel rooms and 110 apartments. This group has also purchased Crystal Brook Station in the Cairns Hinterland.

The Nova City $550 million investment promises a brand new destination and cosmopolitan lifestyle experience for Cairns with the development of 1158 apartments, office space and retail offerings.
International students in Queensland are more likely to study outside of the capital city than in other Australian states. Outside of the population-dense South East Queensland region, Cairns has the largest economic contribution from international students.

Attracted by the world class education institutions, unrivalled natural beauty of the region and the liveability of Cairns city, international students find the region offers a compelling alternative to the major international education hubs.

Figures for 2016 show there were 14,000 international students enrolled in the region across schooling, vocational education and higher education, and this is expected to grow to 18,000 over the next decade. In addition to those on student visas, Study Cairns estimates a further 15,000 international visitors participated in education activities while in the Tropical North Queensland region in 2016. This includes activities such as study tours, English language studies and marine science programs.

This growth is supported by the experience and expertise of the region’s training providers in tropical fields, including tropical medicine and economics, disaster management, and marine biology. This expertise has the potential to be further marketed to reach developing economies with similar needs, such as neighbouring Papua New Guinea and the Philippines – two markets that already make the top five markets for the Queensland Vocational Education and Training sub-sector.

Cairns’ geographic proximity to key source markets has the potential to be another significant point of differentiation for the international education sector – particularly given the expected growth in demand from source markets in the Asia Pacific.

In addition to the formal education sector, the region attracts a considerable number of visitors seeking a combined tourism-education offering.

Cairns Airport is the closest entry point into Queensland for both established and emerging source markets in Asia (including from China, Japan, Vietnam and Papua New Guinea).

### Opportuniies for growth

<table>
<thead>
<tr>
<th>Source Market</th>
<th>Forecast Enrolments (Australia)</th>
<th>Stop Overs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papua New Guinea</td>
<td>N/A</td>
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</tr>
<tr>
<td>Indonesia</td>
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<td>DIRECT</td>
</tr>
<tr>
<td>Philippines</td>
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<td>DIRECT</td>
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### Key Source Markets in 2026

<table>
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<tr>
<th>Source Market</th>
<th>Forecast Enrolments (Australia)</th>
<th>Stop Overs</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
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<tr>
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<tr>
<td>Vietnam</td>
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<tr>
<td>Japan</td>
<td>18,417</td>
<td>DIRECT</td>
</tr>
<tr>
<td>Colombia</td>
<td>14,768</td>
<td>1+</td>
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</table>

Excludes international visitors on a non-student visa, such as those visiting the region for educational purposes on a tourist visa (e.g. study tours). Source: Deloitte Access Economics

*Direct flights are seasonal to and from China. Source: Austrade; Deloitte Access Economics 2016.
James Cook University (JCU) is ranked in the top 4% for research amongst universities globally and the university is internationally recognised as a global leader in tropical expertise. 10.5% of all students at the JCU Cairns campus are international students and there is significant opportunity for growth. JCU’s Australasian Institute of Tropical Health and Medicine (AITHM) has commenced construction of new research facilities worth $24.5 million. The project is jointly funded by State and Federal Governments to support AITHM’s capacity to conduct research in virology and viral diseases and develop new vaccines for tropical diseases. JCU recently announced a $40 million two-floor extension of the Cairns Square has been approved that will allow CQU to expand its footprint in the building and provide more room for future expansion opportunities.

Central Queensland University (CQU)

The multi-million dollar campus in the Cairns CBD is attracting thousands of domestic and international students, employing over 50 local residents and generating a regional economic boost of $250 million over its first five years in operation. Cairns Regional Council recently signed a Memorandum of Understanding with CQU to formalise a shared vision of establishing Cairns as a mecca for social innovation and the arts. CQU is Australia’s largest regional university and brings outstanding expertise in the fields of social innovation, regional tourism, Indigenous engagement, creative arts, agri-tourism and information technology. A $30 million two-floor extension of the Cairns Square has been approved that will allow CQU to expand its footprint in the building and provide more room for future expansion opportunities.

Great Barrier Reef International Marine College

As part of the TAFE Queensland network, the Great Barrier Reef International Marine College (GBRIMC) located in Cairns specialises in the provision of maritime training to local, national and international clients. This state-of-the-art training facility offers a comprehensive range of training qualifications and certificates, in accordance with regulatory requirements and the Australian Maritime Safety Authority (AMSA). Facilities include a full mission bridge simulator (Kongsberg Polaris), tug-optimised bridge, desktop simulators, Multi-purpose Emergency Response Training Simulator (MERTS), engineering workshops, immersion pool and training vessel.
Agribusiness

Agriculture contributes $0.8 billion to the Cairns regional economy each year. The sector’s competitive advantage is built on the region’s tropical climate and fertile soil, which is supported by specialised primary production and established supply chains.

Leading exports include raw sugar, live cattle, horticultural products (mangoes, citrus, avocados, potatoes, lychees, coffee, peanuts and macadamias) and fish and shellfish. Recent investment in the industry has focused on high value horticultural products such as avocados and blueberries.

In addition, there is a very sophisticated agricultural supply chain that supports the region’s producers. More recently, the agribusiness supply chain has expanded to include niche value adding processors, such as those developing retail packs of coffee, chocolate, wine, nuts and dried fruits.

As with tourism, the region’s agriculture industry is extremely well placed to capitalise on the significant increase in demand from emerging Asia. Recently signed free trade agreements with China, Japan and South Korea have opened up opportunities to export products to new markets and further grow existing markets.

Agribusiness is the future wave of economic growth, where the region’s advantages will meet global opportunity. Global opportunities will lead to agribusiness offering goods that are intended for specific global markets from the outset. To make this opportunity a reality, innovation needs to start behind the farm gate and continue across the supply chain, infrastructure, logistics, marketing and business processes.

GROSS VALUE ($M) OF AGRICULTURAL PRODUCTS

Source: ABS Value of Agricultural Commodities Produced, Australia, 2013-14

CHINESE CONSUMPTION OF BEEF (‘000 TONNES)

Source: Comtrade
CASE STUDY: BLUEBERRIES

Australia’s largest Horticultural company, Costa Group, has established an all-year round supply of blueberries as a result of expansion across Australia, including in the Atherton Tablelands region of Tropical North Queensland. The Costa Group is expected to harvest about 600 tonnes of blueberries in its Tropical North Queensland orchards between May and November, with plans to expand its tropical berry footprint from 42 to 75 hectares in the next 12 months.

Costa Group currently produces approximately 45% of Australia’s blueberry supply.

The company is investing heavily in genetic R&D and unique protective and storage infrastructure, which is likely to have multiple economic spill overs.

This innovative approach has seen Costa Group implement the country’s first berry storage facility in a just-below-zero atmosphere. It has been found that this temperature is ideal for exporting – the berries stay in premium condition for longer, meaning they can withstand travel via sea freight.

With global demand for blueberries growing at a rate of 15% year on year, the future is bright for blueberry production in Tropical North Queensland.
Cairns has the largest marine tourism sector in Australia with The Reef Fleet Terminal as the gateway to the Great Barrier Reef, one of the seven natural wonders of the world. Approximately 980,000 passengers visit the Reef from Cairns each year.

With no signs of slowing down, 2016 brought record numbers of passengers processed through the Reef Fleet Terminal with an average of 18% growth from the previous year. In January 2017, the monthly number for passengers was also a record-breaking 91,070.

Beyond marine tourism, the sector also covers recreational activity for superyachts, local charters, recreational boating and cruise liners. In 2017, domestic and international cruise ships will deliver approximately 85,000 passengers to Cairns.

Almost 1000 vessels arrived in the Port of Cairns in 2016, and another 500 across all nine ports.

The Cairns marine industry is a growth sector with well over 100 businesses operating to cater to the ever-growing demand in the region. This includesprovedore services and a combination of world-class marine refit, maintenance and ship-building companies in Cairns.

The skills and expertise required to cater to the marine services sector can also be delivered by the region’s very own Great Barrier Reef International Marine College.

Cairns is a key commercial fishing port in Australia. It is the fourth largest home port for the Commonwealth Eastern Tuna and Billfish Fishery and a home port for the Commonwealth Northern Prawn fishery.

The Cairns trading port also handles bulk carriers, coastal shipping, mother ships, and project specific cargo and container carriers. $1.15 billion of cargo made its way through Cairns over the past 12 months.

Adding to the capacity of the Port of Cairns is nearby Mourilyan Harbour, which is primarily used for sugar, molasses, live cattle and, more recently, iron ore export. It is earmarked for additional purposes in the future.

Overall, nearly 5 million tonnes of cargo was moved throughout Ports North’s nine ports in the past year bound for domestic and international markets.
HMAS Cairns is Queensland's only naval base and is responsible for all Australian naval activity off north-eastern Australia and can have up to 10 ships stationed.

37 scheduled Reef Fleet Services depart from Cairns for the Great Barrier Reef every day.

Worl-class expertise to service one of Australia's largest fishing fleets as well as Super yachts.

The $120 million Cairns Shipping Development Project, if approved, would ensure Cairns secures an even greater share of the cruise ship market (59 new mega ships by 2026), enhance Naval capacity and improve port efficiencies.

**CARGO**

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<th>Exports</th>
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<tr>
<td>2011-12</td>
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<td>606</td>
<td>436.9</td>
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<tr>
<td>2014-15</td>
<td>657.9</td>
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Source: Queensland Government

**CRUISE SHIPS**

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<tr>
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<th>Cruise Ships</th>
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<tbody>
<tr>
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<tr>
<td>2016</td>
<td>42</td>
</tr>
<tr>
<td>2017</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Ports North

**NAVY**

**REEF FLEET**

**SERVICING**

**PORT**
Property Investment

Prospects are high for the Cairns property market with affordability and lifestyle factors driving demand.

5,469 properties were listed for sale in 2015, generating $1.1 billion in sales. The Cairns property boom is expected to continue as attractive prices bring new vendors into the market.

Housing prices overtook their 2008 peak in 2016, with the median sale price for a new house and vacant land in Cairns reaching $415,000 and $229,000 respectively.

In the year ending October 2016, the construction of 999 residential buildings was approved in the Cairns region. These approvals have an expected building value of $327 million, with non-residential approvals expected to add an additional $256 million.

The rental market continues to build investor confidence by retaining a low vacancy rate of 2.1%.

Commercial developers are capitalising on the Cairns region’s lifestyle and employment opportunities, with significant investments already in the pipeline to satisfy existing capacity constraints. Looking forward, the next twenty years are expected to see an additional 30,000 dwellings added to the region (40% growth), further boosting opportunities for property investment. The largest growth will be in couple and single person households (58% and 53% growth, respectively), mirroring current investment trends towards smaller, apartment style living.
CASE STUDY: CITYPORT
At the heart of Cairns is the waterfront urban revitalisation project that is Cityport.

The redevelopment of this important part of the city will provide the opportunity for a new, integrated, mixed-use precinct with a range of land uses including potentially cultural and entertainment facilities, hotels, retail, residential uses as well as an active public realm.

Cityport commands the seaward extremity of the western shore of Trinity Inlet and adjoins the Cairns Central Business District. The total land area of Cityport is approximately 16.16 hectares with marina facilities and cruise liner terminal taking up a similar area of deep water within Trinity Inlet.

A fundamental element of the Cityport precinct is the water inwards design which effectively links the waterfront activities with the central business district of Cairns in a manner which will meet the needs of tourists and the local community over many decades to come.

Cityport’s Waterfront Boardwalk links with the Cairns Esplanade to provide a pedestrian promenade from the northern end of the Esplanade, through the award-winning public swimming lagoon precinct, past the Cairns Marlin Marina through to the Cruise Liner Terminal past the Shangri La Hotel, Cairns Harbour Lights Apartment Hotel and Hilton Hotel complexes.

The Cairns Marlin Marina is home to Australia’s largest commercial fleet of reef vessels catering for daily reef trips for over 930,000 passengers annually. Located immediately adjacent to the Cairns CBD, the marina also attracts significant numbers of cruising yachts and is Australia’s busiest Super Yacht marina.

The Cityport development opportunity includes prime vacant waterfront land on the edge of the Cairns CBD extending from the Hilton Hotel in the North though to the Cairns Convention Centre to the south. The strategic waterfront location, scale and development capacity of Cityport provides unrivalled opportunity for development of a world class waterfront destination that will leverage off the existing successful Cityport developments. Development of this prime waterfront precinct has the capacity to transform the Cairns CBD into an iconic tourism, and entertainment destination.

The development of world-class marine facilities will boost Cairns’ reputation as the pre-eminent gateway to the Great Barrier Reef and the pre-eminent Queensland location for cruise ships, reef visitation and international superyachts. The redevelopment of the waterfront into a well-planned tourism precinct, integrated with the CBD will invigorate the waterfront by providing improved access and amenity for tourists and the local community alike.

EXISTING SUCCESSFUL DEVELOPMENTS WITHIN CITYPORT INCLUDE:
- Cairns Marlin Marina
- Shangri La Hotel
- Reef Fleet Terminal
- Cairns Harbour Lights Apartment Hotel
- Hilton International Hotel
- Cairns Cruise Liner Terminal
- Heritage Listed Wharf Shed 2
- Marina Point Foreshore
- Playground and Boardwalk
We welcome business investment in our City Centre. Cairns Regional Council will provide discretionary support to businesses seeking to invest in the region’s future in key strategic industries. In-kind support and direct financial incentives are available. Approved applicants will receive priority local government support through the appointment of a dedicated Case Manager who will serve as a single point of contact with Council.

**FAST TRACK DEVELOPMENT APPLICATIONS**
We are cutting red tape and streamlining desirable development by fast tracking development applications. Council has dedicated staff to fast track the assessment of selected low risk development applications. Eligible applications will be assessed in less than half the time allowed for under the legislation, significantly reducing red tape and holding costs.

**PRE-LODGEMENT ENQUIRY SERVICE**
Avoid delays by taking advantage of our free pre-lodgement enquiry service. The pre-lodgement enquiry service promotes and maintains effective communication between Council and the applicant, facilitating well-made applications and a quicker approval process. Council offers this free service for applicants to discuss a proposal prior to lodging a formal development application.

**FLEXIBLE PLANNING SCHEME**
Our development-friendly planning scheme is making it easier to live, visit and do business in the City Centre. The scheme provides a flexible framework with a focus on outcomes not process. Reduced levels of assessment provide greater certainty for developers. We encourage people to make the City Centre their home and take advantage of all the benefits living in the City offers. Our planning scheme promotes increased building heights and residential living in the City Centre, to meet the needs of our growing population and demand for inner city living.

**CAR PARKING CONCESSIONS**
To encourage desirable development in the Cairns City Centre, Council has relaxed car parking requirements for business and shopping facilities. Mixed use developments may qualify for a further relaxation of up to 30% of the non-residential component for cross-utilisation.
How to Invest

Advance Cairns works in collaboration with private enterprise, industry, community and government agencies to connect investors with investment opportunities. To find out what opportunities are currently available, refer to the TNQ investment opportunities register at:

www.cairnsinvestment.com.au

If you are interested in a confidential discussion on the investment opportunities available, you can contact us on any of the direct lines listed here.

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