

INVESTMENT PROSPECTUS

for the Toowoomba
CBD and Railway Parklands
Priority Development Area
(PDA)





“Toowoomba City Centre will capture the opportunities that exist to cement its position as a key regional activity centre. Development and change will be the themes of sustainability, civic vibrancy, heritage and investment to create a thriving place that is truly the heart of the region.”

Vision, Toowoomba City Centre Masterplan



CONTENTS

Investments	4
Toowoomba CBD	5
Toowoomba Regional Economy	6-7
Image Wall	8-9
Key Business Sectors	10
Centrally Located Globally Positioned	11
Railway Parklands PDA	12
Investment Opportunities	14
Inner City Living	15
Investor Quotes	16

\$850m+ and counting: Toowoomba’s CBD and PDA continues to grow

Enhancing Toowoomba’s reputation as a fast-growing region, in recent years the CBD and PDA have attracted over \$850m of investment in over 40 projects from both the public and private sectors, including a \$500m investment by the Queensland Investment Corporation in Grand Central.

The CBD is fast becoming a destination for both residents and visitors, with a growing coffee scene and vibrant laneway culture, providing a range of venues for entertainment and dining. First Coat has also provided a diverse range of public art and murals across the CBD.

The CBD and PDA are home to a wide range of historic, heritage and character buildings, providing significant opportunities for building repurposing, including for Inner City Living and Shop Top conversions.

Investments in public realm add to the enjoyment and walkability of the CBD, with both visitors and residents enjoying the linear park connections and walking trails.

The growth in visitor numbers is supporting the growth and investment in short stay accommodation, which in turn is supporting the retail and night time economies.

INVESTMENTS



Short Stay Accommodation

- › Burke And Wills Hotel
- › Oaks Hotel
- › Toowoomba Central Plaza Apartment Hotel
- › Quest Toowoomba
- › The Arbour Boutique Apartments
- › Laguna Serviced Apartments
- › Potter's Boutique Hotel



Entertainment

- › Empire Theatre
- › Armitage Centre
- › Metropole Hotel
- › Muller Brothers
- › The Bank
- › Toowoomba Sports Club



Retail / Dining

- › Grand Central
- › Longs Quarter
- › Walton Stores
- › Bunnings
- › Old Post Office Building



Mixed Use Building Repurposing

- › The Foundry
- › The Mills Precinct
- › Rows Stores
- › The Goods Shed
- › The Laundry (former Knights Laundry)
- › Raff Campbell Development



Parks & Open Space

- › Queens Park
- › Cathro Park
- › Toowoomba Railway Parklands (from 2024/5)
- › Clewley Park
- › West Creek corridor



Residential Developments

- › Inspire South Central
- › Bowery Residences (PROPOSED)
- › 11 storey carparking and apartment building (PROPOSED)



Notable Commercial Sales during 2019

- › Easternwell Building
- › 146 Herries Street
- › 70 Neil Street (HTW December 2019)



Community & Road Infrastructure

- › Toowoomba CBD Library and Civic Square
- › The Goods Shed
- › Ruthven Street Revitalisation
- › Outer Circulating Road
- › Russell Street Revitalisation (PROPOSED 2020/21)



Laneways

- › Carnival Lane
- › Kwong Sang Walk
- › Searles Walk
- › Saba Building
- › First Coat public art and murals

Note: this is not a complete list of investments, but is designed to showcase the diversity and range of investments.

TOOWOOMBA CITY CENTRE



TOOWOOMBA REGIONAL ECONOMY

Toowoomba is the **5th largest city** in Queensland and Australia’s second largest inland city after Canberra.

 The current **population is 169,008** (ABS ERP 2019) and is estimated to grow by **50,000 residents by 2035**.

KEY SECTORS

Health Care & Social Assistance
Retail
Public Administration
Education & Training
Construction
Manufacturing
Transport & Logistics
Agriculture
Mining & Resources

12.19bn

GROSS REGIONAL
PRODUCT (GRP)
(NIEIR 2019)

16,099

TOOWOOMBA
BUSINESSES
(ABS 2019)

85,249

REGIONAL
JOBS
(NIEIR 2019)

82,634

EMPLOYED
RESIDENTS
(NIEIR 2019)



4.8% GROWTH

The Toowoomba regional economy is showing consistent growth averaging over 4.8% per annum over the last ten years, far exceeding the Queensland average of 2.4%. The regions GRP as of 30th June 2019 was \$12.19bn up \$451m on the previous year.

The economy is robust and resilient across a wide range of sectors, providing businesses, investors and developers with a platform for sustainable growth and long term returns on their investments.

The Toowoomba CBD is an economic power house supporting more than 1 in 5 of the region's jobs!



Employment

18,724

22% OF THE REGION'S EMPLOYMENT



Value Added

\$2,680m

(EST 2019) 22% OF THE REGION'S GRP



Businesses

1,225

(GST REGISTERED)



As of June 2019, the Toowoomba CBD was home to 1,206 businesses



New business formation rate: 2.4% (2018/19), exceeding the Queensland average of 2%



Day Trippers

1.5m

AVERAGE OVER THE LAST FIVE YEARS



Domestic Visitors

750,000

AVERAGED OVER THE LAST FIVE YEARS



International Visitors

24,000

AVERAGED OVER THE LAST FIVE YEARS



Resident Population

2,300

USUAL RESIDENTS (ABS CENSUS 2016)

WORKFORCE PROFILE OF THE CBD:

Median Age

38

Bachelor's Degree or above

29%

High Income Earners

24%

Full-time Employment

67%

Managers or Professionals

35%

Born Overseas

14%

TOP OCCUPATIONS OF EMPLOYEES IN THE CBD:



Health Professionals



Sales Assistants and Salespersons



Business, HR and Marketing Professionals



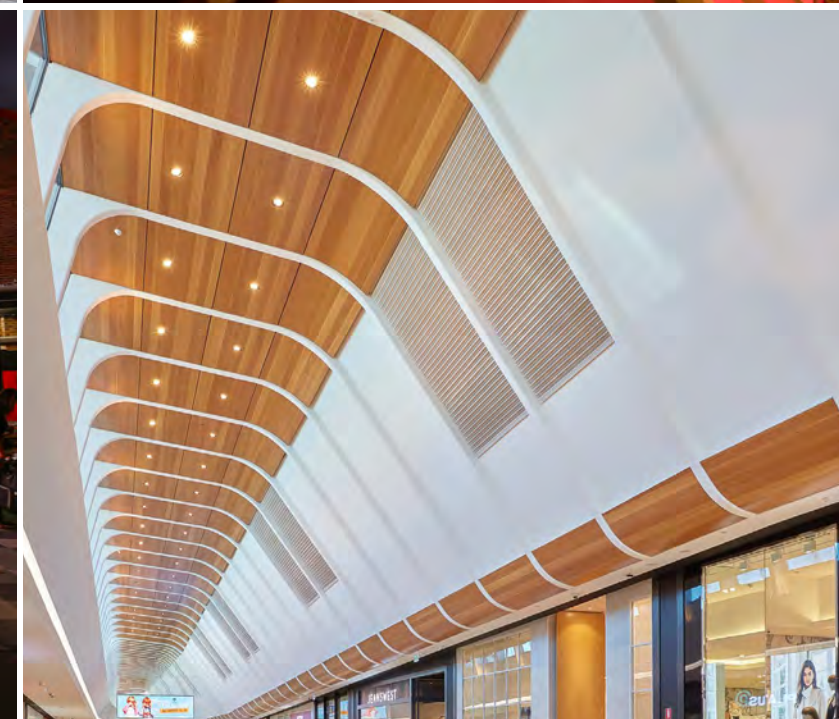
Hospitality, Retail and Service Managers



Finance related roles

(ABS Census 2016)

Source: Toowoomba – Inner City Economy (March 2020, .idpopulationexperts)





KEY BUSINESS SECTORS

The following outlines the top seven business sectors in the CBD. All have the potential to grow and provide new opportunities for businesses to relocate or expand into Toowoomba, benefitting from both the availability of a highly skilled workforce and commercial premises:



HEALTH CARE AND SOCIAL ASSISTANCE

Health Care & Social Assistance is the largest employer providing 4,582 jobs and generating \$360m of value. The sector is also highly professional and educated – 51% in professional roles and 53% of employers holding at least a Bachelor's degree.

The largest employer is the Toowoomba Hospital, with a wide range of allied health providers and private hospitals in the wider region. Toowoomba is a centre for wider region health care across Northern NSW, Western and Northern Queensland.

Toowoomba is also gaining an increasing reputation as a destination for health care related tourism; tele-health and rural/remote health services.



PUBLIC ADMINISTRATION

Reflecting its central administrative role, Toowoomba and principally the CBD accommodates 23 Federal and Queensland Government agencies, alongside the offices of Toowoomba Regional Council. The sector employs 2,305 employees and generates over \$236m in value add. At least 36% of the workforce hold a Bachelor's degree.

Consolidation and decentralisation of government agencies is a significant investment opportunity for the CBD. Recent examples include: Australian Rail Track Corporation, Grains Research & Development Corporation.



RETAIL

The Queensland Investment Corporation invested \$500m in the redevelopment of Grand Central in the heart of the CBD, further galvanising the CBD's role as the major retail centre for the South West of Queensland.

Opportunities exist for new retailers and food and leisure businesses to invest in the wider CBD to further service Toowoomba and the wider region.



ACCOMMODATION AND FOOD SERVICES

This sector is growing to further support the growth in short stay accommodation providers investing in the CBD. Further opportunities exist to invest in this sector to support the night time economy and the increasing demand for domestic overnight visitation, which has increased by over 40% since 2010/11.

Source: Toowoomba – Inner City Economy (March 2020, .idpopulationexperts)



PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

A key sector with 1,464 jobs and generating \$173m in value add. This is supported by a highly professional and educated workforce – 52% in professional roles and 53% at least with a Bachelor's degree.



FINANCIAL AND INSURANCE SERVICES

This sector is growing with 100 related businesses located in the CBD, including four major banks and credit unions. Heritage Bank, for example, established in 1875 is headquartered in the CBD and is Australia's largest customer-owned bank and is one of the longest running financial institutions in the country.



RESOURCE SECTOR

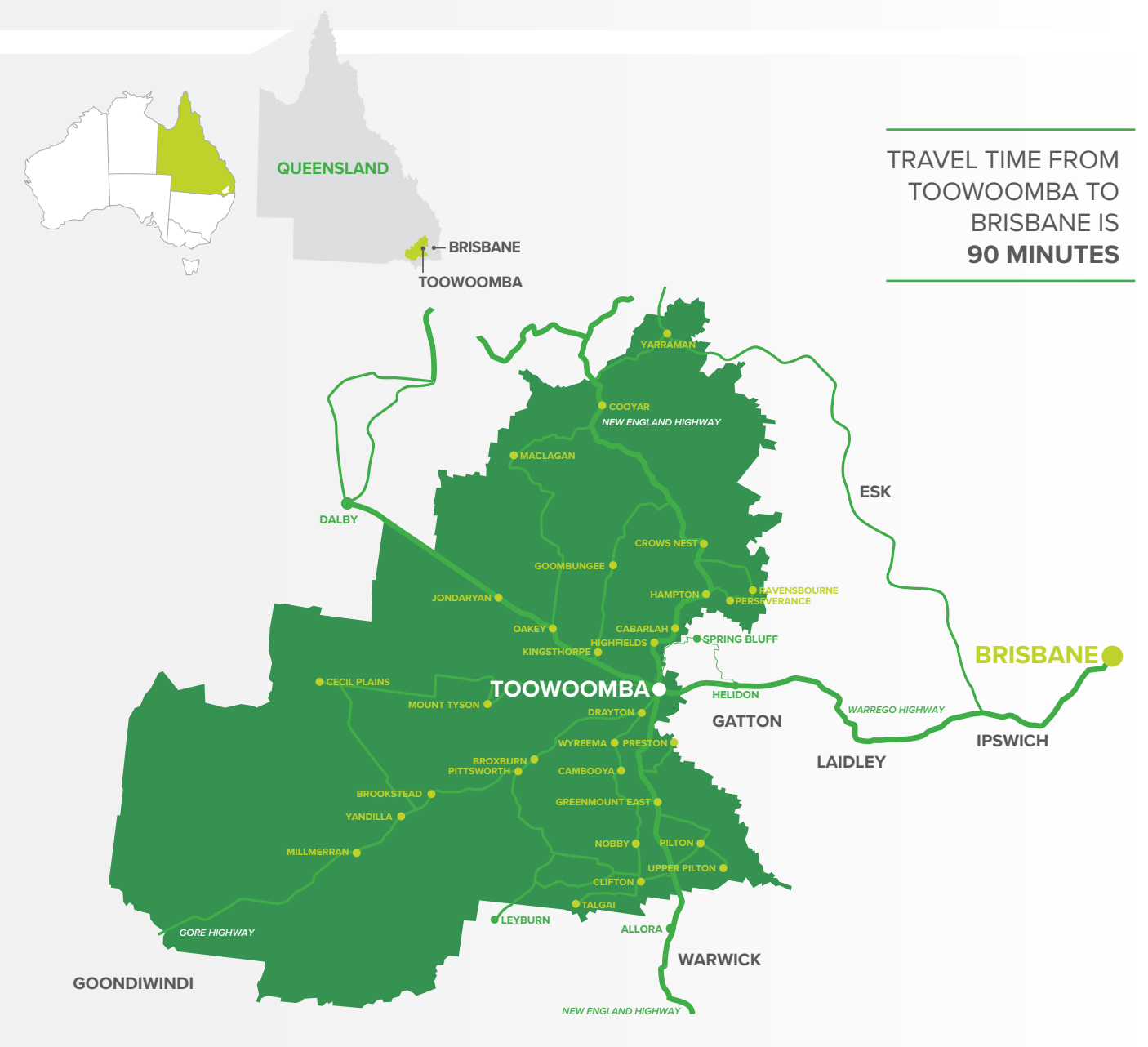
Toowoomba is the gateway to the Surat Basin and across the Western Downs. The CBD houses major employers, such as the Easternwell Group, and the sector employs 550 workers in the CBD and generated \$362m in value add during 2018/19.

CENTRALLY LOCATED | GLOBALLY POSITIONED

Toowoomba is the regional administration, health, education and business centre for the Darling Downs and South West Queensland, located 90 minutes travel time from Brisbane, benefitting from increased connectivity via the recently opened Second Range Crossing.

Toowoomba Wellcamp Airport provides direct flights to Sydney, Melbourne, Townsville, Darwin and regional Queensland, with connecting domestic and international flights.

The airport provides weekly freight flights to Hong Kong and China directly with Cathay Pacific Cargo.



TOOWOOMBA RAILWAY PARKLANDS PRIORITY DEVELOPMENT AREA (PDA) – ACCELERATING INVESTMENT

The PDA will develop as an active, high quality, mixed density urban village, which will reinforce and frame the Toowoomba CBD core area. It will embrace its geographic location to integrate industrial, heritage, residential choices and valuable urban parklands across five precincts.

The Railway Parklands was declared as a PDA by the Queensland Government during December 2015.

Covering an area of 51.3ha encompassing the historic industrial heart of Toowoomba, including the former Foundry, Defiance Flour Mill, Knights Laundry and Gasworks site, alongside the current Railway Station and associated rail yards and former Goods Shed.

PDA's are parcels of land identified for accelerated growth with a focus on economic development and community benefit, supported by streamlined planning processes.



The PDA encompasses the following five precincts:

- Precinct One – Central Parkland Precinct:** primarily intended to deliver the regional significant catalytic parkland. The Goods Shed is the first stage, which is the former Railway Shed building, which has recently been repurposed into a premier events, exhibition and conference space. This \$10m project was jointly funded by Council and the Queensland Government.
- Precinct Two – City Link Precinct:** important link between the PDA and CBD including key roads and intersections and linear parks. Provides significant opportunities for commercial and inner city residential developments. Recent investments include the completion of the Outer Circulating Road and flood mitigation and stormwater drainage.
- Precinct Three – Ruthven Street:** incorporates large consolidated land holdings directly interfacing with the Central Parkland Precinct and smaller clusters of small to mid-sized industrial and commercial sites, including the former Gasworks site, former Toowoomba Foundry site

- and buildings and the former Defiance Flour Mill.
- Precinct Four – Mort Street Precinct:** extends west of the rail line to Mort Street, Taylor Street in the south and Bridge Street to the north (including those lots fronting Bridge Street). The precinct contains areas of elevated residential housing and commercial and light industrial uses overlooking the railyards. It has a strong neighbourhood character with tree lined streets and character buildings. The precinct provides opportunities for intensified residential dwellings, home based businesses, short term accommodation and business uses.
- Precinct 5 – Railway Street Precinct:** is in the south west corner of the PDA, bounded by Railway, Russell and Mort Streets. The precinct provides a mixture of uses including retail and industrial businesses, food and drink outlets, galleries and community-based services. Precinct 5 will encourage a boutique commercial mixed-use environment with a strong cultural representation through uses such as artisan studios, dining and gallery uses.

For further information visit: <http://www.tr.qld.gov.au/community-business/invest/cbd-pda/13995-toowoomba-railway-parklands-priority-development-area-and-strategic-location-5>





Investment Opportunities



Business expansions and relocations, especially across the key industry sectors, including health care, professional and financial services and resources benefitting from agglomeration and clustering, and access to a highly professional and educated workforce.



Relocation, decentralisation and consolidation of public sector agencies and organisations: reflecting its central administrative role and diversity of public sector organisations, Toowoomba is a very attractive location for additional agencies and organisations, which would also be able to access highly qualified employees and commercial office space.



'A' Grade office accommodation investment to meet the needs of expanding and growing businesses and public-sector organisations. This would assist with further attracting public sector and commercial administration and head office users.



Growing the visitor economy including business travellers and international visitation on the back of current and future investments in short stay accommodation.



Inner City Living investments to create new inner city living options within the CBD, including Shop Top Living, new medium density residential across apartments, townhouses, terraces, including social and affordable housing.



Short stay accommodation investments including boutique hotels to further support and build the visitor and night time economy. More recent investments include Burke & Wills, Central Plaza Apartments, Quest, Arbour and the Oaks Hotel.



Retail, leisure, recreation and tourism related investments, add value and diversity to the CBD and would further help to build the night time and visitor economies. The reuse and repurposing of existing buildings, transforming them into new uses, such as, residential, recreation, leisure, co-working and restaurants.



Education and Training: in a comparative assessment of other similar sized regional centres across Australia, including Wollongong and Geelong, for example, both have a university presence in their CBD's.



Event and Exhibition Space: the Region lacks a larger scale venue, which could host a wide range of events, exhibitions and larger scale conferences.



INNER CITY LIVING

Only 1.4% of the Region's resident population live in the CBD!

The imperative is clear – the wider Toowoomba CBD needs to increase its resident population significantly to better support the business community, and to build the visitor and night time economies.

Of the 18,000 workers within the wider CBD only 400 lived and worked in the CBD. The total number of usual residents was 2,300, only 1.4% of the local government area (LGA) population (ABS Census 2016).

In comparison to other CBDs, for example, Wollongong had a usual resident population of 12,249 or 6.1% of the LGA population. This is the result of a direct policy of increasing residential density through apartment development in the CBD area. This resident base supports an enhanced night time economy, and the retail trade has increased by 4% per annum for the last five years in the LGA (id the population experts).

The Toowoomba CBD is also home to a wide range of buildings suited to Shop Top Living conversions, some are heritage and character buildings. Opportunities exist for tower style developments for mixed uses, including retail, commercial, short stay and residential apartment style accommodation.

Medium density residential could also be achieved through lot consolidation and development on vacant sites, with opportunities for terrace, townhouse and 3-4 storey walk up developments, incorporating social and affordable housing.

Rental vacancy rates are around 1% with the number of applications out pacing the supply of properties. The wider Toowoomba CBD is an attractive location with lower costs of living in comparison to other major centres.

Opportunities to attract single and dual income households, families and down sizers are significant, leveraging on the proximity to employment, lifestyle amenities, health care, education and child care centres.

The medium density product in the CBD is emerging in Toowoomba, Inspire South Central being the latest

development by Bernoth Properties. The future success of this development should give confidence to other owners, developers and investors to invest in the creation of new residential opportunities.

Increased residential and short stay investment would significantly improve the vibrancy of the CBD, reducing commute time and supporting the night time and visitor economies.

(ABS CENSUS 2016)



INVESTOR QUOTES

“Newlands invested significantly in Walton Stores to repurpose a large site with multiple buildings into a vibrant community space incorporating commercial, retail, green space and a dining precinct. The Toowoomba business community is also only going to continue to grow, providing great places to invest, work and enjoy with friends.”

Newlands also worked on the Goods Shed project, repurposing the historic former railway goods shed into a premier events and exhibition space.”

**Emma Rackley, Marketing Manager,
Newlands Property Group**



“Great confidence in the CBD. The Foundry is positioned in the PDA, next to the Mills Precinct and the Goods Shed, all of which will become a vital part of the wider CBD. Toowoomba is an economic powerhouse and I would encourage other businesses to be part of it.”

**Damien Borger, Project Manager,
Foundry Precinct**



“Bernoth Properties has invested heavily in the CBD in commercial, retail and residential. We believe in the CBD and the amenity it offers to both residents and businesses.”

Mitchell Bernoth, Bernoth Properties



“We invested in the PDA because we have a passion for restoring historic buildings and creating new usable spaces. The Mills Precinct will provide areas for restaurants, retail, commercial, inner city living, hotel, function rooms and green spaces, connecting people and spaces through the CBD. Hundreds of people worked at the former Mill, and it has a sense of history, purpose and interest across the wider community.”

**Mandy Adams, Director,
The Mills Precinct**



Contact Us

For further information on investing in the Toowoomba CBD and Railway Parklands Priority Development Area please contact:

Andrew Quain

Principal Commercial Development
Strategic Planning & Economic Development
Toowoomba Regional Council

P 07 4688 6932 **M** 0475 584 305

E andrew.quain@tr.qld.gov.au **W** www.tr.qld.gov.au

in [linkedin.com/showcase/invest-toowoomba-cbd](https://www.linkedin.com/showcase/invest-toowoomba-cbd)

Note: Council accepts no liability with respect to the accuracy or currency of data or information contained in this document.

The information in the Prospectus is not investment advice and has been prepared without taking into account your investment objectives, financial situation and particular needs (including financial and taxation considerations) as an investor. You should seek independent and qualified professional advice.

Source: Toowoomba – Inner City Economy (March 2020, id.populationexperts)
(Developed pre-COVID-19)



**TOOWOOMBA
REGION**

Rich traditions. Bold ambitions.