

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.

Why invest in the Western Downs Region?

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, retail output grew by 2% over the 2021/2022 period.

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.

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.

Capitalise on the Energy Sector

The Energy 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. The Queensland resources sector directly impacted the Western Downs economy through: supporting local employment and wages, infrastructure benefits and community funding.

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



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, 10.7% of workers are employed within the retail sector, with retail business making up 4% (QLD average 6%) within the region (2022).

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.

Dalby's central location makes it an ideal service centre and gateway to the region.

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 the recent opening of Cafe 63 in Dalby. 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.



Petunia's Fashion in Chinchilla



Bella & Spice in Dalby



Lisa Kennedy Designs in Miles



Milli & Robe in Dalby

Council is committed to diversifying and growing the regional economy, attracting new business and investment in emerging markets and maximising air, land and rail connectivity opportunities. To learn more, view the Economic Development Strategy 2023-2028 at wdrc.gld.gov.au.

Western Downs Regional Council Economic Development team supports new businesses looking to:

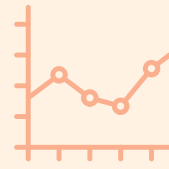
- Facilitate and promote business and industry events to enhance growth in key industries
- Support business development opportunities through collaboration with key strategic partners
- Refer businesses to government agencies and economic development organisations providing business support and funding opportunities
- Provide information on developments and investment within the Western Downs Region
- Provide economic impact modelling and statistics to support grant and funding applications



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



1981 jobs generated



**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.

Western Downs Regional Council's Gross Regional Product was \$3.68 billion in the year ending June 2022, growing 12.4% since the previous year (economy.id)

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. January 2024.

A SNAPSHOT



UNEMPLOYMENT
RATE TRENDING
LOWER THAN QLD
AVERAGE



A SKILLED AND
EXPERIENCED
WORKFORCE



GRP: DOUBLED OVER
15 YEARS



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

\$\$\$

AVERAGE DISPOSABLE
INCOME \$3K HIGHER
THAN QLD AVERAGE

Western Downs Regional Council

Postal Address
PO Box 551
Dalby, QLD 4405
E info@wdrc.qld.gov.au

P 1300 COUNCIL
Interstate +617 4679 4000
F +61 7 4679 4099
W www.wdrc.qld.gov.au