

Retail

IN THE WESTERN DOWNS



Lower costs such as warehousing, commercial land acquisition and leasing means the Western Downs is a great place for retail start-ups, franchises and national companies.

Whether you're a start-up, a boutique, a franchise or part of a large group, you'll find the Western Downs region ticks all the boxes for successful retail business. It's where retailers can take advantage of lower start-up and warehousing costs but still capture untapped niche markets including national and global markets via digital connectivity and E-commerce.

Factors like strong economic growth, low unemployment, growing population, high disposable income and connectivity by road, rail and air create opportunities with endless possibilities.

Our strong economic growth is boosted by the resources sector and high investment across agriculture, construction, renewable energy and manufacturing industries. In fact, over a five-year period ending in 2021, retail output in the region grew by more than 6%.

The region has already attracted a diverse range of national and flagship stores because the owners know our customer base includes an additional 50,000 shoppers from adjoining western areas.

Source: www.economy.id.com.au/western-downs

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Our diverse business community offers incredible products and provides wonderful and unique experiences which is why we've made the commitment to buy local from 'the people who make it' in the Western Downs.

Paul McVeigh

Mayor Western Downs Regional Council

Target Market – We love to shop local!

Our growing population of more than **34,500 people** supports the 'shop local' culture which is encouraged throughout the region by Western Downs Regional Council and our local Chambers of Commerce.

More Disposable Income

Whether urban or rural, residents can **save on our lower cost of housing** which means they have **more disposable income** to spend in the retail sector.



Experience Western Downs

It's the people that make it.



Benefits of Retail Business to Western Downs - Employment and Economic Growth

Continued growth in the retail sector is great for our region because it provides important services while creating jobs and career pathways. Of our 34,500-plus residents, 6.7% of workers are employed within the retail sector, with retail business making up 4% (QLD average 6%) within the region (2021).

The success of large multi-national retailers including Bunnings Warehouse and ALDI Australia, in Dalby, confirms corporate confidence in the region's retail sector. These retail giants complement the existing mix of independent retailers across fashion, furniture, Fast Moving Consumer Goods (FMCG), motor vehicles and parts, hardware, sport and recreation as well as food and beverage outlets.

Our economy is strong enough to ensure further opportunities exist to leverage untapped niche markets and the towns of the Western Downs are destined to become retail hubs where residents and visitors can shop locally.



Wood Ag is a locally owned independent rural retailer and is proud to be part of the Western Downs community. Our clients display a great sense of loyalty to our business which allows us to support our staff, our community and the service offering to our customers.

Russell Wood
Manager WoodAg Chinchilla



Petunia's Fashion in Chinchilla



Bella & Spice in Dalby



Lisa Kennedy Designs in Miles



Milli & Robe in Dalby

Dalby's central location makes it ideal as our service centre and gateway to the region. Around **56% of Western Downs' retail trade workers are located in the town.**

Homewares and Electrical

Australian-owned computer and electrical goods store, Harvey Norman, has been supplying the region mobile phones, drones, computers, home electrical and white goods for more than ten years. With new houses under construction and growing families, furniture retail is another market with opportunities for expansion in the Western Downs.

Food

National brand food retailers mix well with local cafes and restaurants but there is certainly a push to see more paddock to plate dining establishments that showcase local produce. Street stalls and pop-ups would also be welcome – now there's a great idea for a new business! For everything delicious, check out TASTE magazine at www.westerndownsqueensland.com.au

Like most Australian cities, we have our share of familiar franchises spread around the region including McDonald's, Hungry Jacks, Red Rooster, Subway, Dominos, The Coffee Club and KFC. These businesses train and employ local staff and are supportive of the community.

Fashion

Chain stores including Ally, Jeans West, Lowes, Millers, Big W and K Hub.

For those who like a little extra panache, you'll find boutiques in nearly every commercial centre. Get to know Nikki J, Bella & Spice, Milli & Robe, Urban Paddock in Dalby; Lisa Kennedy Designs in Miles and Petunia's Fashion in Chinchilla.

Capitalise on the Resource Sector

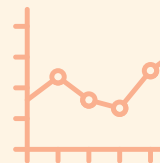
The Resource Sector could be seen as our secret advantage! And there is no doubt we are fortunate to reap the flow-on benefits from its success. In 2020-21, the Queensland resources sector directly impacted the Western Downs economy through:



\$193 million spent across
443 local businesses and
126 charities and sports clubs



682 jobs generates
\$102 million in wages



Thanks to the resources sector, the Gross Regional Product (GDP) has increased by 34% over five years to reach nearly **\$4.07 billion**



Chinchilla Downtown Cafe



Dulacca Hotel



Dalby Mower Supplies



Dalby Southside Butcher



Maces Bakery in Miles



Urban Paddock in Dalby

Connectivity - what's in it for you?

One of the greatest benefits of the Western Downs location is connectivity. Our geographic location means we are at the centre of supply chains and that means opportunities within retail markets, including retail visitors who travel through the region.

The Toowoomba Bypass means we are an easy 2.5 hours drive north-west of Brisbane and one hour from Toowoomba (depending on where you are located within the Western Downs). Reduced transport times mean reduced costs and turnaround times for business.

Ease of highway access, including the Leichhardt, Moonie and Warrego Highways, Toowoomba

Bypass 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 Wellcamp Airport opens up exciting export opportunities through Queensland's only dedicated 747-8 International Freighter Service.

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.

REGIONAL PROFILE

Rich in natural resources, natural beauty and natural history, the Western Downs is the place to be. These natural strengths are supported by strong industry foundations across the agriculture, energy, manufacturing, and construction sectors. Together with significant and continuing investment in infrastructure and tourism, these have positioned the Western Downs as one of the highest performing local government areas in Queensland, and Australia.

Known as the Energy Capital of Queensland, the Western Downs is experiencing high economic growth, investment, consistently high employment and includes some 38,000km² of land. The region boasts an impressive \$4 billion worth of approved renewables, including \$2.4 billion under construction.

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 connected 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 more than doubled over 15 years to reach over \$4.07 billion.

Home to a growing population of more than 34,500 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 regional 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. Dalby is classified as 'Business Fibre Zone' providing business grade fibre at reduced wholesale prices.

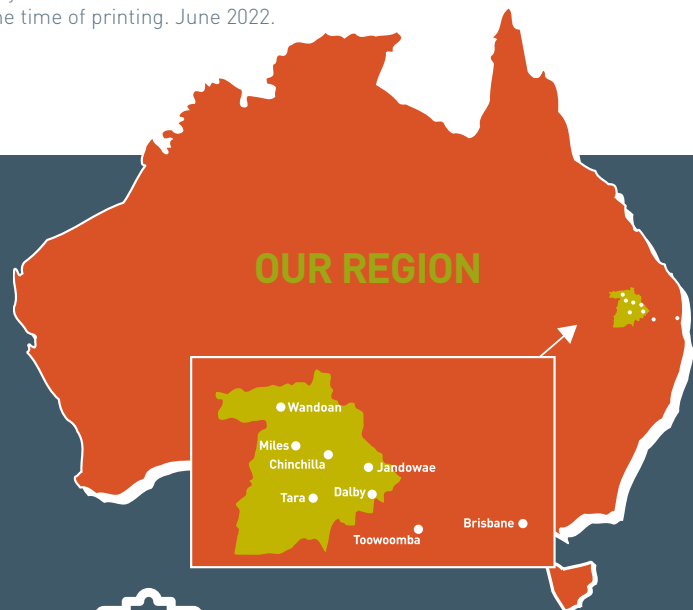
Residents enjoy a lower cost of living due to affordable housing (less than half of QLD average), ease of access to schools, work and retail outlets, with the NBN providing the network connectivity required for families and businesses to flourish.

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 2022.



A SNAPSHOT



UNEMPLOYMENT RATE TRENDING LOWER THAN QLD AVERAGE



A SKILLED AND EXPERIENCED WORKFORCE



GRP: DOUBLED OVER 15 YEARS

Energy Capital of Queensland: Resources & Renewables



DEVELOPMENT & DEVELOPERS SUPPORTED AND WELCOMED WITH WDRC PLANNING SCHEME



COMPARATIVELY STRONG INDUSTRY SUPPLY CHAINS PER CAPITA OF POPULATION

NBN

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

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AVERAGE DISPOSABLE INCOME \$3K HIGHER THAN QLD AVERAGE

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