



## Retail in the Western Downs

### LARGE RETAILERS IN THE WESTERN DOWNS:

- BUNNINGS WAREHOUSE
- HARVEY NORMAN
- TARGET COUNTRY
- DOLLARS & SENSE
- SUPERCHEAP AUTO
- JEANSWEST
- CROSSROADS
- LOWES
- MILLERS
- NONI B
- ROCKMANS

### WHY ESTABLISH YOUR RETAIL BUSINESS HERE?

The Western Downs is a location where retailers can capture untapped niche markets and enjoy lower startup and warehousing establishment costs; while accessing national and global markets via digital connectivity.

The picturesque Western Downs is located in south-west Queensland and offers the benefits of contemporary living with a friendly regional lifestyle.

For retailers, strong ongoing economic growth, boosted by the resource sector, and high investment across agriculture, construction, renewable energy and manufacturing industries, provides a strong economy from which to leverage target markets, while enjoying business stability, profitability and sustainability.

A diverse range of flagship stores service the Western Downs communities, including the western markets of Maranoa and Balonne.

**“We love to invest in our community and that is why we’ve made the commitment to buy local.”**

Paul McVeigh, Mayor  
Western Downs  
Regional Council.

### TARGET MARKET:

As well as servicing a population of more than 34,000 people in 2018, the region’s retail sector captures **more than 50,000 shoppers** from adjoining western areas, with a ‘shop local’ culture encouraged throughout the region by Mayor Paul McVeigh.<sup>2</sup>

**Residents across the region are made up of a fairly even balance of males to females, with an average disposable income that is nearly \$20,000 higher than the Queensland average.<sup>3</sup>**

This results in household budgets with room for retail spend.

The central location of the Western Downs offers market diversity to capture the full range of retail offerings, with lifestyle requirements ranging from rural through to residential living.

### COMMERCIAL LAND ACQUISITION COST IN THE WESTERN DOWNS



Is 87% less in the Western Downs region compared to Brisbane City per hectare<sup>1</sup>



## RETAIL IN THE WESTERN DOWNS REGION:

The retail sector throughout the region is growing, with opportunities remaining to leverage untapped niche markets.

Recently Big Box retailers **Bunnings Warehouse** and **ALDI Australia** opened stores in Dalby, confirming confidence in the region's retail sector and complimenting existing retail outlets.

This is a show of faith in the Western Downs retail sector from two of the largest players in Australia.

New businesses in the region create jobs and offer career pathways, establishing the Western Downs as a retail hub where residents can shop locally, as well as capturing the outlier market of shoppers or traffic passing through the region.

*"We are proud to call ourselves "Good Different". We offer a supermarket experience that is like no other in Australia, offering high-quality products at permanently low prices.*

*We are pleased to be a part of the Western Downs community, bringing our unique shopping experience and providing employment opportunities for local residents."*

*- ALDI Australia spokesperson*

These home improvement and grocery giants complement the existing mix of independent retailers across fashion, furniture, Fast Moving Consumer Goods (FMCG), hardware, sport and recreation as well as food and beverage.

Dalby is considered the service epicentre and gateway to the region due to its central location with 56.3% of Western Downs region retail trade workers are located in the town.<sup>3</sup>

Well established food retailers in the region include corporate-owned fast food franchises such as **McDonald's**, **Hungry Jack's**, **Red Rooster**, **Subway**, **Dominos**, **The Coffee Club** and **KFC**, with opportunities for new healthy fast food franchises, hospitality including restaurants and street food outlets to establish themselves.

Australian owned computer and electrical goods store, **Harvey Norman**, has had a presence in the region for more than ten years.

Big Box furniture retail is another niche market with opportunities for growth. This was recognised by **Betta Home Living** in Chinchilla, who upon discovering a need for bedding, expanded the showroom floor to add a large range to their product offering.

**Over a five-year period ending in 2018, retail output in the region has grown by more than 10%.<sup>3</sup>**

Of more than 34,000 residents, 9.2% of resident workers are employed within the retail sector, with retail business making up 4.1% (QLD average 5.7%) within the region in 2017.<sup>3</sup>

With an unemployment rate trending lower than the Queensland average, investment in this region offers financial security and job opportunities in the community.





## POSITION YOUR BUSINESS TO CAPITALISE ON THE RESOURCE SECTOR:

In 2017-18, the Queensland resources sector directly impacted the Western Downs economy through:

- \$136 million spent on goods and services purchased locally + community contributions.<sup>4</sup>
- With strong foundations in agriculture, construction, manufacturing, and the resource sector, the inclusion of renewable energy has only strengthened the regions business generated wealth.
- The Gross Regional Product (GRP) of the region has increased by 139.25% (\$2,327m) over 15 years to reach nearly \$4 billion.<sup>3</sup>

## CONNECTIVITY:

One of the greatest benefits of the Western Downs location is connectivity and proximity to supply chain and untapped opportunities within retail markets, including retail visitors travelling through.

Once the Toowoomba Second Range Crossing is open it will be **an easy two - three hours drive north-west of Brisbane and less than one - two hours from Toowoomba**, depending on where the business is located within the Western Downs. Reduced transport times mean reduced costs and turnaround times for your business.

Ease of highway access, including the Leichhardt, Moonie and Warrego Highways, the construction of the Toowoomba Second Range Crossing, and rail networks such as the Western Rail Line increase connectivity and provide direct access to the Toowoomba Wellcamp Airport and the Port of Brisbane.

The Toowoomba Second Range Crossing, which is scheduled for completion in late 2019, will create a faster and more efficient route for connecting freight to major ports and markets and travellers to their destinations.

The Toowoomba Wellcamp Airport opens export opportunities through Queensland's only dedicated 747-8 International Freighter Service.<sup>4</sup>

The rail network transports containerised freight to the Port of Brisbane for export, with imminent rail tunnel upgrades allowing for transport of 'Hi Cube' containers. The Inland Rail national project will link the Port of Melbourne and the Port of Brisbane by rail, via central-west NSW and Toowoomba.<sup>5</sup>



### References

<sup>1</sup> - Fraser Valuers

<sup>2</sup> - Western Downs Regional Council

<sup>3</sup> - Economy.id

<sup>4</sup> - Queensland Resources Council (QRC)

<sup>5</sup> - AQ

<sup>6</sup> - The Western Downs Regional Council Development Status Report

## REGIONAL PROFILE:

Known as the Energy Capital of Queensland, the Western Downs is experiencing high economic growth, investment, consistently high employment and includes some 38,000 km of land. The region boasts an impressive \$6 billion worth of approved renewables, with another \$1.2 billion under construction.<sup>6</sup>

One of the greatest benefits of the location of the Western Downs is the connectivity and proximity to the supply chain and relevant markets.

Another is a rural labour pool resulting in good workforce relations and retention rates and a diversity of industries with high workforce attraction.

The Gross Regional Product (GRP) of the Western Downs region has increased by 139.25% (\$2,327m) over 15 years to reach nearly \$4 billion.<sup>3</sup>

Home to a growing population of more than 34,400 residents, the Western Downs offers contemporary technology and opportunities in a friendly regional location.

Modern facilities such as aquatic and fitness centres, art galleries, museums, cinemas and civic centres bring a metropolitan feeling to rural communities.

The region also offers residents accessibility to public and privately run medical and health care services including access to hospitals, medical centres, dental and other health care professionals.

The roll-out of the National Broadband Network (NBN) and increasing mobile and internet coverage has positively impacted the global connectivity of businesses, lifting productivity and profitability.

Residents enjoy a lower cost of living due to affordable housing (\$217K average house price), ease of access to schools, work and retail outlets, with the NBN providing the network connectivity required for families and businesses to flourish.<sup>2</sup>

It also offers a growing diverse regional economy across agriculture, intensive agriculture, manufacturing, resources and renewable energy.

## INNOVATION

Digital technologies create opportunity for growth and transformation. Technology is a continually evolving field and the Western Downs offers local businesses contemporary communication solutions via NBN access to stay connected and current.

The information and statistics included in this document are reliant on the accuracy of sources as listed and were accurate as at the time of printing. June 2019.

## A SNAPSHOT



UNEMPLOYMENT  
RATE TRENDING  
LOWER THAN QLD  
AVERAGE



A SKILLED AND  
EXPERIENCED  
WORKFORCE



GRP: 139.25%  
INCREASE OVER  
15 YEARS



Our Region



DEVELOPMENT & DEVELOPERS  
SUPPORTED AND WELCOMED  
WITH WDRC PLANNING SCHEME



COMPARATIVELY STRONG  
INDUSTRY SUPPLY CHAINS  
PER CAPITA OF POPULATION

Energy Capital of Queensland:  
Resources & Renewables



# NBN

INNOVATION: NBN ROLLOUT =  
DIGITAL CONNECTIVITY &  
SPEED FOR YOUR BUSINESS

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AVERAGE DISPOSABLE  
INCOME \$20K HIGHER  
THAN QLD AVERAGE

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