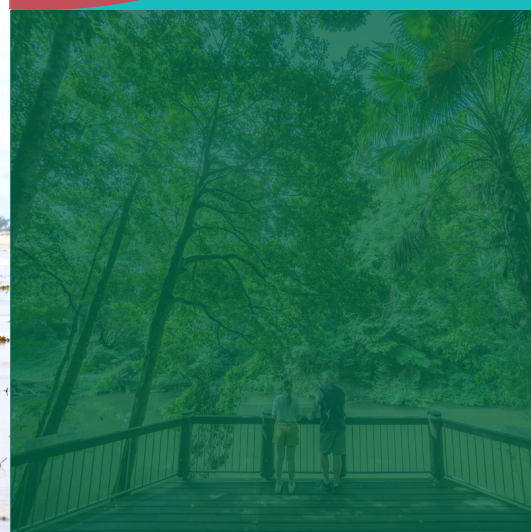




MACKAY ISAAC

TOURISM INVESTMENT OPPORTUNITIES

OCTOBER
2022





Disclaimer

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Welcome to Mackay Isaac

The Mackay Isaac region has been welcoming holidaymakers, business travellers and many other visitors over many years, to enjoy our stunning landscapes and range of inland and coastal pursuits. It has matured as a visitor destination which has led to ongoing investment by the State Government, councils and industry stakeholders. Visitor growth has the potential to significantly increase over the next 10-year period, which is why we are needing more quality tourism development and investment to occur now.

The region is well supported by Mackay Regional Council and Isaac Regional Council and our industry partners, which offer a plethora of tourism and recreational products and experiences and which draw visitors from many intrastate, interstate and international markets. We are wanting to build on this success to date, by ensuring we have expanded overnight visitor capacity to grow visitor length of stay, yield and overall visitor numbers.

The region's strong resource sector continues to sustainably grow, offering the chance to deliver more recreational and tourism facilities for both a permanent and semi-permanent resident and visitor sector. This requires ongoing investment to take advantage of the sector's continuing growth.








This Prospectus has been developed to showcase some of the opportunities available to investors that align themselves with the regions core values and requirements, and that have already been identified and agreed upon by our key stakeholders. These investment opportunities are now needed to fill much-needed product gaps for the various markets, across our stunning region.

Natassia Wheeler

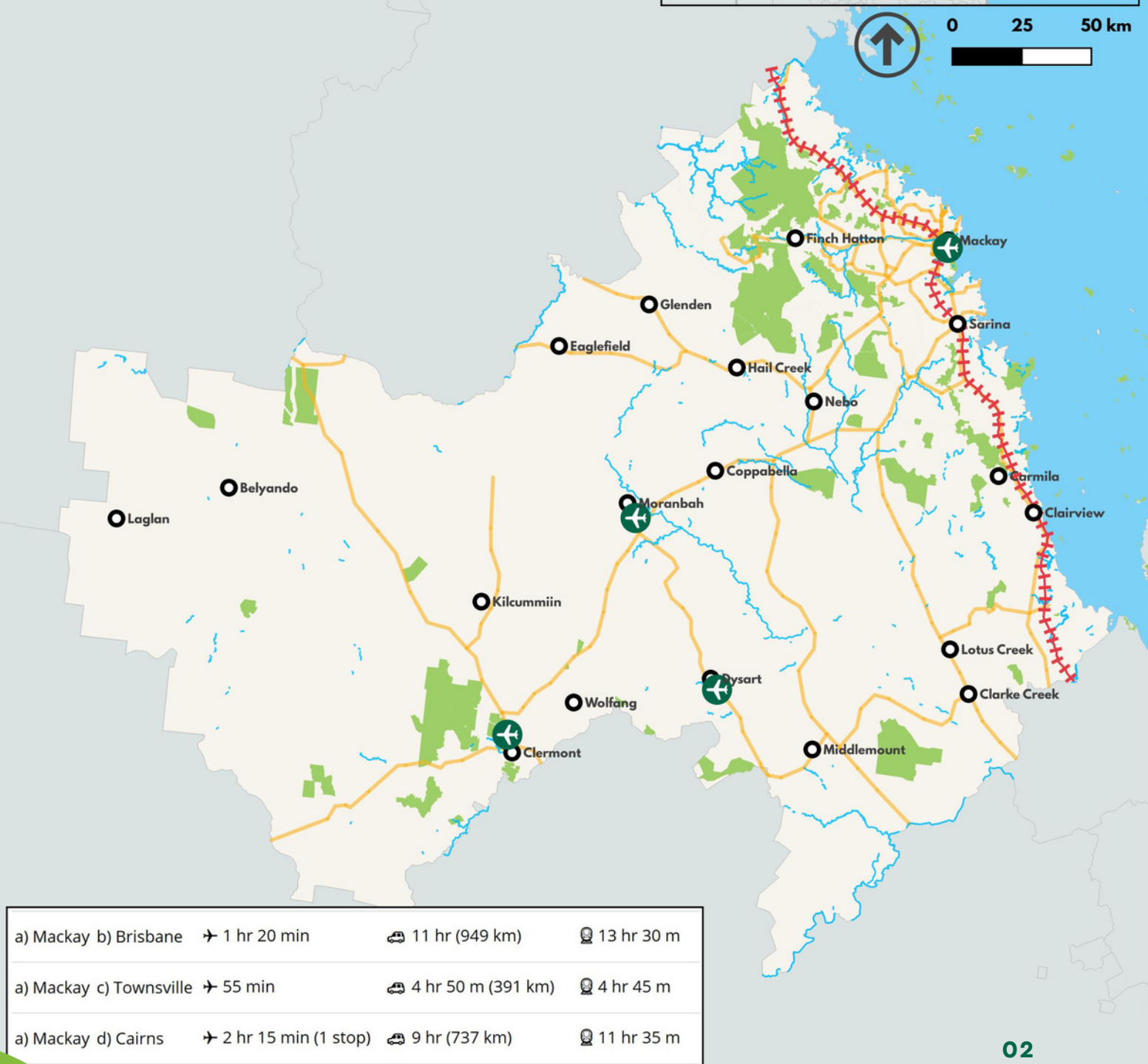
Interim CEO, Mackay Isaac Tourism



Key

-  Airport
-  Major Towns
-  Mackay State Controlled Roads
-  Spirit of Queensland
-  Mackay Protected Areas
-  Mackay Watercourse Areas
-  Mackay Isaac Region

Regional Map



Why invest in Mackay Isaac?

Mackay Isaac is a vibrant and progressive destination to invest in. It has a well-established tourism sector, with a significant destination profile due to its abundance of natural attractions including national parks, gorges, the Great Barrier Reef, numerous tropical islands and beaches.

Mackay Isaac also presents strong opportunities in the heritage, events, adventure tours and agritourism space. With ongoing strong visitor growth, it truly is the right time to invest in Mackay Isaac.

Unspoilt Nature

Mackay Isaac has a place reserved just for you. Feel the quiet satisfaction of what nature has to offer without all the crowds ... the secretive platypus at Eungella National Park, the surprise of wallabies on the beach at Cape Hillsborough, the abundance of private beaches or the seclusion of a lesser-known but spectacular part of the Great Barrier Reef.

Fishing and Boating

Whether you're an experienced angler or you want to relax with the family wetting a line without the crowds, Mackay Isaac is the place for you. The excitement of a big game catch, the challenge of reeling in one from the beach, or the pleasure of sitting back in your tinny and fishing one of the region's picturesque lakes.

Events that celebrate our locations

Mackay Isaac locals know how to have a good time and celebrate the best the region has to offer. So join in and experience one of the many events that take advantage of the region's uncrowded natural landscape, first-class sporting facilities and quality cultural venues



Fishing & Boating



Wildlife



Islands & Reef



Hinterland



City Conveniences



Drive Trails



Food Tourism

Invest with the right support

With a proactive regional tourism organisation, councils and a supportive community, there has never been a better time to invest in Mackay Isaac.



Mackay Isaac Tourism aims to increase the competitive strengths and success of our destination through infrastructure and product development, industry skilling and effective, targeted promotion in our selected leisure and business tourism markets. Investing in the Mackay Isaac Region, as a member of Mackay Isaac Tourism delivers the best opportunities for exposure, networking, marketing and building strong relationships within the local tourism industry.

Mackay Isaac Tourism offers investors:

- Visitor Information services and displays
- Workshops and networking
- Cooperative marketing opportunities
- Trade Shows
- Participation in the annual Visitor Guide
- Public relations and media opportunities

For more information, visit:

www.mackayregion.com/corporate/resources



The Isaac region feeds, powers and builds communities. Isaac Regional Council promotes growth within the Isaac region through encouraging development projects and investment; and in turn, increased the liveability of Isaac.

For this growth to occur, Isaac Regional Council provides assistance to potential investors including:

- Having one point of contact within council
- Identifying and communicating regional investment priorities
- Facilitating and providing relevant enterprise workshops
- Advocating for regional outcomes

For more information, visit:

www.isaac.qld.gov.au/economic-development



Facilitating and supporting development for the growth, progression and increased liveability of The Mackay Region is one of the leading objectives of Mackay Regional Council.

To encourage investment, Mackay Regional Council offers a range of generous financial and regulatory incentives, including:

- A dedicated point of contact
- Accelerated assessment to cut red tape
- Incentives to bring forward investments
- Reduced infrastructure charges

For more information, visit:

www.mackay.qld.gov.au/business/invest_mackay



The Queensland Government has a long-term commitment to growing the state's tourism industry. Trade and Investment Queensland is the Queensland Government's dedicated global business agency, helping Queensland position Queensland as the perfect place for investment.

For more information, visit:

www.tiq.qld.gov.au/international-business/invest-in-queensland



The Australian Trade and Investment Commission (Austrade), Tourism Australia, and State and Territory agencies provide investment advice and facilitation services to global and local investors.

For more information, visit:

www.tourisminvestment.com.au/en/aboutus/how-we-can-help.html

What Makes Mackay Isaac Unique

With proactive councils and a supportive community, there has never been a better time to invest in Mackay Isaac.

One of QLD's most accessible regional destinations

Including via air, road or rail. The region's two domestic airports operate between six destinations.

An enviable climate

Located just 340 kilometres north of the Tropic of Capricorn, Mackay Isaac experiences humid summers and mild, sunny winters.

A skilled & educated sector

The region is a powerhouse of strong industry sectors. These provide scope for off-site tech tours, locally-based guest speakers, potential sponsorship support and trade show exhibitors.

A growing & engaged population

Which has increased by over 30,000 residents since 2000. Projected population growth is likely to see an additional 44,000 people call the region home.

High quality & enviable lifestyle

Supported by growing community amenities and infrastructure.

Strong support from councils

Who work collaboratively to support and facilitate investment

Strong domestic visitor market

This meant that COVID-19 impacts were smaller than for many other destinations nationwide.

A focus on sustainable development

Business and government sectors with a sustainability focus for the environment, social well-being and economic growth.

Strong events portfolio & supporting infrastructure

Including corporate, destination and sporting events.

Availability of workforce, trades & skills

The region supports a broad range of jobs and skills available to support tourism development and infrastructure development. There is a broad range of jobs and skills across retail trade, construction, manufacturing, transport, warehousing, administrative and support services.

Housing availability

Building approvals for new homes and other residential continue to increase with the region seeing year-on-year growth since 2015. In 2020-21, over 650 approvals for new homes and other residential dwellings were approved.

A quality healthcare system

The region has five hospitals and three healthcare centres that employ over 2,500 skilled staff.

Access to education

The region offers over 80 public and private schools as well as tertiary education via JCU, CQU and ET offerings via both CQU and TAFE Qld.

A strong telecommunications network

95% of residents in the region have access to 4G and 5G connectivity. There are also several projects underway and due for completion in 2022/23 will further enhance both fibre to node, fixed wireless and mobile connectivity.

Our Key Sectors

Mackay Isaac is the ideal place to do business in tourism. It has a well-established tourism profile, strong domestic visitation, access to skilled employees and highly supportive local and state government agencies.

Major industry sectors that contribute to Mackay Isaac's economy include:



Tourism



Mining Resources



Education & Training



Agriculture



Healthcare



Construction



Retail Trade

The region's broad spectrum of industries consolidate as a secure base for a thriving economy and facilitates powerful networking and collaborative opportunities. It also means that there are significant value-add opportunities for the tourism sector to leverage.

As illustrated in this Investment Prospectus, there are a variety of investment opportunities to consider which cut across all sectors of the regional visitor economy, which are located throughout the region's four local government areas, and which offer a variety of investment levels as well.

What we are offering here is a wide and exciting range of tourism sector investment opportunities, which reflect some of the best opportunities you may wish to consider. They also offer a potential gateway to others for the future.

Mackay Isaac: At A Glance

Mackay Isaac is a vibrant and exciting location to invest in, with high-quality natural assets, a rich cultural history, and a foundation of strong business sectors which continue to evolve.



**\$594
million**

in visitor spend in
the region, 2022*



**1.89
million**

visitors to the
region, 2022*



**4.35
million**

visitor nights in the
region, 2022*



**3,858
jobs**

supported by
tourism, 2019^



**2.3
nights**

average length of
stay, 2022*



**\$443
million**

in tourism
output, 2019^

* Based on a three-year average from 2020 - 2022 (March YE), National and International Visitor Survey, Tourism Research Australia

^ Remplan

Visitation to Mackay Isaac is growing

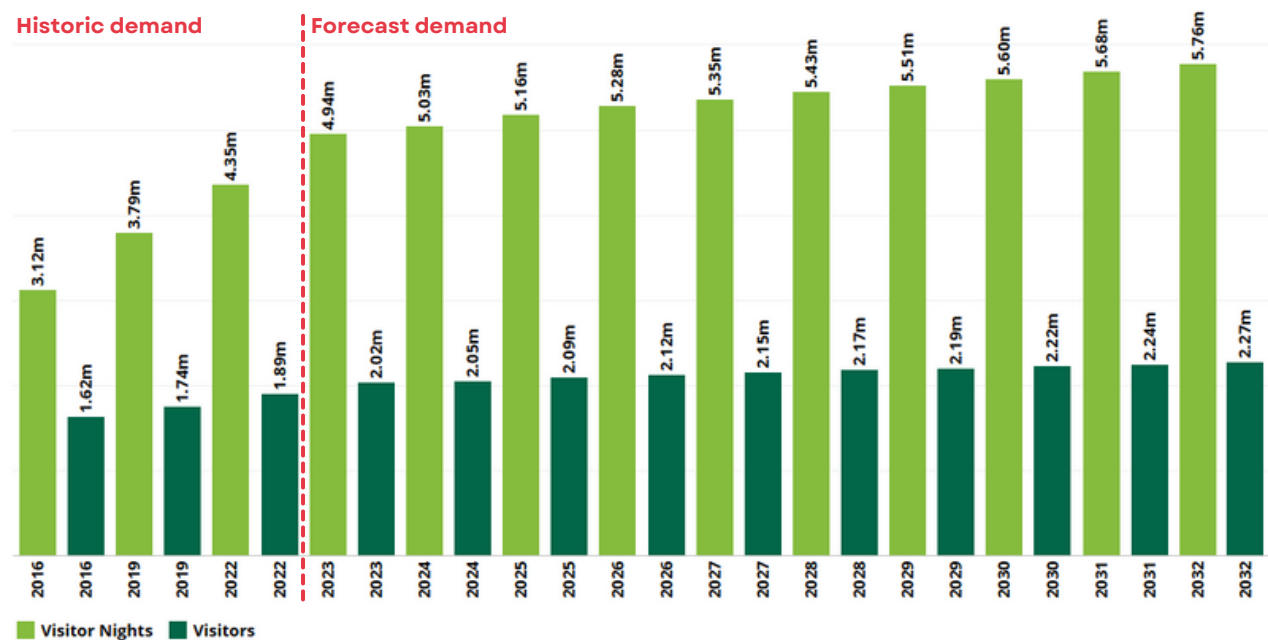
Prior to COVID-19, visitation to Mackay Isaac was growing, increasing from 1.6m visitors in 2016 to 1.9m visitors in 2022. Nights spent in the region also increased, growing from 3.1m nights to 4.4m nights.

Unlike most destinations globally, Mackay Isaac "bucked" the trend and saw a growth in visitation, despite border closures and travel lockdowns. This was likely because of its regional location, assets and its strong domestic market profile.

The figure below demonstrates visitation growth projections, along with visitor night forecasts for Mackay Isaac. A conservative growth approach has been adopted to reflect a desire to move toward a higher yield and value-driven economy, rather than merely focusing on visitor volume.

The growth projections, however, still reflect a strong and sustainable growth rate, showing visitor nights growing by 35% over the 10 year period based on current projections. This can significantly grow if there is an increased supply of new and enhanced accommodation and tourism products and experiences available throughout Mackay Isaac to help meet market demand.

Mackay Isaac visitors & visitor nights forecasts





The Investment Opportunities

The investment opportunities offer a range of private commercial investment opportunities and some public-private partnership options. The projects are diverse and reflect varying investment requirements to appeal to different investors (larger-scale, boutique and micro developments) with some projects identified as start-ups, while others are mature businesses keen to expand.

Basil Bay Eco Resort and Keswick Island Jetty

Boutique fishing & mountain biking resort

Dunes beachfront serviced apartments

Dunes destination holiday park

Great Barrier Arena (Harrup Park) Stage 2

Lindeman & Brampton Island eco-product development

One Hungry Mama artisanal food experiences expansion

Pioneer Valley mountain bike network

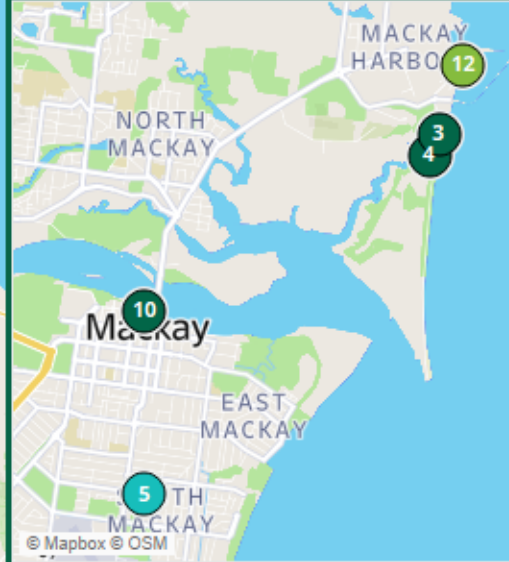
Theresa Creek Dam redevelopment

Tourism precinct at Mackay Riverfront PDA site

Ultra Coral tourism expansion

Wildcat expansion

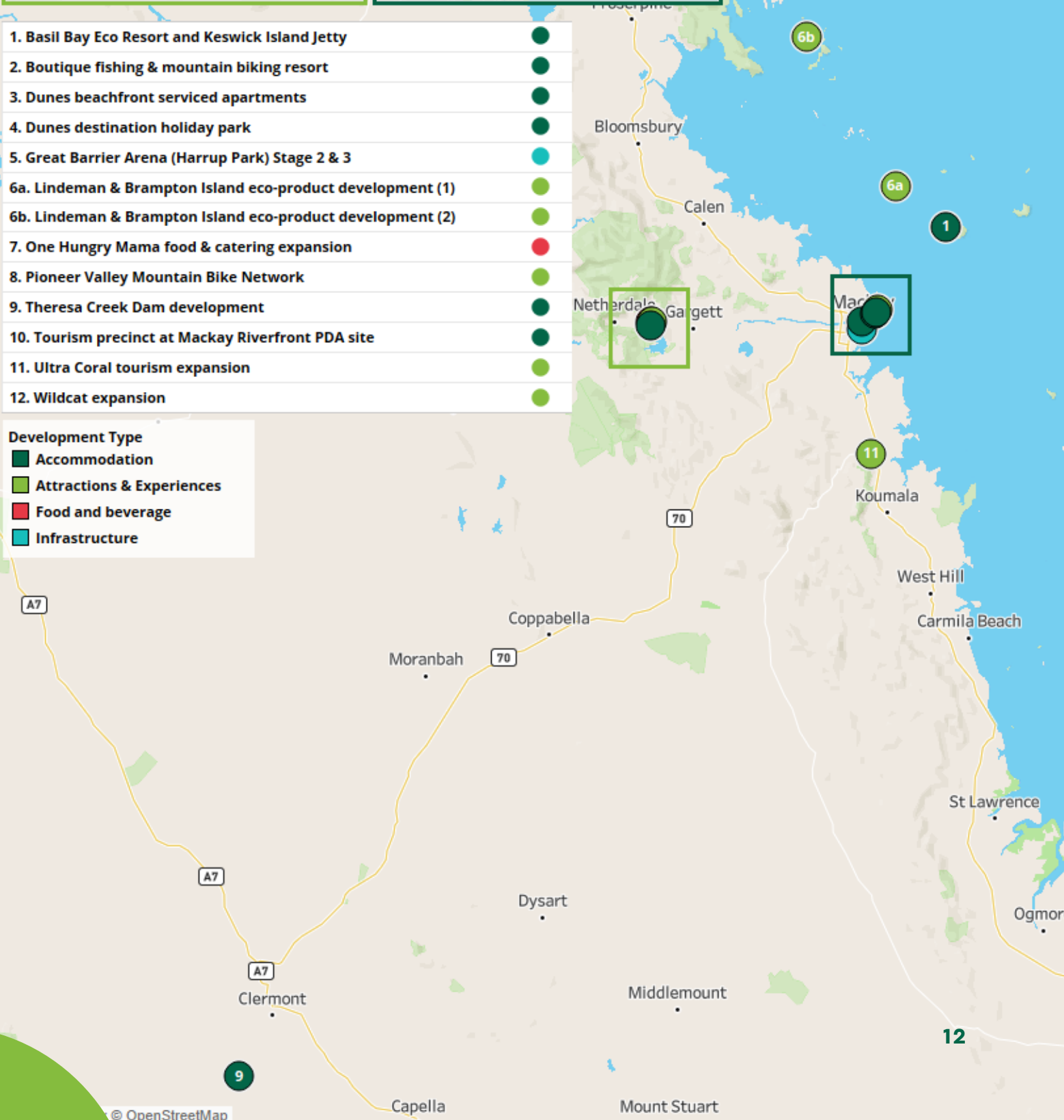
It is important to note that the capital investment requirements indicated for each project are indicative only. These estimates are based on information from project proponents and additional information gathered from various sources. Because of the significant increase in project development costs due to supply chain disruptions and material and labour shortages, the estimated project investment (determined in 2021-2022) is likely to require further adjustments upwards after interested parties discuss projects with the project proponents.



- 1. Basil Bay Eco Resort and Keswick Island Jetty
- 2. Boutique fishing & mountain biking resort
- 3. Dunes beachfront serviced apartments
- 4. Dunes destination holiday park
- 5. Great Barrier Arena (Harrup Park) Stage 2 & 3
- 6a. Lindeman & Brampton Island eco-product development (1)
- 6b. Lindeman & Brampton Island eco-product development (2)
- 7. One Hungry Mama food & catering expansion
- 8. Pioneer Valley Mountain Bike Network
- 9. Theresa Creek Dam development
- 10. Tourism precinct at Mackay Riverfront PDA site
- 11. Ultra Coral tourism expansion
- 12. Wildcat expansion

Development Type

- Accommodation
- Attractions & Experiences
- Food and beverage
- Infrastructure



Basil Bay Eco Resort and Keswick Island Jetty


 \$16M

The Basil Bay Eco Resort and Keswick Island Jetty is envisaged as an initial 30 accommodation units plus ancillary supporting infrastructure built on a scenic beachfront, together with a water-view restaurant and event space and necessary back-of-house spaces. This exemplary nature-based tourism development is environmentally friendly and will be easy to set up.

The Basil Bay Eco Resort project will initially target the domestic market for couples and families and will position itself as offering the perfect balance of environmental awareness and luxury, a relaxed ambience in a very natural setting with an unobtrusive but high customer service ethos.

The proposed site is located on the cusp of Basil Bay's white sandy beach and is an idyllic location for an EcoResort. It is 45 minutes by boat and 15 minutes by air to Keswick Island from Mackay. Visitors can access the region by both Mackay and Proserpine airports.

Critical elements of the business model are as follows.

- The main development will be staged, critically hinged around the construction of a jetty to receive ferry and other marine traffic and noting the need for a high breakwater and small-scale marina to support day and overnight visitors.
- A nature and island experience that is a resort but with a relaxed, low-key ambience in a very serene, low population setting with unobtrusive but high customer service ethos.
- The units are strategically designed to help resort owners and operators capitalise profitably through unique, experimental concepts, and luxury designs and to move to a more environmentally focused way of building.
- To reduce risk and minimise lead-in time, the facilities will be eco-structures that can be erected within days and supported by a mobile kitchen and hospitality centre. These are a part of the low-key, high customer service and prudent management of capital outlay. (see case study below)
- The premise of the development is that it will be total relaxation, with no shopping or noisy main streets, just a laid-back island ambience. The research indicates that it is often more about the experience than simply the property. In other words, you can have the best physical structures, but if the associated experiences, either natural or services provided are not enough to motivate consumers to holiday at that operation, then it will not be attractive to glampers.

The project is in an advanced state of readiness. The proponent company has leaseholder title over the site. It is moving from the planning and feasibility (business case) phase to getting detailed costings and approvals. Critically, this involves finding relevant government funding for the jetty construction and securing those funds. Extensive plans, sections and elevations of each element of the proposal in the context of a functional layout of the overall facility, and engineer design. Keswick Island Development has engaged a town planner to identify and proceed with development and building approvals. There are no native title agreements or compliance with cultural heritage of relevance.

Other important considerations to note include the following.

- Keswick Island is able to offer uncrowded quality beaches.
- Fixed-wing planes and helicopters can land on Keswick Island already.
- The supply of fresh drinking water will need to be extended.
- National Parks will need to help clear the walking trails around the island.
- A top tourism operator (Wildcat Mackay) that operate out of Mackay is keen to expand and offer water sports around Keswick Island.

The Basil Bay Eco Resort solution will use luxury safari tents or glamping tents, supplied by the Australian-designed Eco Structures range which redefines experiential tourism accommodation. Benefits of their use include: Small ecological footprint, Quick installation equals fast ROI, Average 2-4 days per structure and Design your own Eco Tent or Cabin

A central reception area will be integrated into the F&B set-up to highlight this as the activity point of the resort. The restaurant will overlook Basil Bay and have indoor and outdoor seating.

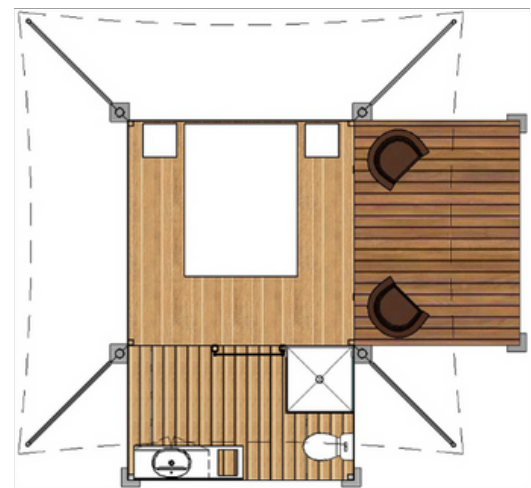
STAGE 1

A high-quality jetty and breakwater will be built as the foundation infrastructure upon which to create the Keswick Island Development and take the existing lease operations and facilities to the next level.

STAGE 2

This involves the planning, approvals, site preparation and construction/erection of the chosen eco-structures. The initial phase will include the following.

- **Eco-tents:** Each eco-tent is designed with guests in mind and offers an innovative, durable living solution. Each Tent and Cabin will be elegantly fitted out highlighting the Island lifestyle but not compromising on creature comfort.
- **Eco-cabins:** The eco-cabin fuses old "glamping" design with new technologies creating a tough structure. The Cabins will be fitted out with AC.
- **Luxury Stretch:** The Luxury Stretch range offers unparalleled customisation and comfort and opens up a world of luxury. The pinnacle of conscious luxury. Sustainability meets vibrant difference.
- **Linked Eco-structure:** A central reception area will be integrated into the F&B set-up to highlight this area as the activity point of the Resort. The restaurant will overlook Basil Bay and have indoor and outdoor seating. The 6.3m Linked Eco Tent is supplied in kit form with all structural steel and fixings and includes the canvas ceiling and walls. The structure is also equipped with large glass windows and doors, and internal and external decking making it popular for functions or events.
- **Mobile Kitchen:** To align with our environmentally friendly approach, the choice will not be a fixed kitchen but a mobile container, which can easily be expanded or moved as the need arises. The kitchen and back-of-house areas will be covered by a tent structure to blend into the ambience of the resort.



Ecotents



Ecocabin



Luxury Stretch



Linked eco-structure



Basil Bay, Keswick Island

Boutique fishing & mountain biking resort


\$12M

The proposed location for the boutique fishing and mountain biking resort is in the heart of the Pioneer Valley the town of Finch Hatton is 60km west of Mackay. Surrounded by world-class Barramundi impoundments, the Cridton State Forest, Eungella National Park and the Pioneer Valley Mountain Bike project made up of 100 km of trails that is expected to attract over 30k visitors annually. The proponent has purchased the site at Finch Hatton which directly adjoins the proposed mountain biking trail network.

The resort will provide a unique offering to the regional tourism market, designed to cater for adventure-based tourism, complete with a workshop and storage for bikes & boats. The design will seek to be an expression of the resort's innovative ethos, delivering high-quality villa accommodation that is carefully sited and individually adapted to each specific location. The landscape will be re-vegetated and enhanced with resort amenities.

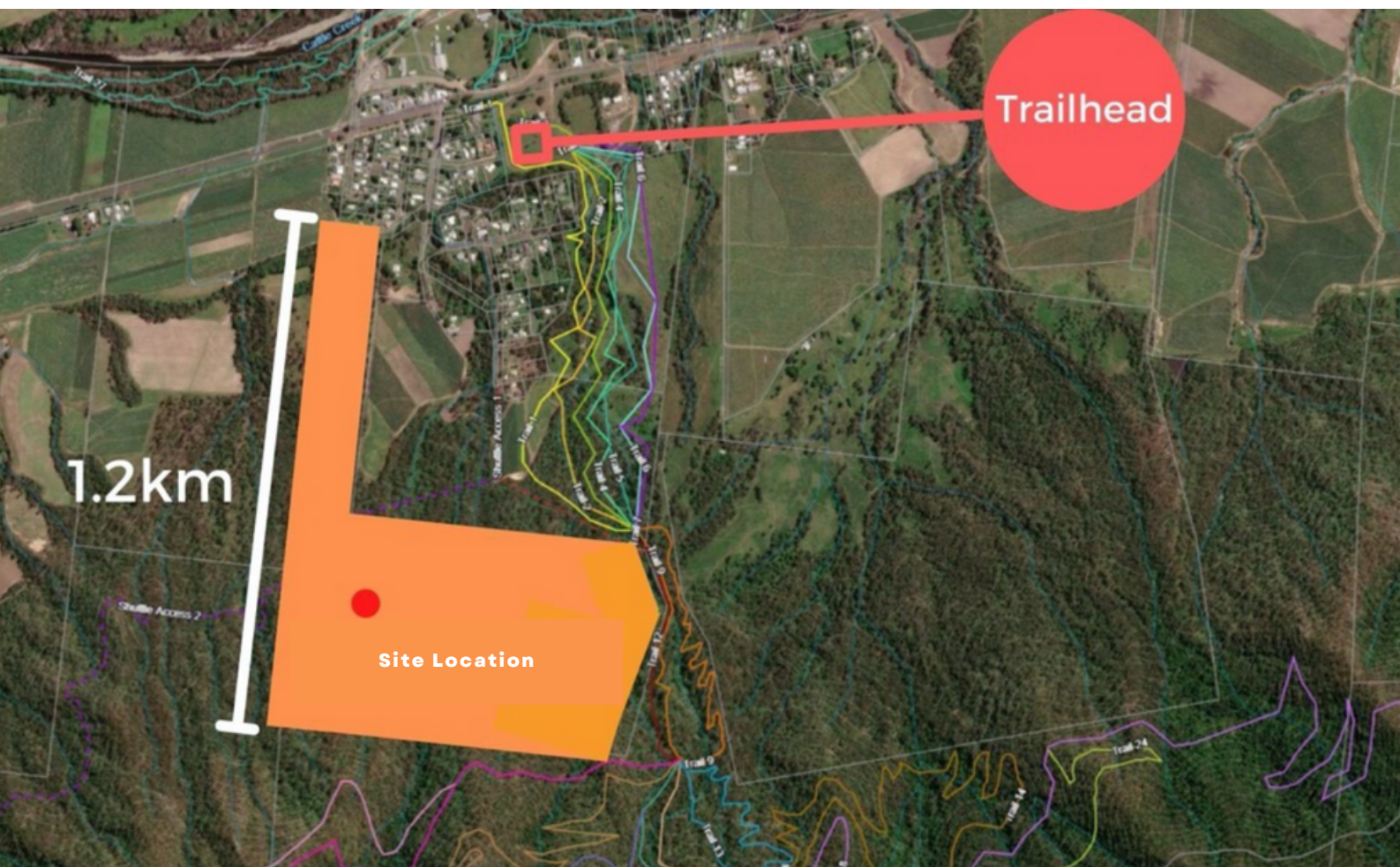
The nature-based boutique resort will provide (on a staged basis) the following.

- 12-16 upmarket villas in a regenerated bushland setting with vistas of the surrounding mountains as stage 1 and potentially a further 16+ as stage 2.
- Central reception and dining area.
- An infinity pool.
- A link to the adjacent mountain biking network.
- A separate (but close by) accommodation facility which could offer up to 21 separate accommodation units for those bringing boats to go fishing on the region's numerous lakes and offshore. This would be a mid-range focussed facility with space to allow visitors to park their boats safely and potentially with caravan storage options as well.

At the northern end (town) of the site will be an additional 21 group-styled accommodation facilities with views west into the heart of the Pioneer Valley. Initially, targeting the domestic market for couples and families with a focus on, the Pioneer Valley Mountain Bike trail network, Sportfishing the region's "world-class" impoundments and Hiking the surrounding National Parks and State Forests.

The operator will partner with a range of experience-based operators and guides including; salt and freshwater fishing, mountain biking, hiking, day trips to the islands and 4WD adventures through rainforests to secluded natural swimming pools. The resort will be a fit-for-purpose base to immerse visitors for 5-6 days enjoying the best of what the region has to offer.

The facilities combined with world-class fishing, biking and hiking will attract a new visitor demographic to the region and increase the average length of stay. This project will support Mackay's vision to become Australia's premier outdoor adventure tourism destination driving visitors and operators to the region.



Dunes beachfront serviced apartments

\$45M

Dunes, Harbour Beach is a beachside haven where land meets both sea and river to create a lifestyle like no other. Fun-filled family days at the beach, fishing and boating, beachside dining and entertaining.

A coastal peninsula surrounded by sea, river and creek lines, Dunes takes advantage of its natural setting to provide privacy in a connected location. Over 35% of the area is committed to open space, conservation and parkland, to ensure Dunes remains a pristine destination for years to come.

Seamlessly integrated with residential homesites, Dunes will encompass its own resort-style tourism amenity along with a range of recreational activities. Rivalling the region's best, Dunes will become one of the most desirable seaside destinations on Australia's eastern coast, only two hours from Airlie Beach, the gateway to the Great Barrier Reef.

As part of the development, the proponent is keen to encourage the integration of a branded mid to larger-scale serviced apartment/hotel complex (100-160 units) into Dunes which could offer a mix of owner-occupied apartments and short-term rentals. The proposed location for the completion is on a direct beachfront site which is approximately 3,500-4,500 sqm allowing for development over 3-4 levels.

The development company that is developing Dunes is a Townsville-based company (Urbex) that has solid experience in developing larger master-planned sites and who may construct and develop the complex itself but would look to sell the development to an investor(s) group. Ideally, the proponent would seek to encourage the property to be managed by an international or nationally significant branded serviced apartment/hotel operator.

The potential location for the complex is indicated on the master plan site map which follows. This is indicative only.



Dunes destination holiday park

**\$20M**

As part of the Dunes project, the proponent is also keen to explore the development of a destination holiday park. There are very few quality and nationally-branded destination holiday parks in the Mackay Isaac region. An audit of regional accommodation showed that while there are 27 holiday/caravan parks in the Mackay Isaac region, the vast majority of these are traditional caravan parks and transit-style properties. Only two offer properties that are branded with major national destination holiday park brands.

To support the development of a destination holiday park at Dunes, a site of circa 7-10 ha. is preferable, allowing sufficient space for the development of potentially:

- 20-25 cabins;
- 50+ powered sites;
- 50+ unpowered sites;
- along with water play and other amenities.

The site identified within the Dunes master plan offers sufficient land and also borders the creek and wetland mangrove area to enable visitors to do kayaking, as well as cycling and access (250m) to the beach.

Dunes site aerial



Great Barrier Arena (Harrup Park) Stage 2

\$20M+

As the vision for Great Barrier Reef Arena (GBRA) comes to life, planning is already underway for the next stage of its expansion. Mackay Isaac's growing regional population and central Queensland location see it ideally placed to become a vital regional hub for sports education and high-performance training.

Stage 2 of GBRA is designed to provide new capacity and access for broad multi-use by grassroots to elite levels of sport, community and people of all abilities from across the region, state and nation. It will directly complement and expand upon the opportunities provided through the construction and activation of Stage 1 of the GBRA precinct. Stage 2 of the development includes the following.

- Two High ball courts, including Show Court and spectator seating
- Indoor cricket and AFL training facilities
- Community sports training facilities
- All abilities facilities and access
- Dormitory accommodation with a capacity of 20-30 people
- Sports education centre
- Gym and fitness facilities
- Sports administration offices (AFL/Cricket/Community Sports/Qld Sports & Recreation)
- Recovery and rehabilitation facilities, including a hydrotherapy pool
- Function room
- Additional event broadcast facilities
- Female and male change rooms & toilets
- Cafe & kitchen
- Car parking

Stage 2 will also enable the Sporting Wheelies (a leader in the field of sport and healthy activity for people with a disability) to establish a regional operational hub and expand services to include a wider range of activities, therapies and regular team sports opportunities. Sporting Wheelies expect to operate 7 days per week at the facility.

A key element of Stage 2 is the elite training facility with a cricket, AFL and netball focus, with State Government recognising the stadium as the Central North Queensland high-performance sports hub.

This project is listed in this Investment Prospectus as, while Harrup Park is a public-private entity that is strongly supported by Government, the potential for partnership opportunities does exist and includes various sporting, tourism and associated development components. Furthermore, this project is highlighted because it helps reflect the strength of the region as a diverse visitor destination and the need for greater commercial accommodation and other attractions and experiences to support this facility and its growth potential.

Estimated operational economic benefits of Stage 2 of the project*



**\$11.8
million**

in direct & indirect
output



58

direct & indirect jobs

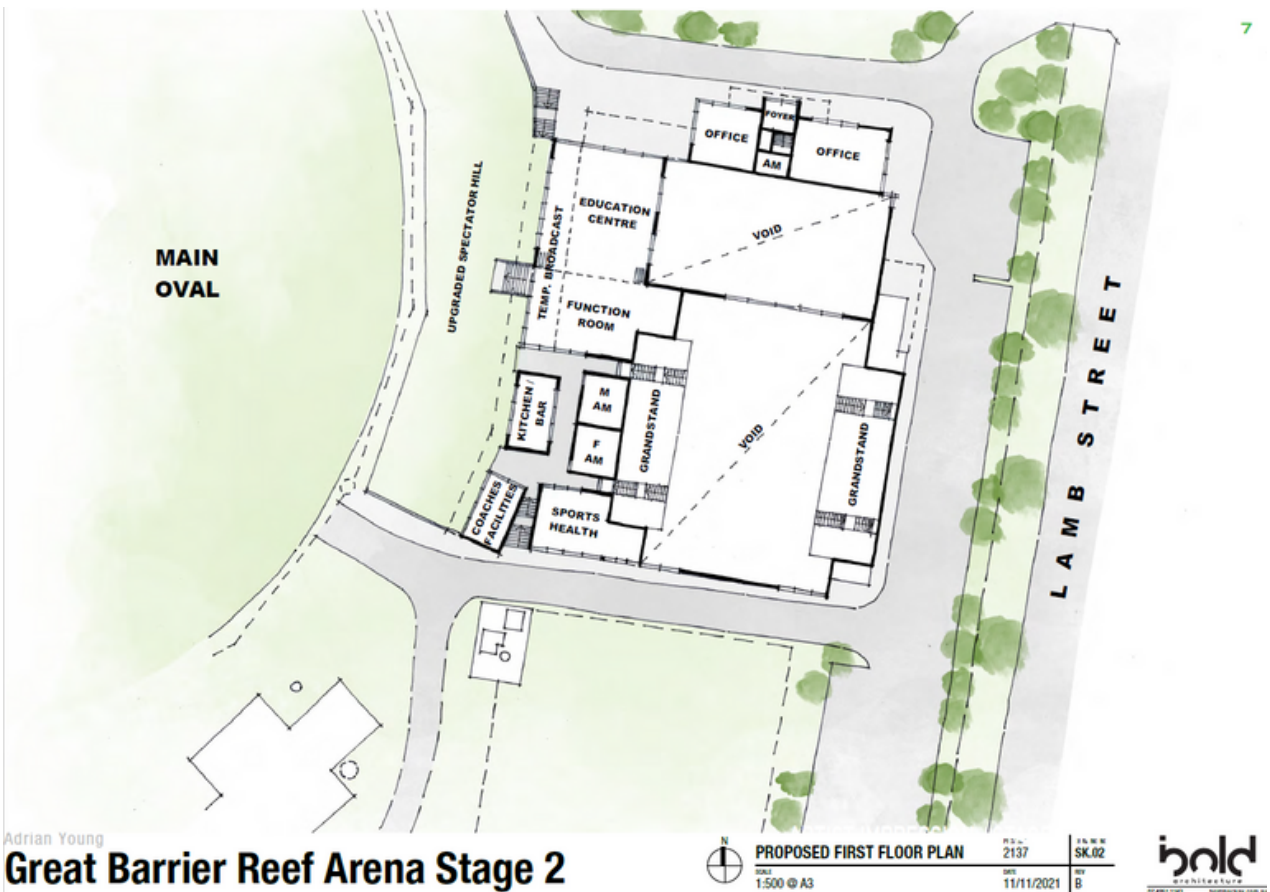
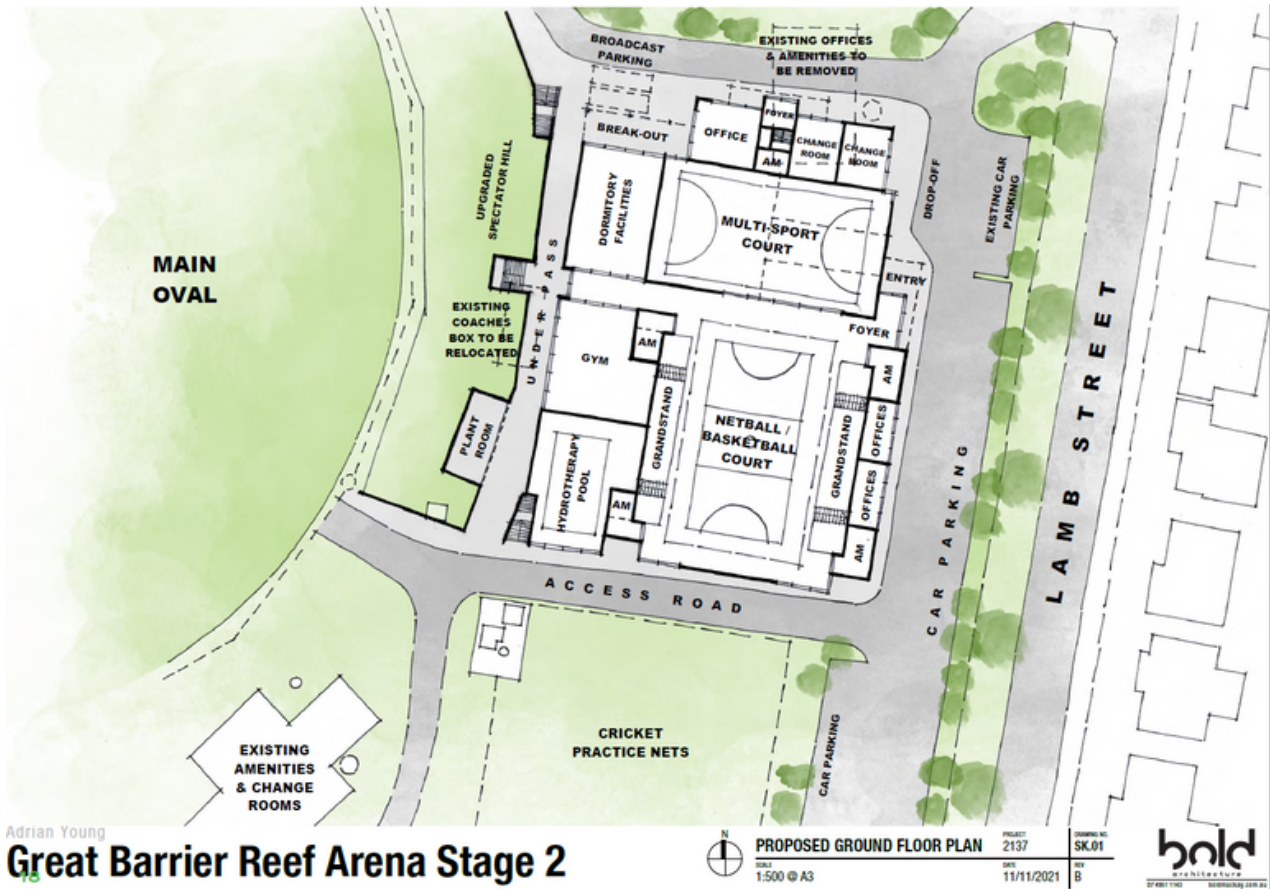


**\$4.8
million**

in direct & indirect value-
added effects

* Great Barrier Reef Arena Stage 2 – Preliminary Operational Phase Economic Impact Assessment, Remplan





Lindeman & Brampton Island eco-product development



\$4.0M

Lindeman and Brampton Islands are separately owned by international investors. Previously, both of these islands offered major family resorts, that provided seasonal all-inclusive holiday vacations for intrastate and interstate domestic holidaymakers. Over time, however, the marketability of both these islands dramatically changed. They now require significant reinvestment and a change in facilities to be more relevant to the change in market conditions and needs.

Both islands offer the potential for:

- a refocus toward eco-tourism product;
- a shift toward smaller visitation numbers but higher visitor yield and spend patterns;
- a clearing and upgrading of many of the existing walking trails around and across both islands and the introduction of potential dedicated mountain biking tracks as well;
- an assessment looking at the establishment of quality glamping and/or more simple camping options on each island to offer a multi-day trekking and mountain biking experience as guided tour experiences;
- a potential to link these two islands to offer an island hopping experience for those able to spend more time doing treks and trails; and
- the possibility for linking to amenities proposed for Keswick island as Brampton and Keswick are reasonably close (within the Cumberland Island Group) whilst Lindeman is closer to Hamilton Island in the Whitsundays group to the north of Mackay.

The owners of both of these islands have not been part of this analysis for this investment prospectus, however, anecdotal feedback from various sources has suggested that both islands would benefit from an eco-product focus as suggested above. They are included here to highlight the opportunity which exists and which either the existing owners of the islands may wish to take up or potentially other parties.



Lindeman Island



Brampton Island

One Hungry Mama artisanal food experiences expansion

\$0.8M



Expanding on its current brand, One Hungry Mumma's vision is keen to provide unique small-group food experiences in Finch Hatton.

Imagine a picturesque drive out to the valley, an interactive cooking experience utilising fresh local produce, followed by a long lunch and glass of wine or a glass of red by the outdoor campfire followed by conversations with new and old friends.



The property is perfectly positioned next to the Pioneer Valley Mountain Bike Network project, gradually sloping off the southern range of the pioneer valley into the town of Finch Hatton. The business is adjacent to Bike Trail 1 and right next to the major hub where all trails meet. It is 62 kilometres to Mackay Airport and 1 and ½ hours to Proserpine Airport.

The development of a world-class network of mountain bike trails in the Pioneer Valley provides a unique opportunity to grow the tourism economy and deliver a destination product that has extensive economic benefits to Finch Hatton, Eungella and the broader Mackay region.

Aligning with the potential of the burgeoning Mountain Bike (MTB) market, One Hungry Mumma wants to provide a taste of the region's style and seasonal experiences in addition to the wholesale products it currently provides and sells to various retail outlets outside of Finch Hatton. The development concept may include:

- a morning, lunch or afternoon tea utilising local produce; and
- a quick demonstration (a favourite recipe that people could take home with them), utilising One Hungry Mumma's award-winning products as well as a sample pack of the ingredients used.

Although One Hungry Mumma can achieve its vision for small group food experiences and its retailing and catering arms, it has other future growth opportunities. These will be dependent on sequencing, staged growth and capital injection. They include the following.

- Investing in onsite facilities to have cooking classes and to be a venue for corporate and other gatherings including catered small group private functions.
- Expanding the existing catering business through increased marketing and sales effort and investing in a refrigerated van for delivery.
- Leveraging and taking the largest share of the much-anticipated growth in the need for high-quality but casual food packs and hampers for walkers, cyclists and fishers by partnering with new resorts and guide companies.
- Consideration of a licensing arrangement on the production of food as a means to more rapidly, less organically grow the business. The rationale is we utilise the existing food production assets of partners, reducing our own capital outlay. We will need to still retain sufficient control over product quality and all branding but it would allow more capacity to get the products in various markets.
- Opening a retail shop on site which, subject to Council approval, could be an iconic stopover for those in the area to have casual dining, purchase the very same core ingredients and condiments and enjoy refreshments. This would require a substantial injection of capital funding.
- Consideration of a licensing arrangement on the production of food as a means to more rapidly, less organically grow the business. The rationale is we utilise the existing food production assets of partners, reducing our own capital outlay. We will need to still retain sufficient control over product quality and all branding but it would allow more capacity to get the products in various markets.
- A commercial kitchen space that will allow for growth in production and accommodate a space to employ staff and grow the brand nationally.



Pioneer Valley Mountain Bike Network

\$17.0M

Mountain biking is a dynamic outdoor activity that offers enormous sport, recreation, and tourism opportunities. It is emerging as a particularly attractive activity for destinations that are characterised by outstanding environmental landscapes. Given its stunning natural attributes and strong growing tourism sector, Mackay Isaac is perfectly poised to capitalise on the opportunities that mountain biking offers.

A feasibility study and subsequent investigations undertaken by Mackay Regional Council found that the development of a world-class network of mountain bike trails in the Pioneer Valley provides a unique opportunity to grow the tourism economy and deliver a destination product that will offer extensive economic benefits to Finch Hatton, Eungella and the wider Mackay region.

The Pioneer Valley Mountain Bike Network will comprise a 100km network of single-direction mountain bike trails that caters for all levels of riders and provides visitors with the opportunity to navigate through Australia's longest stretch of lush subtropical rainforest, Eungella National Park to Crediton State Forest.

Both Eungella and Finch Hatton will act as key service hubs for the trails and offer starting/finishing points and additional ancillary services, such as accommodation, food and eateries, shuttle services and supporting infrastructure.

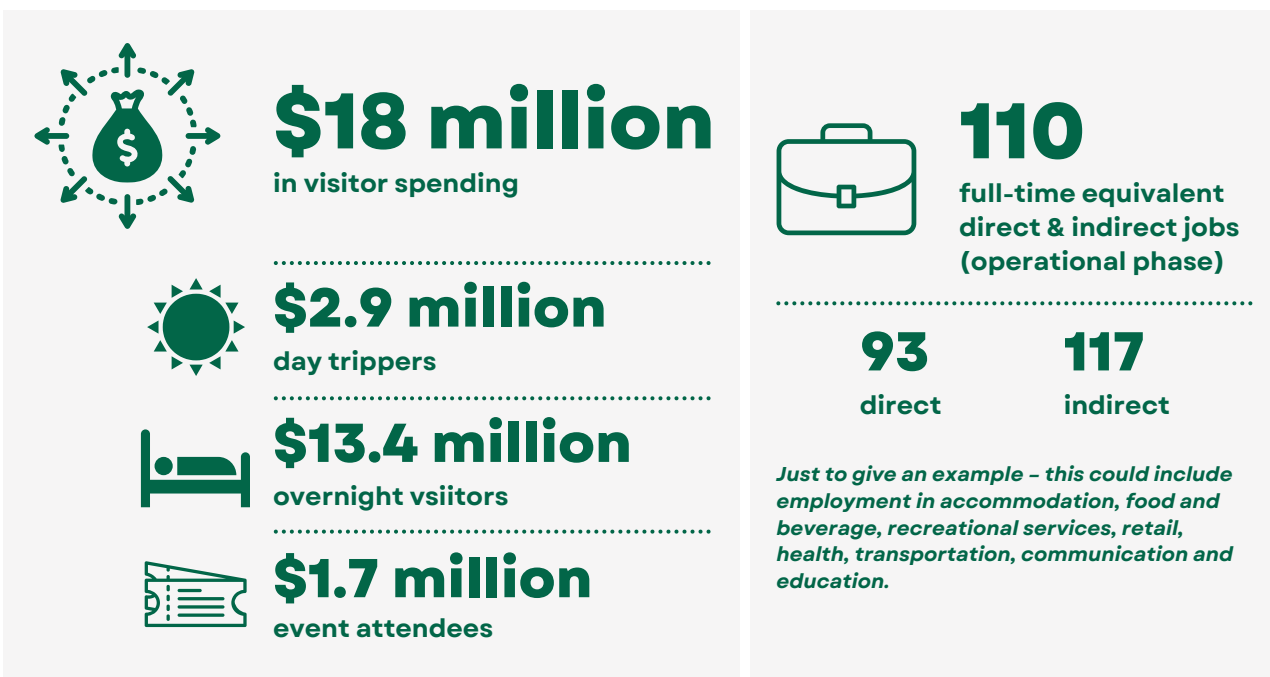
The Mountain Bike Network includes the construction of the international standard trail network, capable of hosting world-class events, and ancillary infrastructure, such as trailheads, car parking, toilets and recreation facilities. The Mountain Bike Park project is estimated to cost \$16.9 million.

The points of difference that the Mountain Bike Network project offers include the following.

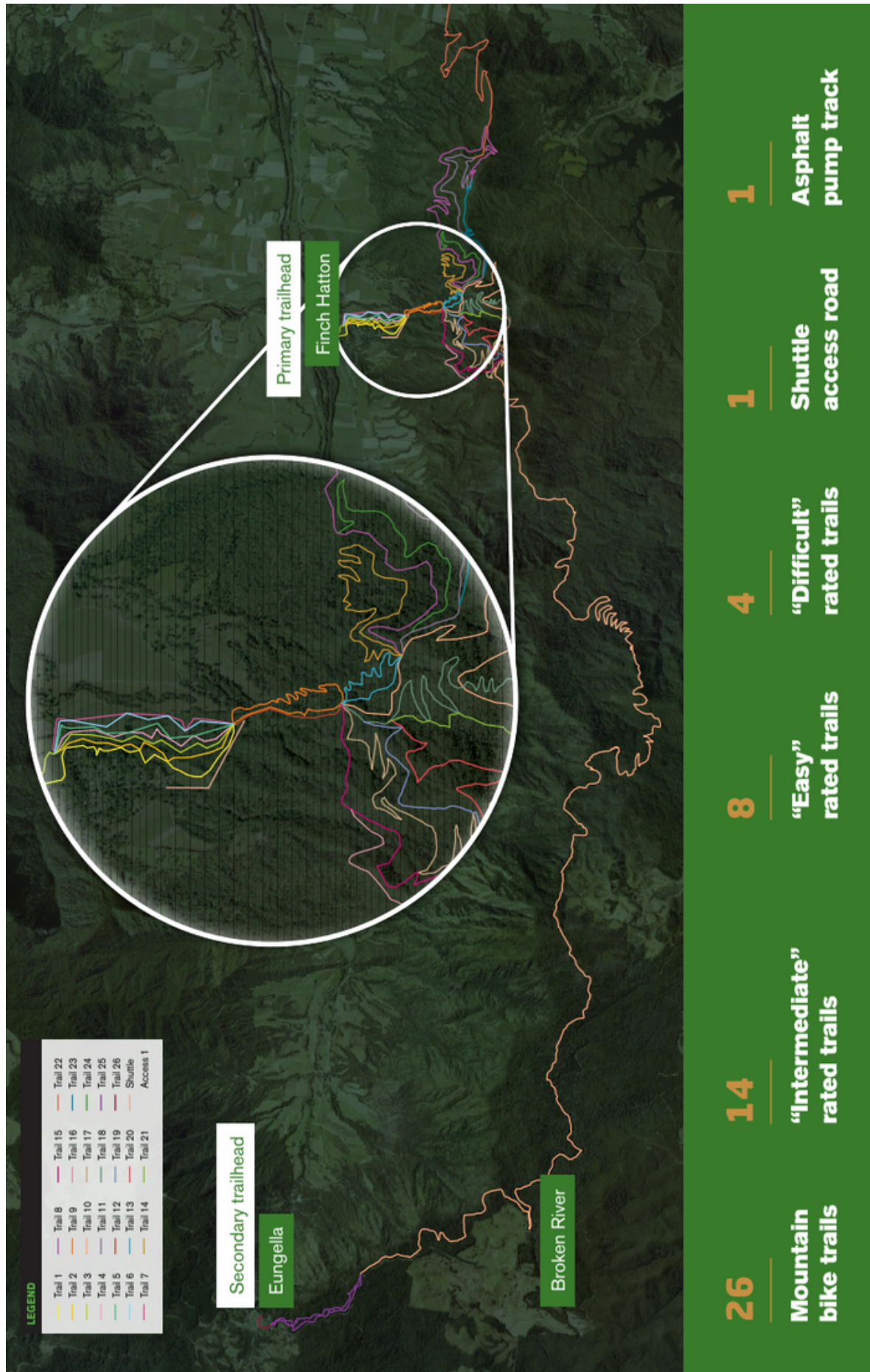
- The unique setting of Australia's longest tract of subtropical rainforest.
- It will offer 3+ days' worth of world-class riding experiences.
- Excellent elevation.
- Climatic conditions make year-round riding possible.
- Trail diversity that provides for all disciplines and levels.
- Connectivity of township to the trailhead.
- The proximity to a major regional city and airport.
- The diverse range of complementing tourism product opportunities.
- Substantial trail land availability.
- Strategic alignment with the state's and region's tourism and economic development goals.



Estimated economic benefits of the Pioneer Valley Mountain Bike Trails*



Proposed Trail Network Overview



Finch Hatton Trailhead Master Plan



LEGEND

- 1 LANDSCAPING BUFFER
- 2 LANDSCAPE BUFFER ZONE
- 3 KUNGARRI TRAIL TURNTABLE - HISTORICAL FEATURE
- 4 BIN SHED GANTRY - HISTORICAL FEATURE
- 5 PUMP TRACK - PLATYPUS DESIGN
- 6 AMENITIES BLOCK
- 7 EVENT SET UP AREA/ OVERFLOW CAR PARK
- 8 RECREATIONAL OPEN SPACE
- 9 CATTLE CREEK MILL ADMIN BUILDING
- 10 MONUMENT
- 11 ENTRY STATEMENT - TBC
- 12 EXISTING VEGETATION
- 13 CAR PARK
- 14 REMOVABLE BOILARDS
- 15 RETURN TRAILS

Theresa Creek Dam redevelopment



\$7.2M

Theresa Creek Dam (TCD) covers 300 ha of freehold land in Clermont within the Isaac Regional Council Local Government Area (LGA). It contains a number of features including the dam itself (which contains a number of fish species), camping and picnic facilities, walking trails and a café/kiosk. The site is valued highly as a major recreational asset by the local community and attracts visitors from a broader regional catchment.

TCD was initially constructed in 1983 and is located 22km southwest of the town of Clermont. The site is bordered by large residential farming properties. TCD functions as an important water source for the region and is also a highly important and valued community recreational asset. It offers a diverse range of activities and amenities, including:

- fishing (including Red Claw crayfish, Barramundi, Golden Perch, Eel-Tailed Catfish, Sleepy Cod, Silver Perch and Bony Bream);
- swimming and boating areas (there are two boat ramps on site);
- picnic, BBQ facilities and an on-site café/food kiosk;
- a children's playground;
- paid unpowered caravan, RV and camping sites; and
- dump stations, camping shelters, showers, and toilet amenities.

A concept development plan undertaken for TCD found the following opportunities for TCD.

- Improving site safety and the need for demarcation between pedestrian areas and separate parking and boat and caravan designated areas.
- Offering a better range of sites to include powered and non-powered caravan and camping sites and introducing a small number of eco-cabins.
- Improvements to the swimming area and ensuring it is designated as a safe zone away from boats etc.
- Improving the kid friendly elements so that TCD has more for families to do and enjoy, especially for locals.
- Having the ability to both stage development if required and in addition, to retain the ability to close off areas if demand is lower in offseason periods or mid-week.

By offering the upgrades and new amenities as suggested, the potential exists to go to the market to find either a destination holiday park corporate operator with a strong marketing network already, and/or a range of contractors with vast experience and who can see the potential for additional revenue stream development.

The indicative top line capital investment required to undertake the upgrades as suggested is circa \$8.0m. Council is still considering their preferred option for managing and operating TCD with the potential for an operator-investment to work in partnership with Council as the landlord.

Importantly, TCD is a significant major water-based recreational asset in a very wide regional catchment area, so its growth potential in visitation and yield is thought to be significant for the future.



1	Unformalised Overflow Camping
2	Formalised Path
3	Water Front Deck Seating
4	12 Formalised Unpowered Camping Sites
5	23 Formalised Unpowered RV and Caravan Sites
6	Boat Ramp Widening and Lengthening
7	Expanded Beach Cove Area
8	Pontoon
9	Water Ski Club
10	Traffic Counter
11	42 Formalised Unpowered Camping Sites
12	22 Formalised Unpowered RV and Caravan Sites
13	37 Formalised Powered Sites (RV and Caravan)
14	Boat Trailer Parking 30 Bays
15	10 Car Spaces
16	Laundromat
17	Upgrade Shower And Toilet Facilities
18	Cafe Kitchen 30 sqm
19	Camp Kitchen 80 sqm
20	Upgraded Play Area
21	21 Formalised Unpowered RV and Caravan Sites
22	Envitube Dewatering Area
23	24 Powered RV and Caravan Sites within Existing Trees
24	Flying Fox Into The Water
25	Up to 5 Eco Cabins
26	Eco-cabin Parking
27	Eco-cabin Deck Facing Water



Tourism precinct at Riverfront PDA site

\$46.0M

Mackay Regional Council is keen to activate its riverside precinct, an area designated as the Mackay Priority Development Area (PDA). The PDA's purpose is to transform the city and unlock the true value of Queensland's Bluewater Edge. It was declared to establish the necessary policy and governance framework to support the PDA vision, Mackay Waterfront Master Plan, and the intended development, investment, economic and community outcomes for the area.

The rejuvenation of the public realm and investment opportunities across the five PDA precincts will:

- improve the city's and region's liveability and loveability;
- create jobs, diversify the economy and increase business and prosperity;
- boost and support investment confidence across the region;
- contribute to the region's character, identity and community connections; and
- complement and support the region's places, facilities, attractions, features, offerings and activities.

The PDA for the Riverside Precinct is to contain the following:

- Stage 1 is the area from the Riverside Precinct to the fish market
- Stage 2 A is a private-public pontoon to encourage river activity and out across to the islands
- Stage 2 B is an old hospitality venue at 8 River Street to be renovated as a function venue

Council owns six parcels of land within the Riverside Precinct and has secured funding of \$4.5m from the Federal Government from the Building Better Regions Fund and matched this with \$4.5m of its own contributions to help plan and activate the precinct. Council is looking for commercial investors to invest in accommodation development, waterfront restaurants and office use within the riverfront precinct. Council will offer fast-tracking of development applications for the right concept and brand.

The site offers a variety of benefits including the potential on the southern side of River Street to build up to 8-10 storeys. Council is keen for accommodation development to provide a true higher-end 4-5 star facility as there are limited branded properties currently (Rydges, Ibis, Mantra, Oaks and Quest) in Mackay which importantly all offer a mid-range level of accommodation.

The estimated capex requirement is attributed to a new 4-5 star hotel/serviced apartment facility within the riverside precinct within the Mackay PDA and to act as a catalyst project to stimulate other forms of development proposed within the master plan created for the area.

Mackay Waterfront PDA Precinct Map



INVEST IN MACKAY ISAAC



Ultra Coral tourism expansion

\$10.0M

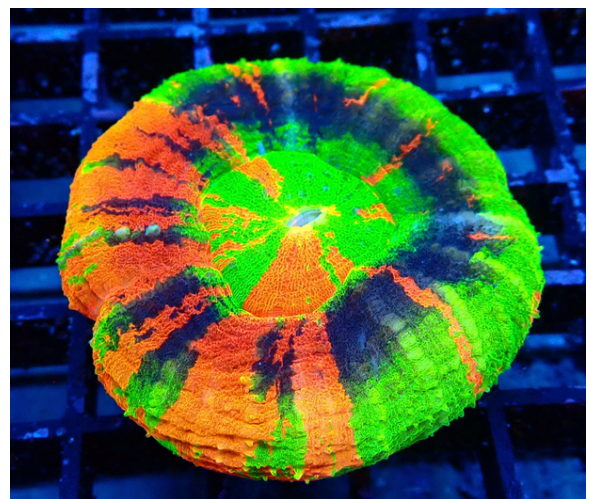
Ultra Coral Australia (UCA) is a World Leading Supplier of sustainably sourced, Premium Rare and Exotic Australian Coral Colonies and Marine Logistical Services for industry and Government on the Great Barrier Reef.

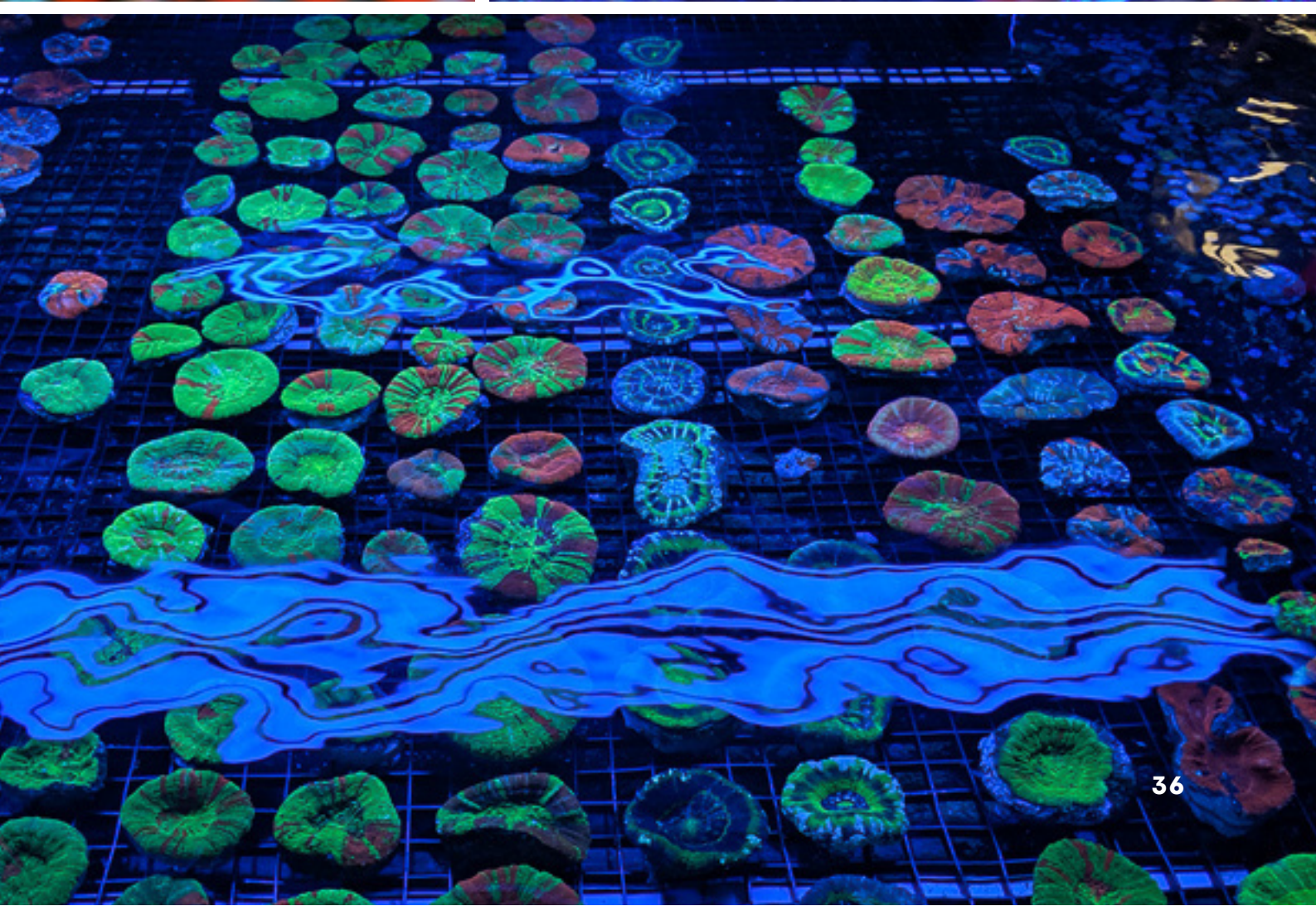
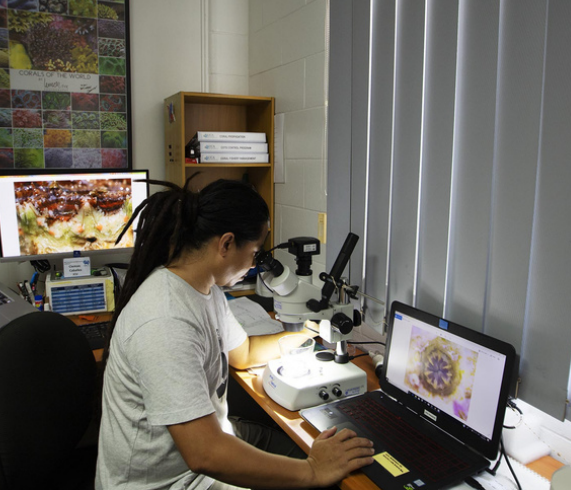
UCA offers a hands-on and intimate coral and marine environment and assistance with eco-projects and with coral propagation. It promotes coral research with the Great Barrier Reef as well as preservation and environmental education on why we need to be conscious citizens for our planet. It also educates the community about living more sustainability to help the environment and our future generations.

UCA has in-house core competencies in marine logistics, vessel handling, diving, animal husbandry, marine science, management, marketing and transport logistics. It also maintains an extensive network of consultants and contractors to ensure it can scale to meet the needs of client projects.

Currently, UCA's focus is very much on coral propagation and back-of-house operations and no front of house education centre or tourism-visitor facility. However, there are a variety of opportunities to not only improve operational efficiencies but also to diversify UCA's operations to include a front-of-house showcase facility along with a variety of other initiatives. The estimated quantum of investment required to support the further development of Ultra Coral Australia, as planned is \$10m and could include the following.

- Off-grid renewable energy system including wind, solar and batteries.
- Investigation into leveraging the site's hills to install a pumped hydro system.
- Freshwater capture, and storage systems.
- Saltwater recycling system, including algae beds for filtration and coral food.
- Multiple artificial coral spawning rooms for monthly or fortnightly spawning.
- Coral nursery grow-out systems.
- Research laboratory equipment and offices.
- Accommodation for researchers, onsite workers, RV campsite.
- Food production areas to minimise our food miles onsite.
- Development of an education and tourism sustainability learning centre.





Wildcat expansion

\$0.25M

Wildcat Mackay is a leading island tour operator based out of Mackay. They are the 2021 Gold Winner for Adventure Tourism & Silver Winner for Major Tour & Transport Operator (March 2022) at the National Australian Tourism Awards.

As part of their product offering, they provide:

- Islands day tours: Allowing guests to explore the hidden wonders that lay above and below the island waters off the coast of Mackay. Guests can snorkel, paddleboard, swim in crystal clear water then finish the day with a cold beverage for the ride home.
- Private charters: Wildcat is available for private charters for all kinds of events including corporate functions, Christmas parties, birthdays, weddings and special milestones.
- Outer reef diving: Wildcat can guests diving in the Great Barrier Reef. This option is only available for private charters.
- School excursions: Wildcat offers ultimate immersive learning tours for students from grades to Prep-Year 12.

The operator now is keen to expand their product range, to include watersports around Keswick and Brampton islands and is need of additional capital investment to secure a licence to operate around these islands and to expand its facilities both on board and for on island excursions.



Interested? Contact us.

Bluewater Lagoon, 2 Matsuura

Drive Mackay QLD 4740

www.mackayregion.com

ceo@mackayregion.com

+61 (0) 434 278 088

