

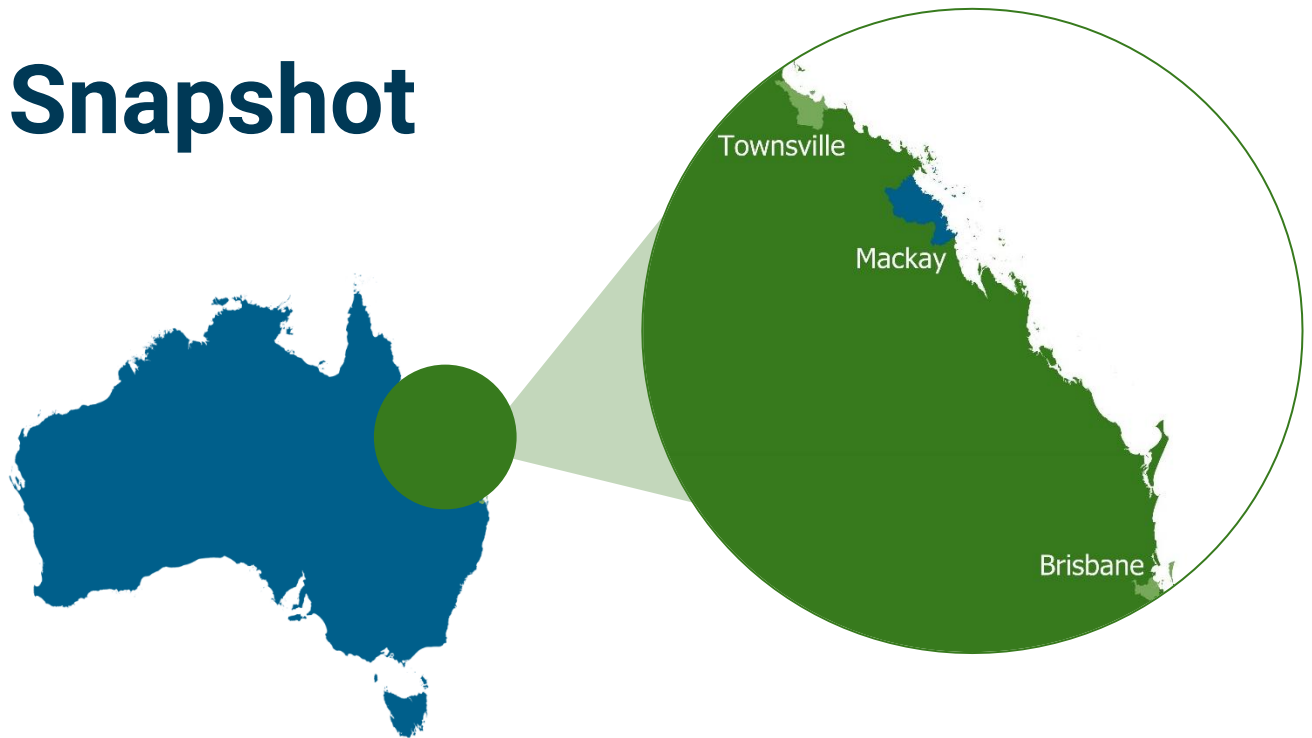


Mackay Region Economic Profile

June 2026

Mackay Regional Council respectfully acknowledges the Traditional Owners of the land, the Yuwi People, and we pay our respects to Elders past and present, and to the young emerging leaders.

Snapshot



Population:
129,253
(2025)



62.0%
workers hold a formal
qualification



Unemployment rate:
2.5%
annual average (2025)



Largest employing sector:
Health Care
10,311 jobs



Tourism generates:
\$643.4M



Value added by industry:
\$14.2B



Population growth:
23.3%
(2025-2046)



New businesses:
497
(2023-2025)



Mining is the highest
exporting sector:
\$8.6B

Contents

SNAPSHOT	i
OVERVIEW	1
DEMOGRAPHICS	2
POPULATION	3
AGE	6
EDUCATION	8
FAMILIES.....	8
INCOME	9
DWELLINGS	10
SOCIO-ECONOMIC CONDITIONS	11
YOUTH.....	12
HOUSING	13
DWELLING APPROVALS.....	14
RESIDENTIAL LOTS.....	15
SALES.....	16
RENT & AFFORDABILITY	17
EMPLOYMENT	18
WORKFORCE DEMOGRAPHICS	20
COMMUTING WORKERS	22
WORK HOURS.....	23
LABOUR FORCE.....	23
INDUSTRY	25
GROSS REGIONAL PRODUCT.....	26
VALUE ADDED.....	26
OUTPUT	27
EXPORTS AND IMPORTS	28
LOCAL EXPENDITURE.....	29
CORE ECONOMIC DRIVERS	30
IMPORT REPLACEMENT OPPORTUNITIES.....	30
BUSINESS TRENDS	31
TOURISM	33
TOURISM OUTPUT.....	34
TOURISM EMPLOYMENT	35
TOURIST SPEND.....	36
VISITOR PROFILE.....	37
RESOURCES	38

Overview

Mackay: A Region Shaping Its Future

Mackay is a region defined by opportunity, resilience and continued economic momentum. Supported by a strong and diverse industry base, an active pipeline of investment and an enviable coastal lifestyle, the region continues to attract new residents, skilled workers and forward-thinking investors. With the foundations of a prosperous and future-ready economy now firmly in place, Mackay is well positioned to shape the next decade of growth and long-term regional prosperity.

Mackay's economic performance remains strong, underpinned by key industries including mining, mining equipment, technology and services (METS), agriculture, construction and tourism. This industry diversity reinforces the region's strengths while supporting the growth of emerging sectors.

Sustained project activity continues to drive investment and development across the region. This reflects confidence in Mackay's established industries as well as growing momentum in emerging opportunities such as METS, advanced mining technologies, critical minerals processing, biomanufacturing, bioenergy and low carbon and renewable energy technologies, alongside ecotourism. This evolving landscape is strengthening Mackay's position as a regional centre for innovation and industry growth.

Population growth, now exceeding 128,000 residents, is strengthening the region's workforce base while increasing demand for housing, services and skilled labour. Liveability and workforce development remain core drivers of long-term prosperity, with emphasis on education and training pathways, transferable and future focused skills, and initiatives that attract and retain talent. Housing availability has also become increasingly important in supporting both traditional and emerging industries, particularly as project-based workforces expand.

Investment attraction is supported through initiatives such as the Facilitating Development in the Mackay Region Policy, alongside ongoing regional advocacy to progress priority projects. The Mackay Region Economic Development Strategy 2025–2030 provides a clear framework to guide long term growth, with a focus on enabling infrastructure, workforce capability and activating key precincts. Together, these efforts are creating the conditions to attract investment, unlock new opportunities and ensure Mackay remains a competitive, resilient and future ready regional economy.

For more information or support, contact the Economic Development and Tourism team on 1300 622 59 or email business@mackay.qld.gov.au.



Demographics



Population



129,253

Residents

9.3%

Population growth
(2015-2025)

10,961

New residents
(2015 to 2025)

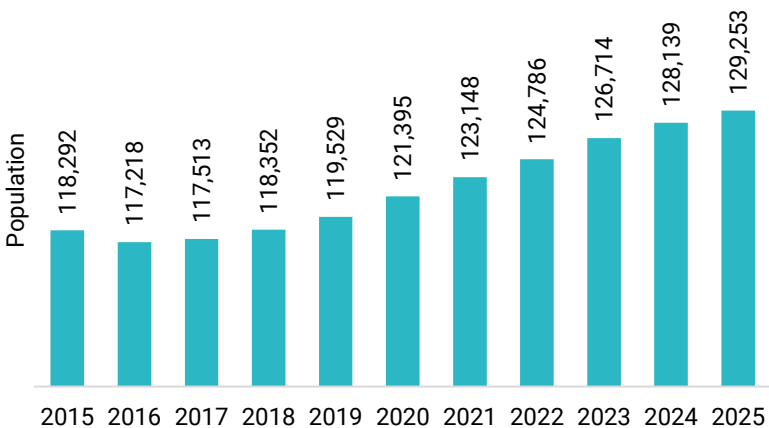
38 years

Median age

Estimated Resident Population

As of 2025, an estimated 129,253 people reside within the Mackay region. Since 2015, an additional 10,961 residents have called the region home, increasing the population by 9.3 per cent.

Figure 1 Estimated resident population, Mackay region



A large proportion of Mackay residents live in the Eimeo - Rural View area, which saw the largest population increase, adding 2,373 additional residents between 2015 and 2025.

Indigenous status

It is estimated that 6.2 per cent of the total population in the Mackay region identify as Aboriginal, Torres Strait Islander, or both. This is higher than the Queensland average, with 4.6 per cent of the population identifying as Indigenous.

Figure 2 Indigenous status of residents, Mackay region, 2021

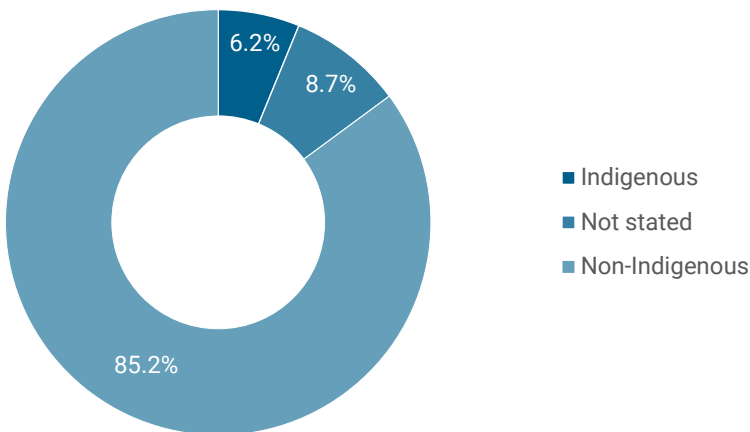
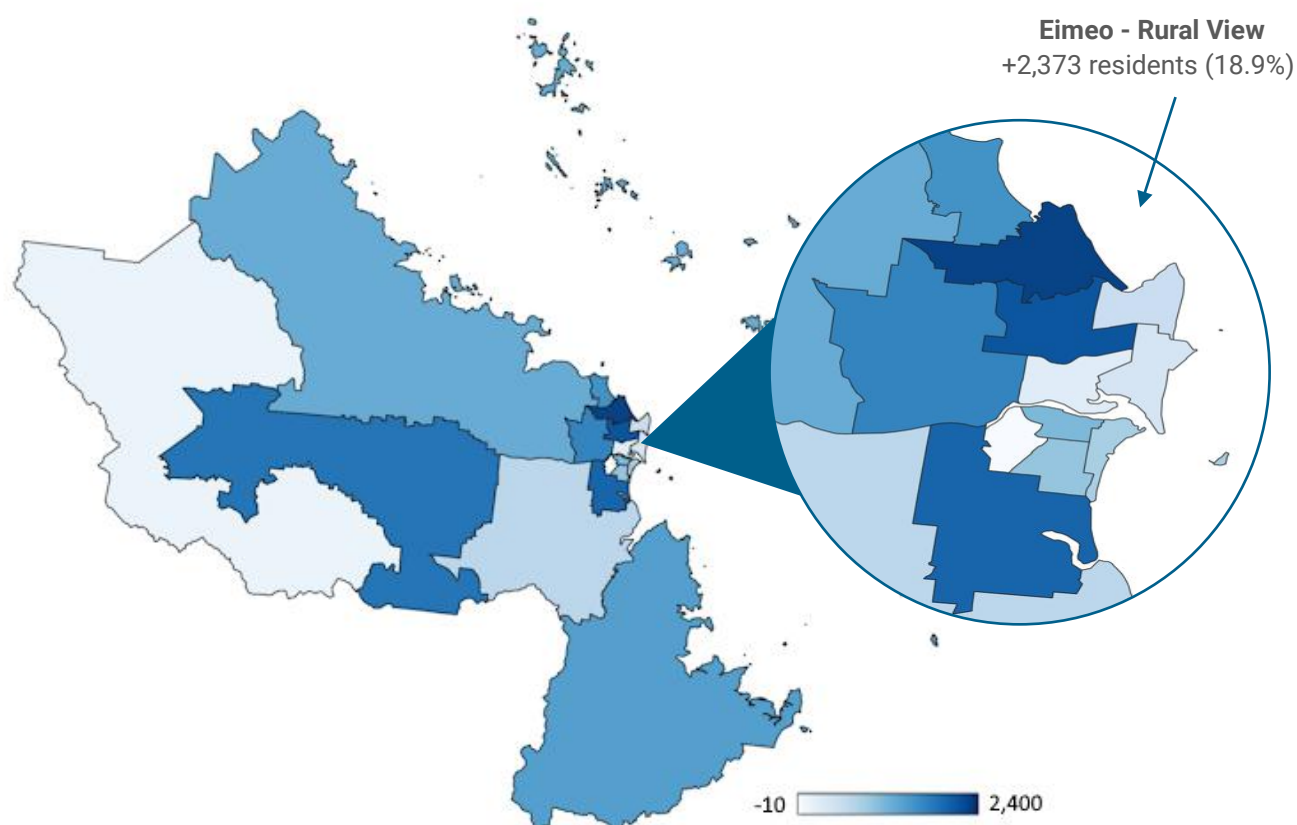


Figure 3 Population by statistical area level 2, Mackay region, 2015, 2020 and 2025

	2015	2020	2025	Change
Andergrove - Beaconsfield	15,222	15,969	17,169	12.8%
East Mackay	3,637	3,761	3,820	5.0%
Eimeo - Rural View	12,538	13,488	14,911	18.9%
Eungella Hinterland	14	10	9	-35.7%
Mackay	3,820	4,014	4,154	8.7%
Mackay Harbour	544	600	676	24.3%
Mount Pleasant - Glenella	10,952	11,513	12,060	10.1%
North Mackay	6,412	6,243	6,418	0.1%
Ooralea - Bakers Creek	5,071	5,783	6,600	30.2%
Pioneer Valley	8,316	8,812	9,449	13.6%
Sarina	11,850	11,832	12,500	5.5%
Seaforth - Calen	8,396	8,139	8,785	4.6%
Shoal Point - Bucasia	5,890	6,123	6,590	11.9%
Slade Point	3,534	3,411	3,669	3.8%
South Mackay	7,040	6,920	7,251	3.0%
Walkerston - Eton	8,606	8,395	8,749	1.7%
West Mackay	6,450	6,382	6,443	-0.1%
Mackay region	118,292	121,395	129,253	9.3%

Figure 4 Population change heat map by statistical area level 2, Mackay region, 2015-2025





159,361

Projected total population in 2046

23.3%

Projected growth (2025 to 2046)

30,108

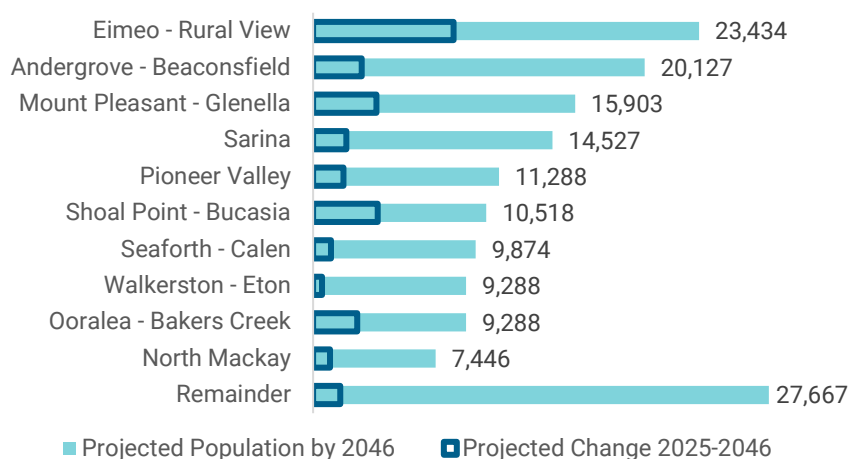
New residents (2025 to 2046)

Population Projections

The Mackay region is projected to grow by an additional 30,108 residents by 2046, reaching a total population of 160,000 by 2046.

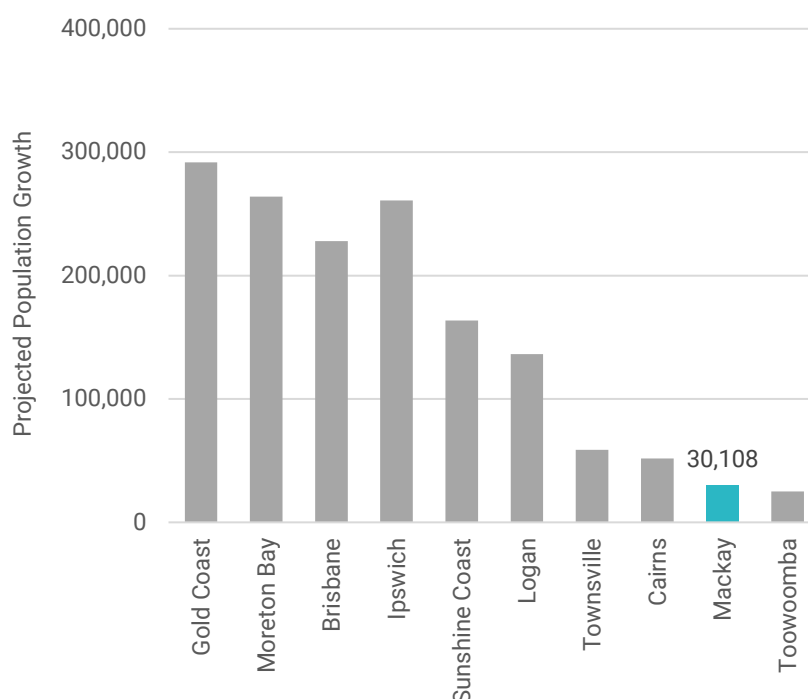
The majority of the population growth is projected to occur in Eimeo - Rural View (the most populated area) where 8,523 new residents are projected to reside by 2046, accounting for 28.3 per cent of total population growth.

Figure 5 Population projections by statistical area level 2, Mackay region, 2025 – 2046



By 2046 the Mackay region is projected to be the 11th most populated local government area (LGA) in Queensland and the ninth fastest growing of the 78 LGAs in the State.

Figure 6 Top 10 QLD LGAs for projected population change 2025-2046



Age



39.1%

Of residents are aged 35-64 years (2024)

5,196

Increase in retired residents (65-79) (2014 to 2024)

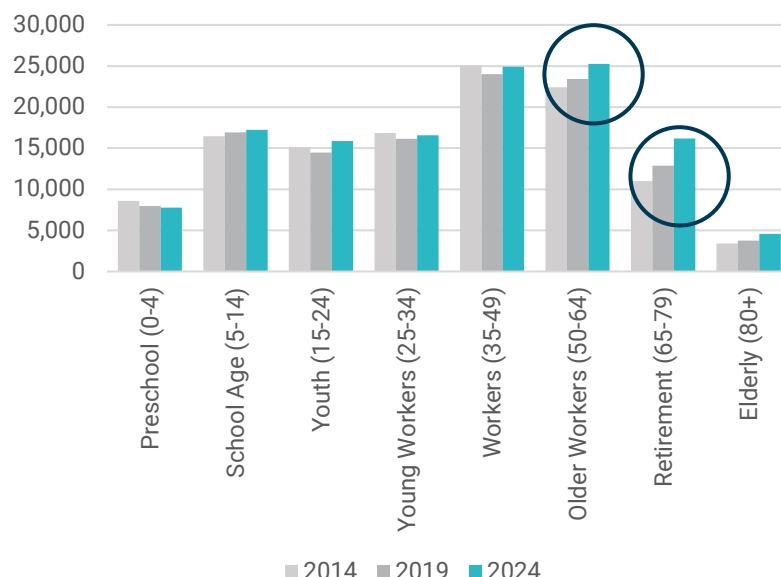
2,854

Increase in older workers (50-64) (2014 to 2024)

Population by Age

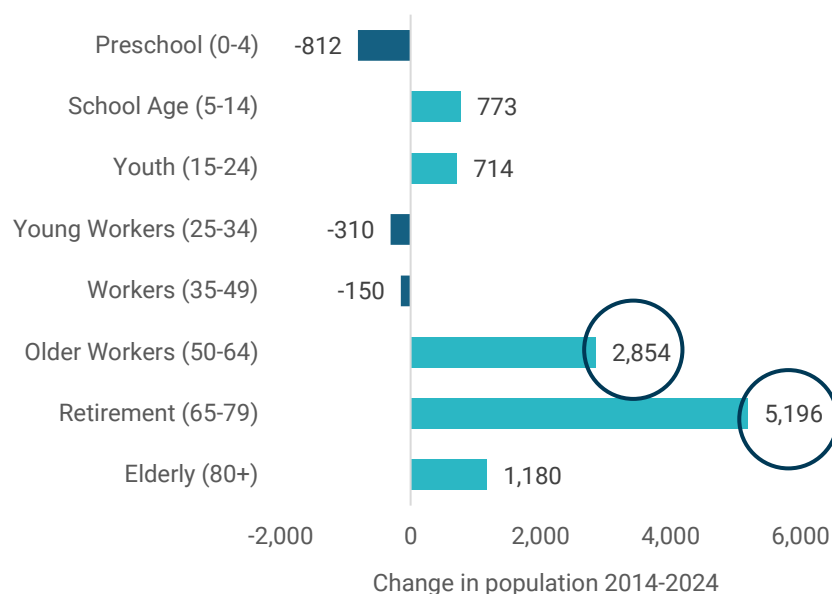
As of 2024, the population of Mackay region is predominately older workers aged 35 to 64 years. This cohort accounts for 39.1 per cent of residents.

Figure 7 Population by life stage, Mackay region, 2014-2024



From 2014 to 2024, strong growth has occurred in the age cohorts of older workers (aged 50-64) and retirees (65-79 years). The number of younger workers (aged 25-49 years) and young residents (aged 0-4 and 15-24 years) has declined.

Figure 8 Population change by life stage, Mackay region, 2014-2024

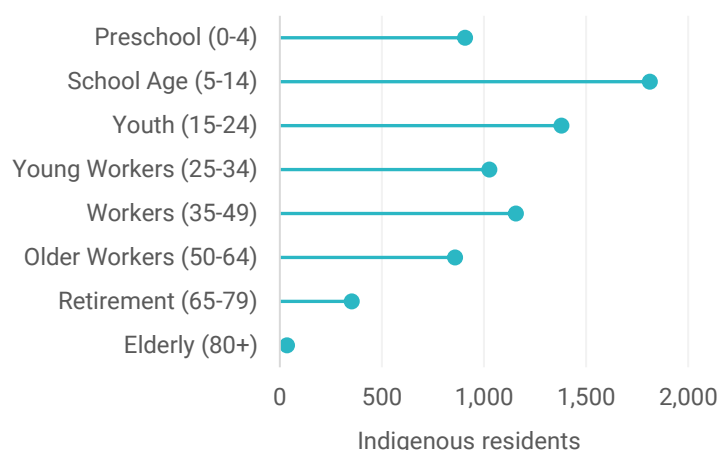


Indigenous Population by Age

In 2021, 7,511 residents in the Mackay region identified as Aboriginal, Torres Strait Islander, or both. It is estimated that one in five of these residents were aged between 5 to 14 years.

Since 2016, the largest increase in Indigenous residents was seen in the youth aged cohort (15-24 years), which increased by 297 residents or 27.5 per cent.

Figure 9 Indigenous population by life stage, Mackay region, 2021

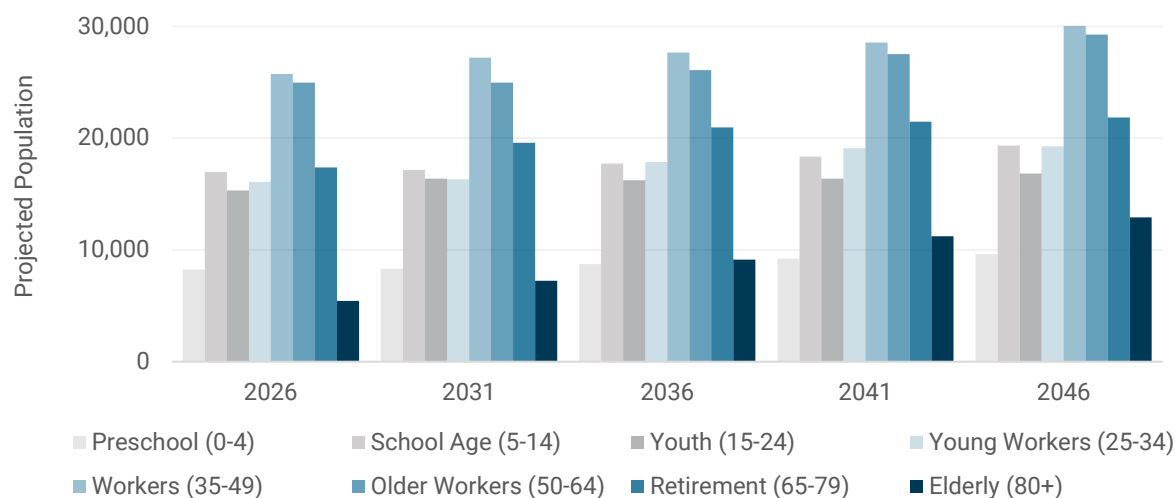


Projected Population by Age

Population growth is expected to be driven primarily by older age cohorts 65 years and over, accounting for 45.5 per cent of the total projected population increase to 2046.

- Residents aged 35 to 49 currently form the largest cohort but are projected to decline in representation as the population ages.
- Residents aged 80+ will experience the largest and fastest growth among all age cohorts.

Figure 10 Projected population by life stage, Mackay region, 2026-2046



11.3%
increase in school age children by 2046



Education



9.8%

Residents are
tertiarily qualified

27.6%

Have a vocational
qualification

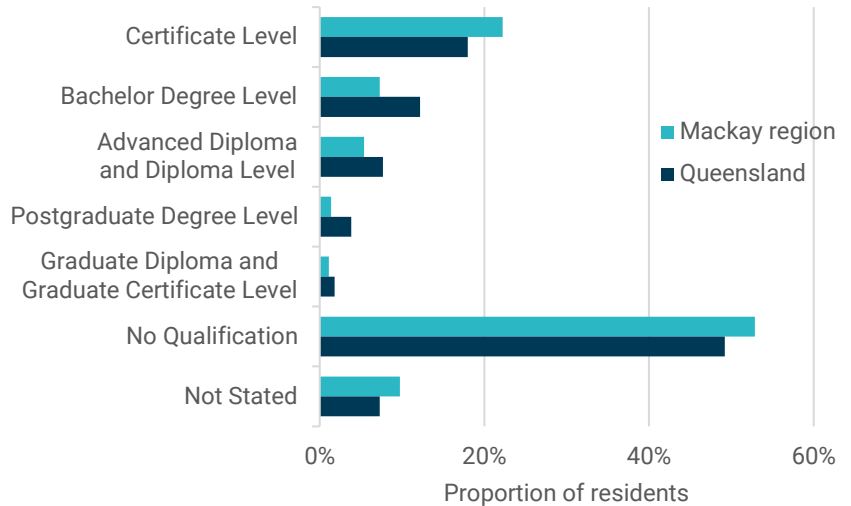
Qualification

An estimated 45,530 residents held a formal, non-school qualification as of the 2021 Census, including:

- 22.2 per cent held a Certificate.
- 5.4 per cent held a Diploma or Advanced Diploma.
- 9.8 per cent held a Bachelor Degree or higher.

Between 2016 and 2021, residents' most common education attainment was certificate level qualifications (+2,657).

Figure 11 Qualifications held by Mackay region and Queensland residents, 2021



Families



41%

Couple family with
no children

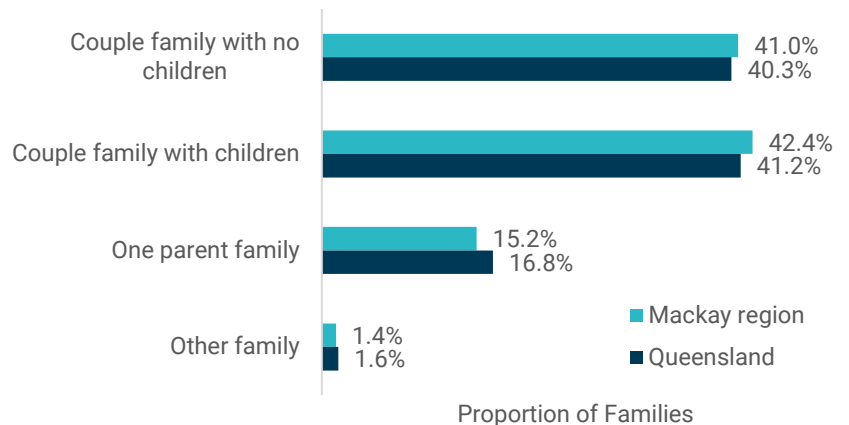
15.2%

One parent family

Family Composition

The family composition of Mackay residents reflects that of Queensland, with 42.4 per cent of families being couples with children. In the Mackay region 15.2 per cent of families are single-parent families, compared to 16.8 per cent in Queensland.

Figure 12 Family composition, Mackay region and Queensland, 2021



Income

\$866

Median weekly individual income

18.5%

Earn a high weekly income

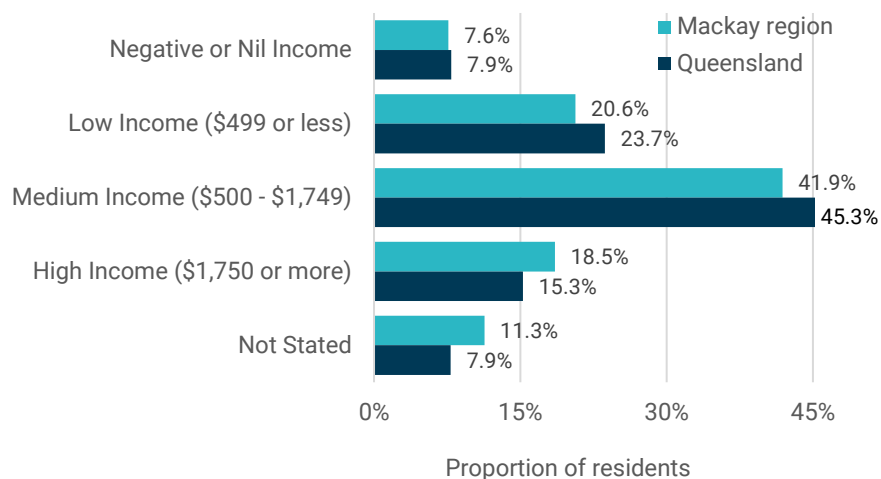


Weekly Income

Relative to the Queensland average, more residents in the Mackay region earn a high income and fewer earn a medium or low income.

Overall, 18.5 per cent of residents in the Mackay region earn a high income compared to 15.3 per cent in Queensland.

Figure 13 Individual income of Mackay region and Queensland residents, 2021

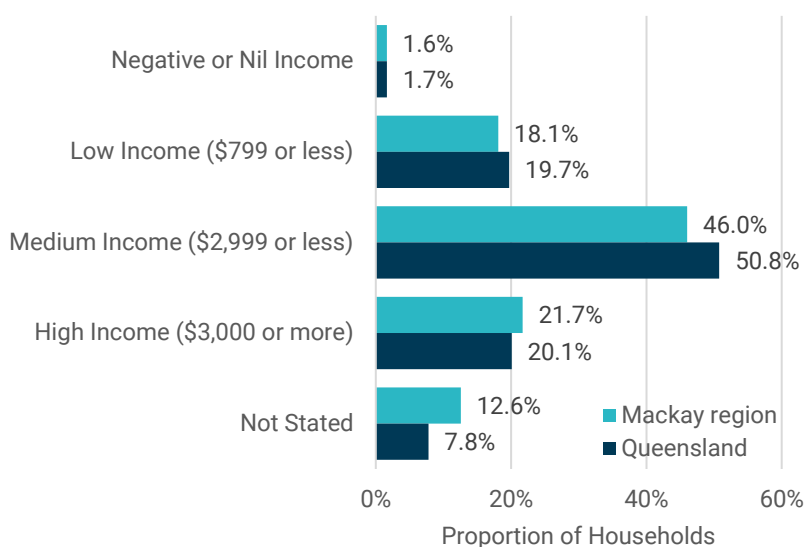


Household Income

Relative to the Queensland average, a higher proportion of households in the Mackay region have a high income and fewer earn a medium or low income.

Overall, 21.7 per cent of households in the Mackay region earn a high income compared to 20.1 per cent in Queensland. In contrast, 46.0 per cent of households in the Mackay region earn a medium income compared to 50.8 percent of households in Queensland.

Figure 14 Household income, of Mackay region and Queensland, 2021



Dwellings



27.8%

Of dwellings in the Mackay region are owned outright

81.6%

Of dwellings are separate houses

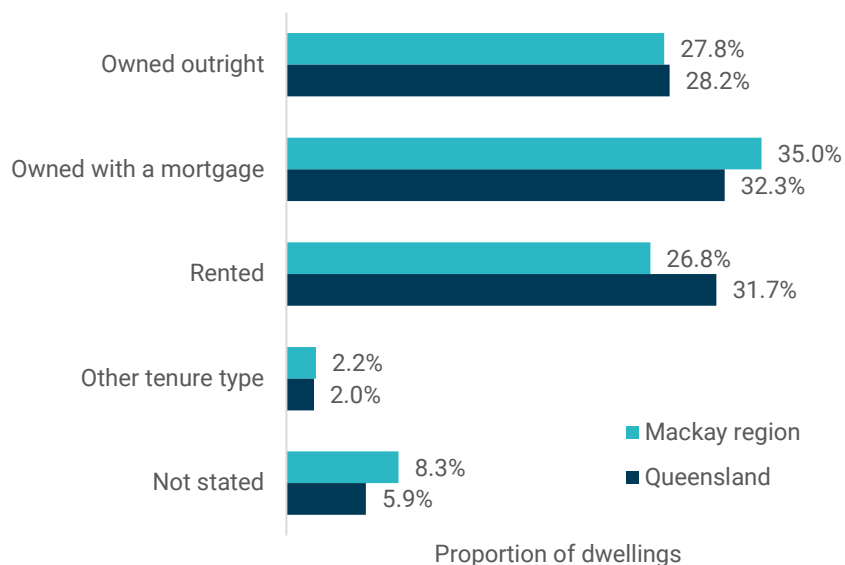
Dwelling Tenure

Just over a quarter of homes in the Mackay region are owned outright, while 35 per cent of dwellings are owned with a mortgage.

Fewer dwellings are rented in the Mackay region (26.8 per cent) relative to the State (31.7 per cent).

Between 2016 and 2021, the largest change in dwelling tenure was seen in dwellings owned with a mortgage (+1,582 or 10.6 per cent).

Figure 15 Dwelling tenure, Mackay region and Queensland, 2021

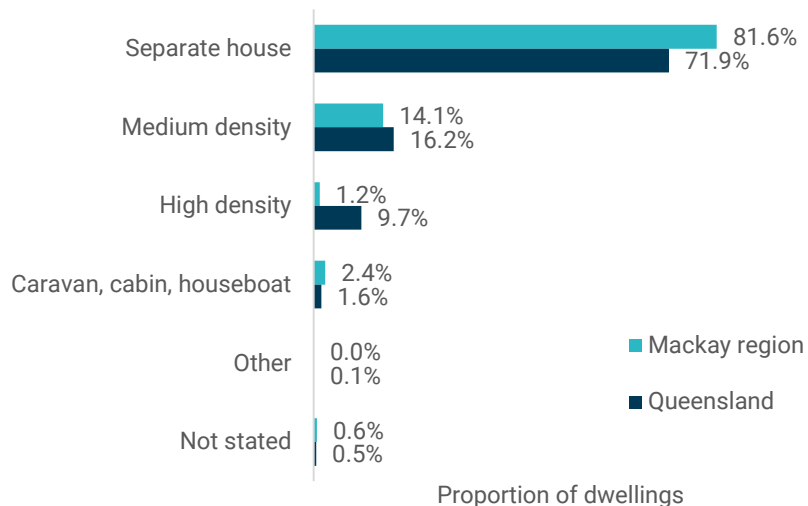


Dwelling Structure

In 2021, there were 52,205 dwellings in the Mackay region. Most dwellings are separate houses (81.6 per cent) or medium density dwellings (14.1 per cent).

There was an increase of 1,701 dwellings between 2016 and 2021. Of these new dwellings, 86.7 per cent (1,474) were separate dwellings.

Figure 16 Dwelling structure, Mackay region and Queensland, 2021



Socio-Economic Conditions



Socio-Economic Indexes for Areas (SEIFA) is a set of indexes developed by the Australian Bureau of Statistics (ABS) using Census data. The index ranks geographic areas across based on relative socio-economic advantage or disadvantage.

A SEIFA score provides a summary of economic and social conditions for residents and households within an area.

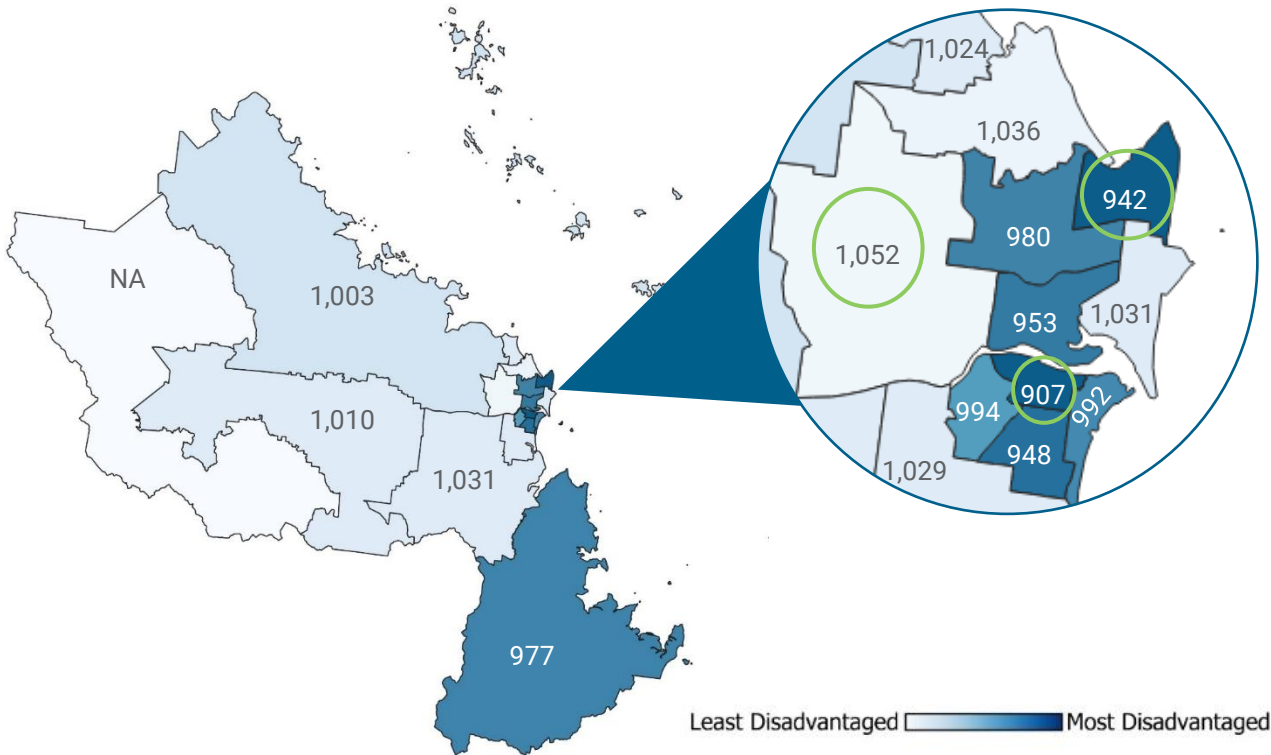
SEIFA

The SEIFA score for the Mackay region is 999, and ranks 362 out of 547 LGAs in Australia, meaning 185 LGAs are less disadvantaged, and 361 are more disadvantaged.

SEIFA scores for statistical areas within the Mackay region range from 907 (most disadvantaged) to 1,052 (least disadvantaged).

The least disadvantaged area is Mount Pleasant-Glenella (1,052), while Mackay and Slade Point were the most disadvantaged (907 and 942, respectively).

Figure 17 SEIFA score by small area, Mackay region, 2021



SEIFA Score	Statistical Area Level 2	SEIFA Score	Statistical Area Level 2
1,052	Mount Pleasant - Glenella	994	West Mackay
1,036	Eimeo - Rural View	992	East Mackay
1,031	Mackay Harbour	980	Andergrove - Beaconsfield
1,031	Walkerston - Eton	977	Sarina
1,029	Ooralea - Bakers Creek	953	North Mackay
1,024	Shoal Point - Bucasia	948	South Mackay
1,010	Pioneer Valley	942	Slade Point
1,003	Seaforth - Calen	907	Mackay

Youth



25.9%

Of youth are engaged in education and employment

9.3%

Of youth are disengaged from education or employment

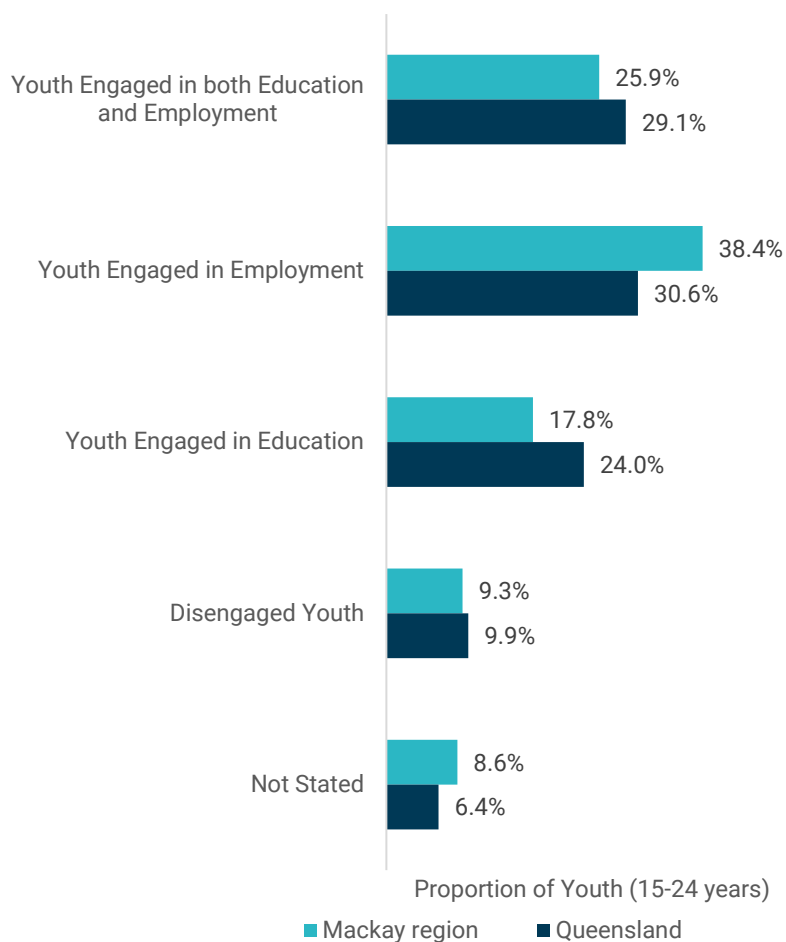
Youth Engagement

Of the total population in the Mackay region, 11.8 per cent were youth aged 15-24 years. 9.3 per cent of this cohort were identified as disengaged youth (not engaged in employment or education).

Youth disengagement has decreased notably, from 14.0 per cent in 2016.

Young people in the Mackay region are more likely to be engaged in work than education alone or both education and employment.

Figure 18 Youth engagement, Mackay region and Queensland, 2021



Housing



Dwelling Approvals

3,584

New house approvals since 2015-16

\$576.4

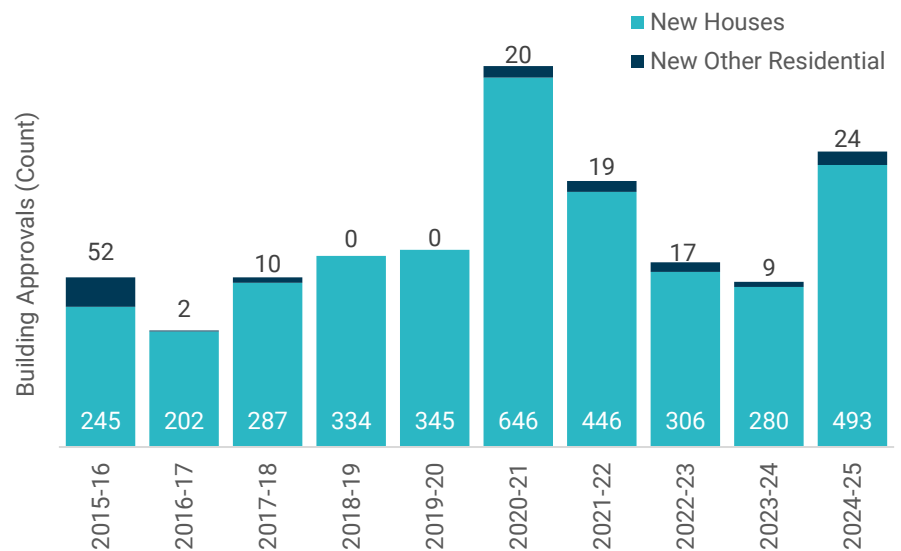
Million in building approvals in 2024-25

Dwelling Approvals

There were 3,584 new houses and 153 new 'other residential buildings' approved in the Mackay region since 2015-16.

493 new houses and 24 other residential types were approved in the 2024-25 financial year, which is above the 10-year average of 358 new houses and 15 other residential buildings.

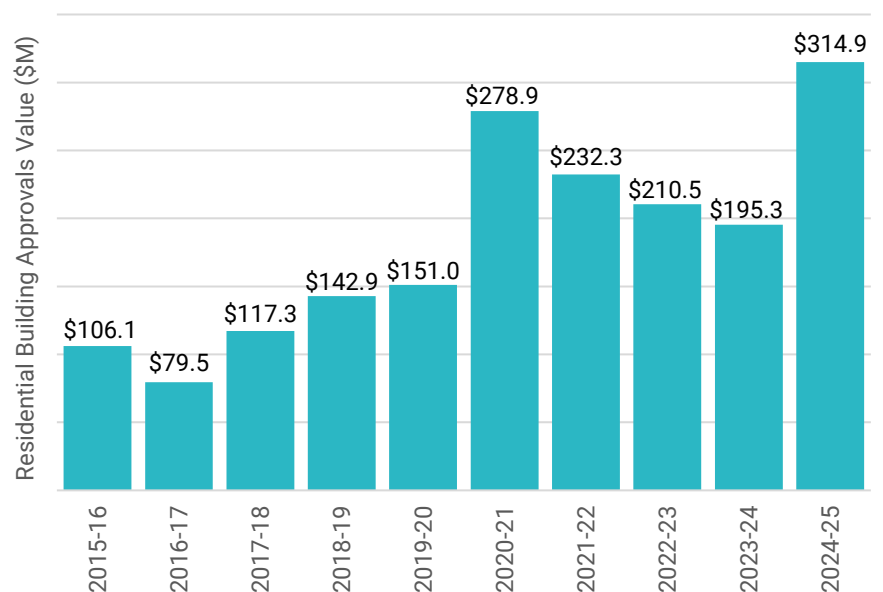
Figure 19 Residential building approvals, Mackay region, 2015-16 to 2024-25



Building Approval Value

The total value of residential building approvals during 2024-25 was \$314.9 million. This period saw the peak in value of residential building approvals, with the lowest value of \$79.5 million in 2016-17.

Figure 20 Residential Building approval value, Mackay region, 2015-16 to 2024-25



Residential Lots



80

Lot approvals in the Mackay region (2024-25)

35.7%

Of lot approvals in the Mackay Isaac Whitsunday region are in the Mackay region

394

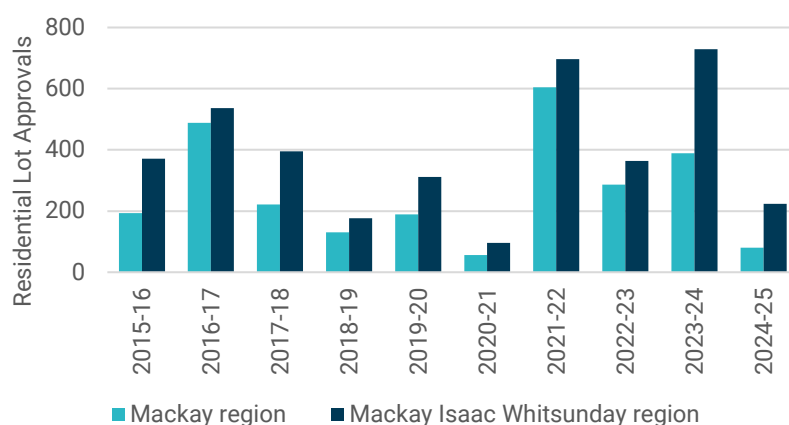
Lot registrations (2024-25)

Lot Approvals

Between 2015-16 and 2024-25, an average of 264 lots were approved each financial year within the Mackay region.

In 2024-25, lot approvals in the Mackay region accounted for 35.7 per cent of total lot approvals in the Mackay Isaac Whitsunday region. This is down 0.2 percentage points from 2023-24, attributable to a greater proportion of lots approved in Whitsunday over this time (64.3 per cent of the Mackay Isaac Whitsunday region).

Figure 21 Lot approvals, Mackay region and Mackay Isaac Whitsunday region, 2015-16 to 2024-25

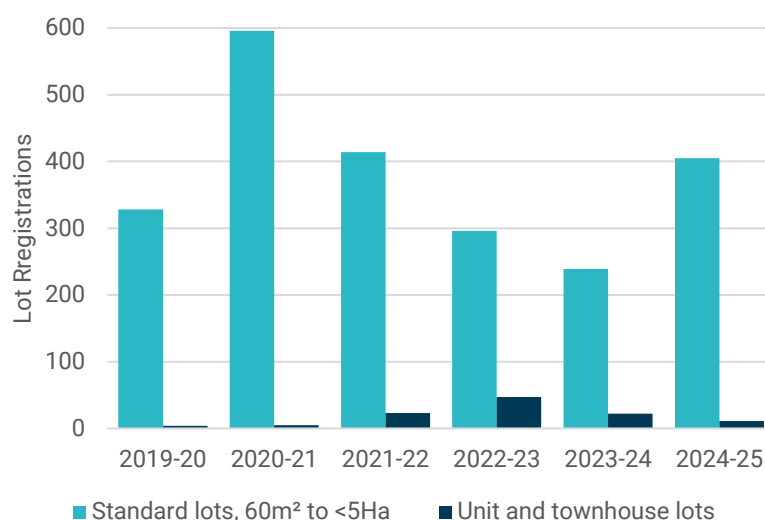


Lot Registrations

Lot registration is the final stage of the development of new residential lots.

Between 2019-20 and 2024-25, 2,166 lots were registered in the Mackay region, of which an average of 95.1 per cent were registered as standard urban lots.

Figure 22 Lot registrations, Mackay region, 2019-20 to 2024-25



Sales



369

Lot sales
(2024-25)

25,912

Dwellings were
sold between
2015-16 and
2024-25

83.4%

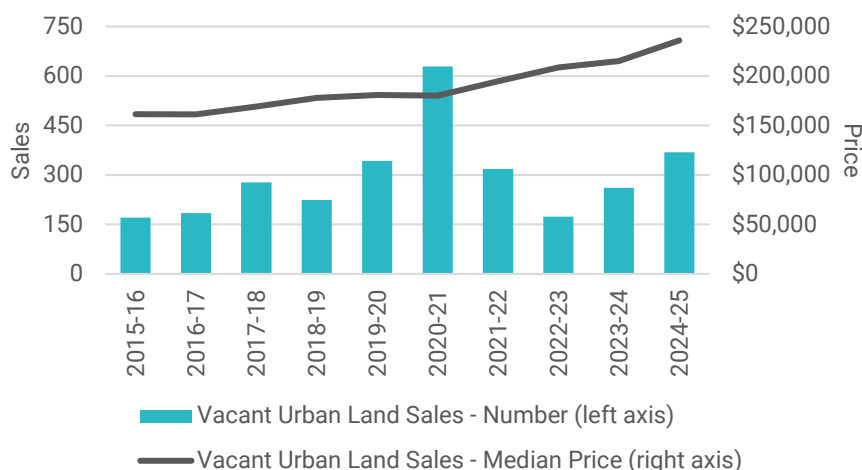
Of dwelling sales
are detached
dwellings

Vacant Lot Sales

An average of 295 lot sales occurred at a median price of \$188,561 between 2015-16 and 2024-25.

While the volume of vacant lot sales in the Mackay region has fluctuated, particularly over recent years, the median price has continued to trend upwards since 2015-16.

Figure 23 Land sales and median price, Mackay region, 2015-16 to 2024-25

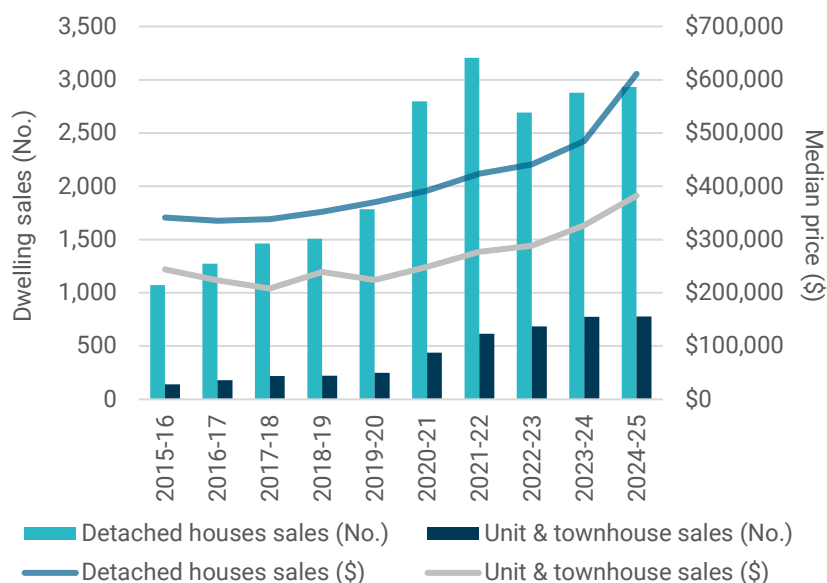


Dwelling Sales

There were 25,912 dwelling sales in the Mackay region between 2015-16 and 2024-25. Over the period, detached dwellings generally accounted for around 83.4 per cent of dwelling sales in the Mackay region, and units and townhouses make the balance.

The median price of houses in 2024-25 was \$611,113, which increased by 26.0 per cent from the year prior (\$485,000).

Figure 24 Dwelling sales and median price, Mackay region, 2015-16 to 2024-25



Rent & Affordability



\$620

Median weekly rent price of houses in 2024-25

15.5%

Of all dwellings sold in 2024-25 were considered affordable

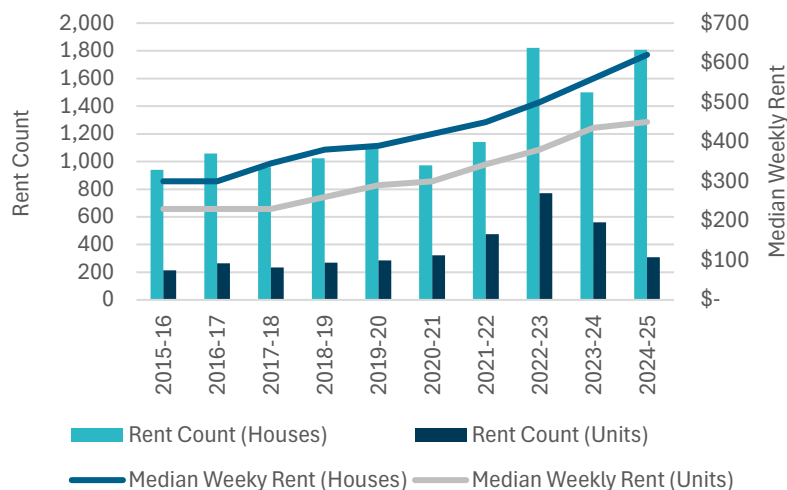
29.5%

Of all dwellings rented in 2024-25 were considered affordable

Median Weekly Rent

A total of 1,808 houses and 308 units were rented in the Mackay region in 2024-25. The average median weekly rent price for a house was \$620 and units were \$450.

Figure 25 Median weekly rent, Mackay region, 2015-16 to 2024-25

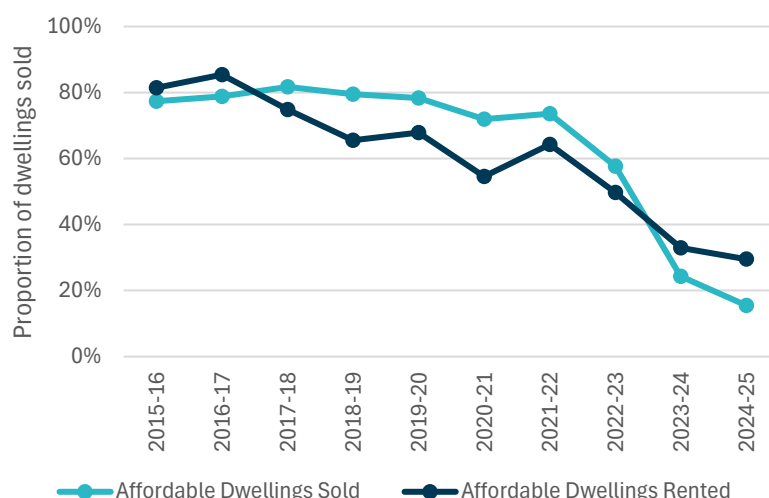


Housing Affordability

The term 'housing affordability' refers to the relationship between expenditure on housing and household incomes to reflect potential barriers to entry into the housing market. A dwelling is unaffordable if the asking price for sale or rent is more than 30 per cent of household income.

In 2015-16, 1,181 affordable dwellings were sold in the Mackay region, representing 77.4 per cent of all dwellings sold. In 2024-25, this decreased to 557 affordable dwellings, representing 15.5 per cent of all sold dwellings.

Figure 26 Housing affordability, Mackay region, 2015-16 to 2024-25



Employment



Employment

The following profiles show data for employed persons who work in the Mackay region, regardless of where they live.



60,825

Jobs in the Mackay region

17.0%

Of workers are employed by the health care sector

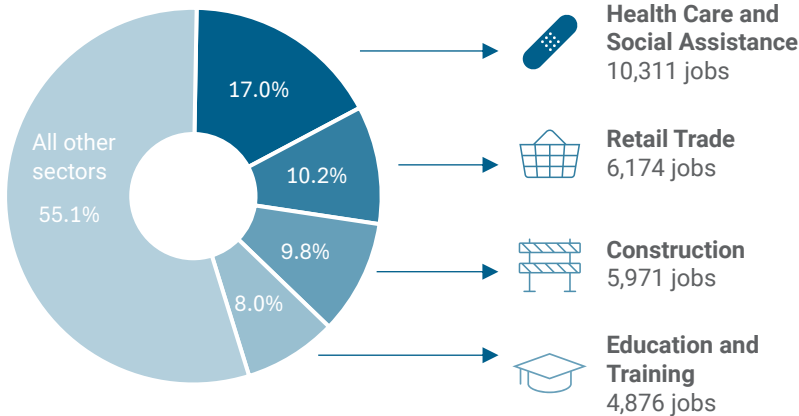
+4,363

New jobs in health care and social assistance (2016-2025)

Employment by Industry

The total employment estimate for the Mackay region in 2025 is 60,825 jobs. The health care and social assistance sector is the largest employing sector, comprising 10,311 jobs, followed by the retail trade sector (6,174 jobs).

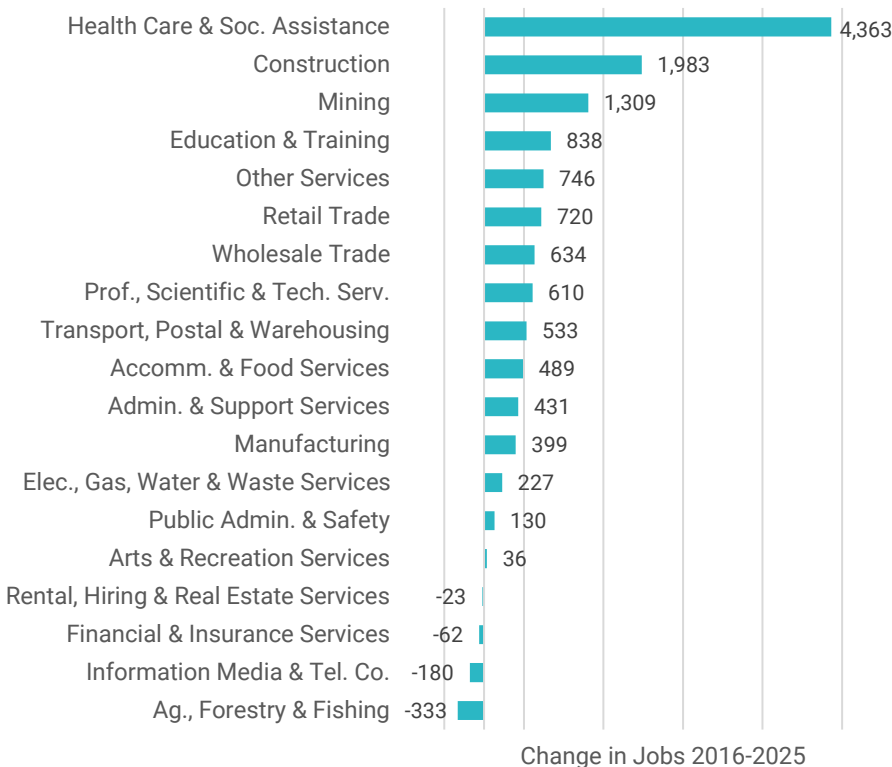
Figure 27 Jobs by industry, Mackay region, 2025



Change in Employment by Industry

Between 2016 and 2025, the total number of jobs in the Mackay region increased by 12,850. The health care and social assistance sector experienced the greatest increase (+4,363 jobs), followed by the construction sector (+1,983 jobs).

Figure 28 Change in jobs by industry, Mackay region, 2016-2025



Workforce Demographics



+1,447

Largest increase in workers aged 35-44 (2016-2021)

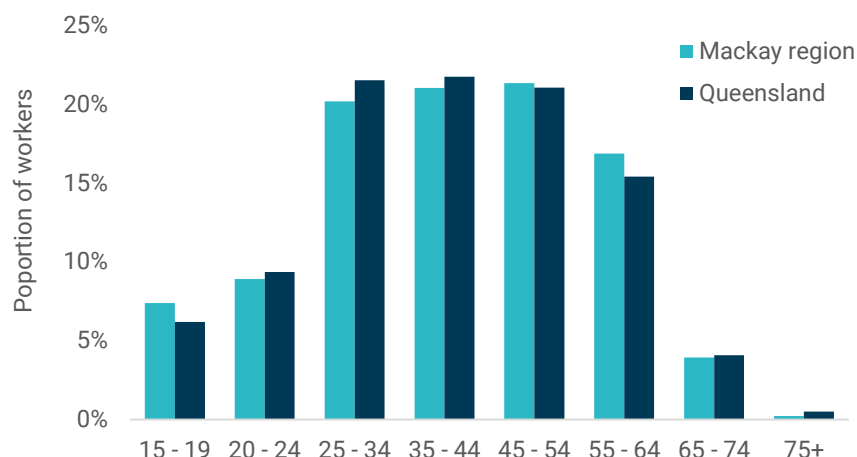
19.3%

Of workers are technicians and trades workers

Workforce Age Breakdown

The age breakdown of the Mackay region's workforce largely reflects the State average, however there is a slightly higher representation of older workers (45-64 years) compared to Queensland (38.3 per cent and 36.5 per cent, respectively).

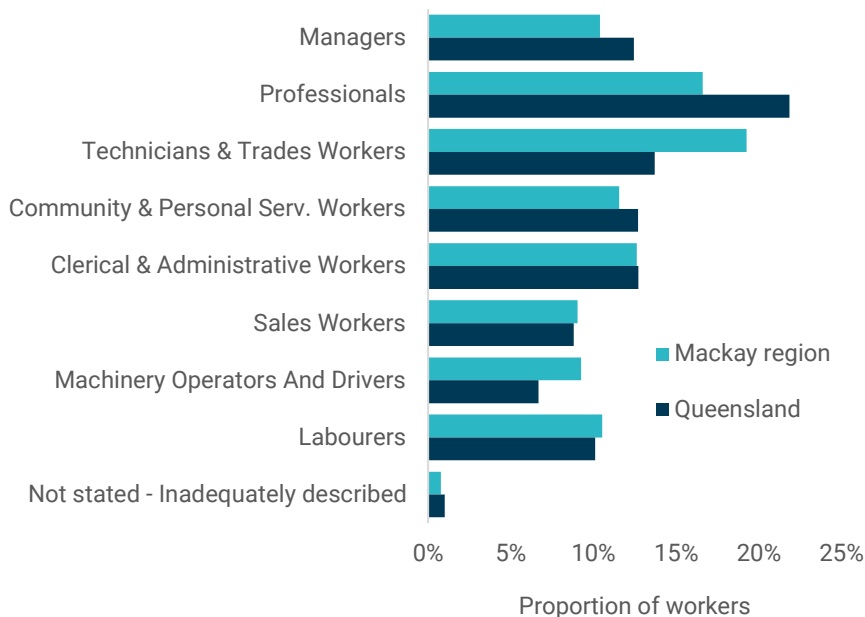
Figure 29 Workforce by age, Mackay region and Queensland, 2021



Workforce Occupations

Mackay region has a distinct representation of workers across all occupation types. The most common occupation is technicians and trades workers (19.3 per cent), followed by professionals (16.6 per cent).

Figure 30 Occupations of workers, Mackay region and Queensland, 2021



62.0%

Of workers in the Mackay region hold a formal qualification

+5,983

Increase in the number of workers that hold a formal qualification. (2016-2021)

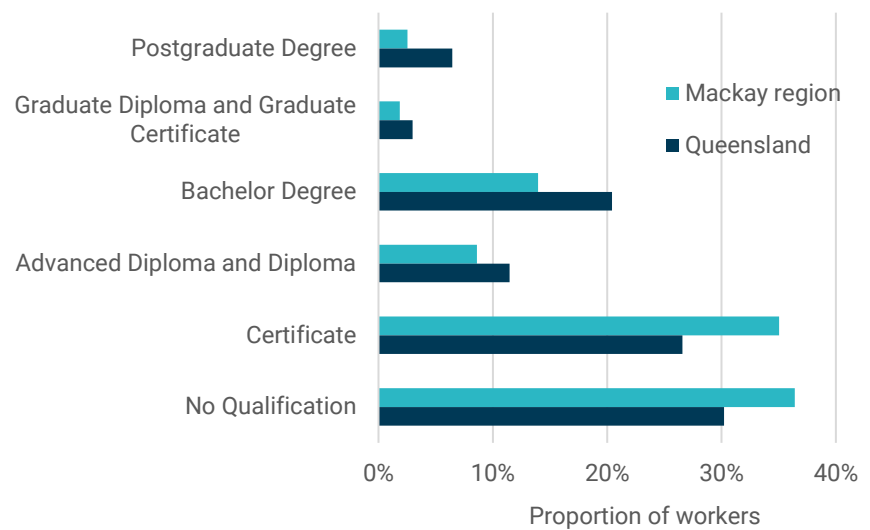


Workforce Qualifications

Approximately 62.0 per cent of the Mackay region's workforce hold a formal qualification (including certificate, diploma, bachelor degree and higher) compared to 67.9 per cent for Queensland.

Certificate is the most common form of qualification for the Mackay region workers at 35.0 per cent, higher than the State average at 26.6 per cent.

Figure 31 Qualifications of workforce, Mackay region, 2021



19,128
workers in the Mackay region hold a certificate level qualification.



Commuting Workers

97.8%

Of jobs in the Mackay region are filled by residents

80.6%

Of workers drive to work

11.4%

Of working residents travel to other municipalities to work

Movement of Workers

Self-Containment

Where people live and work has important implications on their lives and the local economy. Jobs in the Mackay region are filled primarily by workers who live locally (97.8 per cent).

	Persons	Share of Total
Work and live in the Mackay region	53,382	97.8%
Work in the Mackay region, live elsewhere	1,200	2.2%
Total persons working in the Mackay region	54,582	100.0%

Self-Sufficiency

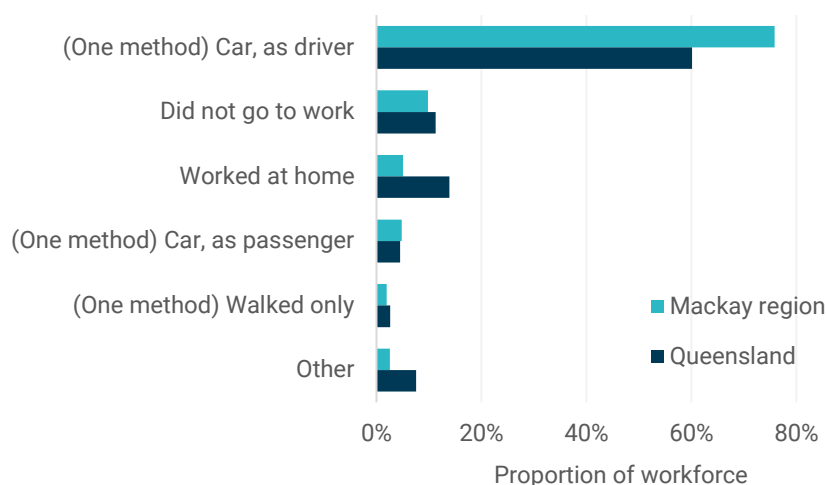
While the number of workers in the Mackay region is 54,582, the number of working residents is much higher at 60,244. It is estimated that 11.4 per cent of working residents in the Mackay region travel to other municipalities for work.

	Persons	Share of Total
Work and live in the Mackay region	53,382	88.6%
Live in the Mackay region, work elsewhere	6,862	11.4%
Total workers living in the Mackay region	60,244	100.0%

Method of travel to work

Approximately 80.6 per cent of workers travel by car, 5.0 per cent work from home, and 1.9 per cent walk to their workplace.

Figure 32 Method of travel to work for Mackay region workers, 2021



Work Hours



29.4%

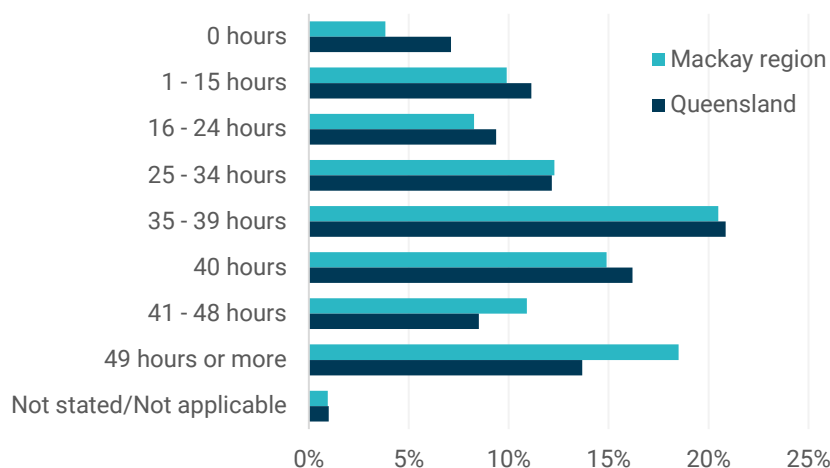
Of workers in the Mackay region work more than 40 hours a week

Weekly hours worked

One in five workers in the Mackay region work between 35 and 39 hours per week.

A higher proportion of workers in the Mackay region work 40 hours or more per week relative to Queensland (44.3 per cent and 38.4 per cent, respectively).

Figure 33 Weekly hours worked, Mackay region, 2021



Labour Force



70,856

Labour force, 2025

2.8%

Quarterly unemployment rate, December 2025

2.5%

Annual unemployment rate, 2025

Employed and Unemployed

In 2025, the Mackay region's labour force is estimated at 70,856 people, with 69,111 employed and 1,745 unemployed. Following strong employment growth between 2020 and 2022, employment eased over the next two years before recovering in 2025 to surpass its previous peak. The unemployment rate remained relatively low at around 2.5% in 2025, reflecting continued strength in the regional labour market.

Figure 34 Labour force, Mackay region, 2020-2025





+8,649

Overall increase in the number of employed persons in the Mackay region (2015-2025)

+1,817

Increase in total employment in 2025

The job growth rate reflects the rate of change in the number of people employed within the region.

Annual Change in Employment

Total employment in the Mackay region increased by 1,817 jobs during 2025, following employment declines in 2023 and 2024. This marks a return to growth after employment fell by 2,258 jobs over the previous two years.

Figure 35 Annual change in employment, Mackay region, 2015- 2025

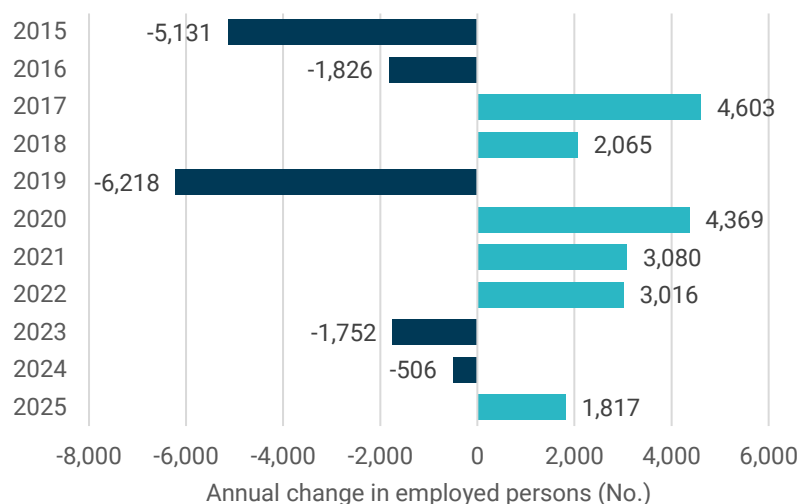


Figure 36 Labour force summary, Mackay region, 2015-2025

	Employed	Unemployed	Labour Force	Unemployment rate	Job Growth Rate
2015	60,462	5,008	65,470	7.6%	-7.8%
2016	58,636	4,454	63,090	7.1%	-3.0%
2017	63,239	3,838	67,077	5.7%	7.9%
2018	65,304	2,636	67,940	3.9%	3.3%
2019	59,087	3,585	62,671	5.7%	-9.5%
2020	63,455	3,714	67,169	5.5%	7.4%
2021	66,535	2,803	69,338	4.0%	4.9%
2022	69,551	1,850	71,401	2.6%	4.5%
2023	67,800	2,482	70,281	3.5%	-2.5%
2024	67,294	2,321	69,615	3.3%	-0.7%
2025	69,111	1,745	70,856	2.5%	2.7%

Industry



Gross Regional Product

Gross Regional Product is the total value of final goods and services produced in the region over the one year.

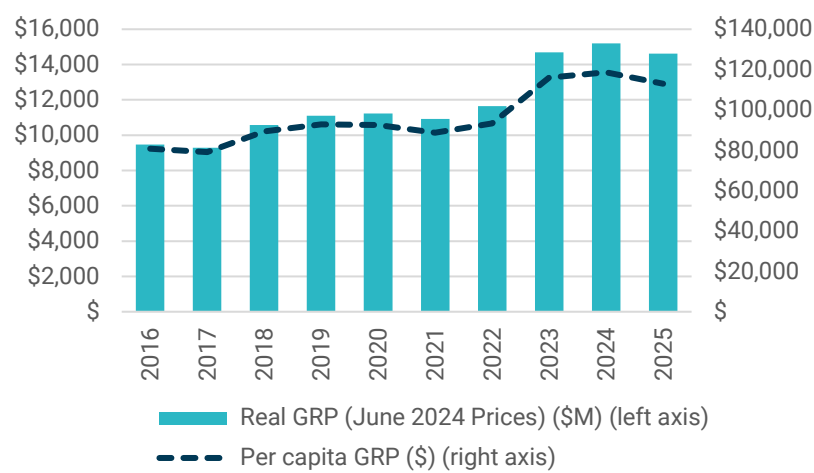
\$14.9B

GRP (2025)

Gross Regional Product (GRP) represents the economic wealth generated in a region. The Mackay region's GRP for 2025 is estimated to be \$14.9 billion, which is 30 per cent of the total GRP for the Mackay Isaac Whitsunday region and 3 per cent of Queensland's Gross State Product.

Real values are used over a longer term to remove the effects of inflation. The following figure reflects the change in real GRP and real GRP per capita since 2016. Real GRP per capita has increased from \$80,844 in 2016 to \$113,046 in 2025.

Figure 37 Gross Real Regional Product, Mackay region, 2016-2025



Value Added

Value added represents the marginal economic value added by each industry in the Mackay region.

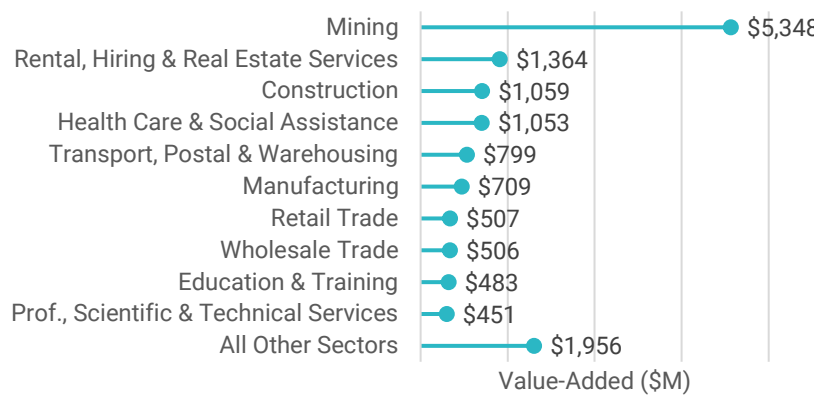
\$14.2B

Value added generated (2025)

Value added data represents the marginal economic value added by each industry sector within the Mackay region. Value added is a major element used to calculate GRP.

An estimated \$14.2 billion in value added was generated in the Mackay region in 2025. The mining sector contributes the most (\$5.3 billion), almost 4 times more than the second-highest sector. This substantial contribution is primarily due to the presence of operational head offices for mining businesses in Mackay.

Figure 38 Value Added by Industry, Mackay region, 2025



Output



Output represents the gross revenue generated by local businesses.

\$29.4B

Output generated in 2025

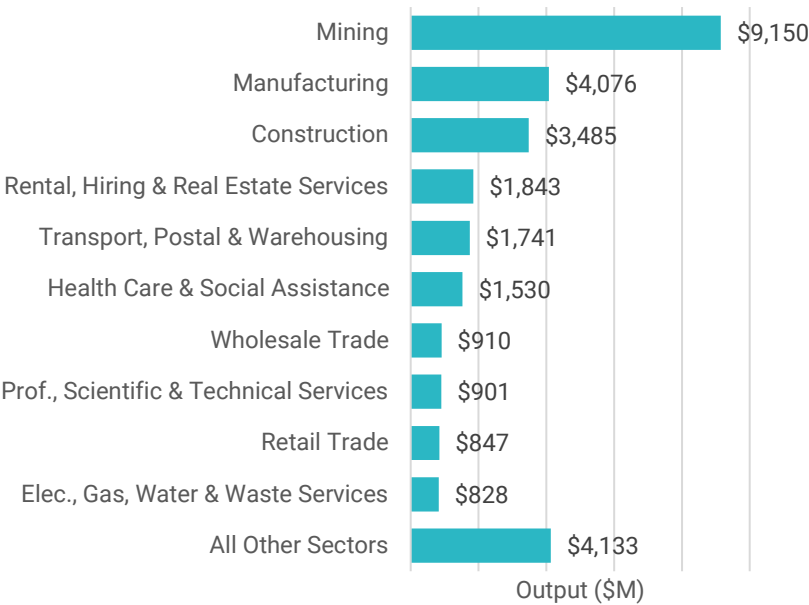
\$9.2B

Output generated by the mining sector

Output data represents the gross revenue generated by businesses in each industry sector.

The Mackay region generates an estimated \$29.4 billion in output, with the mining sector contributing the largest amount (\$9.2 billion), followed by manufacturing (\$4.1 billion).

Figure 39 Output by Industry, Mackay region, 2025



\$9.2B

Output generated by the mining sector in the Mackay region

Exports and Imports



Regional exports represent the value of goods and services exported from the Mackay region.

\$13.9B

Regional exports in 2025



Regional imports represent the value of goods and services imported to the Mackay region.

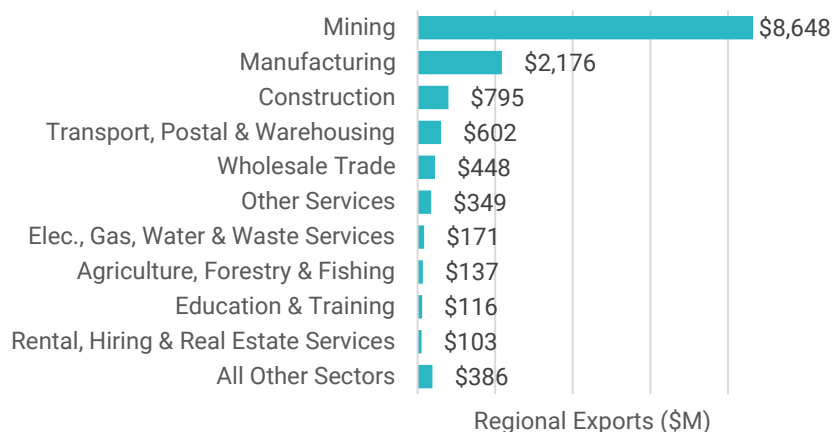
\$7.9B

Regional imports in 2025

Exports

Regional exports (including domestic and international exports) for the Mackay region are estimated at \$13.9 billion for 2025. The mining sector contributes the highest value of regional exports (\$8.6 billion), followed by manufacturing (\$2.2 billion).

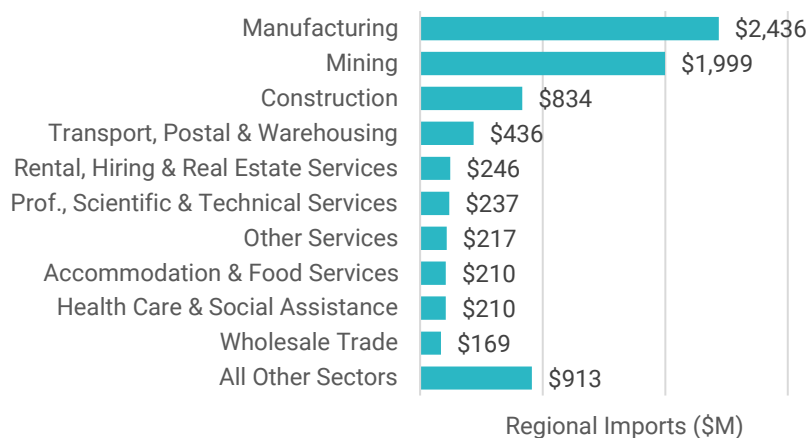
Figure 40 Regional Exports by Industry, Mackay region, 2025



Imports

Imported goods and services by industry in the Mackay region is valued at \$7.9 billion in 2025. The manufacturing sector represents 31 per cent of total imports, importing an estimated \$2.4 billion in goods and services annually.

Figure 41 Regional Imports by Industry, Mackay region, 2025



Local Expenditure



Local expenditure represents the value of intermediate goods and services purchased by local industry sectors.

\$6.7B

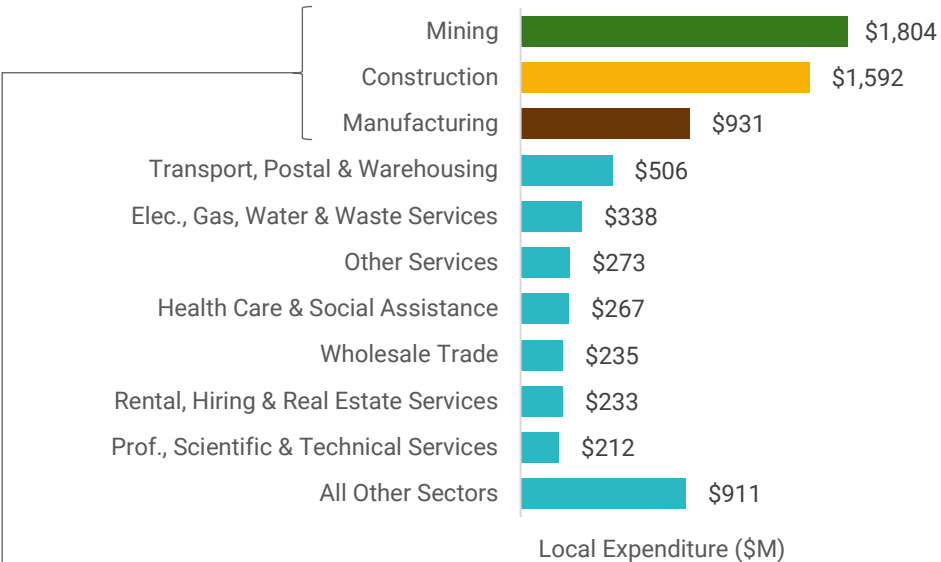
Local expenditure in 2024

Local expenditure represents the value of intermediate goods and services purchased by local industry within the Mackay region. A high rate of local expenditure relative to total output is reflective of well-developed local supply chains.

The total local expenditure estimate for the Mackay region is \$7.3 billion. The mining sector has the highest level of local expenditure, spending \$1.8 billion on local goods and services, followed by construction and manufacturing (\$1.6 billion and \$930.8 million, respectively).

Most of the local expenditure by mining is spent on other local mining (\$335.4 million), transport, postal and warehousing (\$305.0 million) and manufacturing (\$278.7 million).

Figure 42 Local Expenditure by Industry, Mackay region, 2025



Local Demand Sector	Local Supply Sector
Mining (\$1.8B)	Mining \$335.4M
	Transport, Postal & Warehousing \$305.0M
	Manufacturing \$278.7M
Construction (\$1.6B)	Construction \$841.5M
	Manufacturing \$284.9M
	Professional, Scientific & Technical Services \$124.7M
Manufacturing (\$983.0M)	Manufacturing \$302.1M
	Agriculture, Forestry & Fishing \$181.3M
	Transport, Postal & Warehousing \$69.6M

Core Economic Drivers

Core economic drivers represent industry sectors and subsectors that are key to the Mackay region's economy in terms of regional exports, employment, value added, and local expenditure on goods and services (backward linkages).

The following industry sectors are identified as the largest contributors to the regional economy across key economic indicators, with construction identified as the most significant.

Figure 43 Core economic drivers, Mackay region, 2025

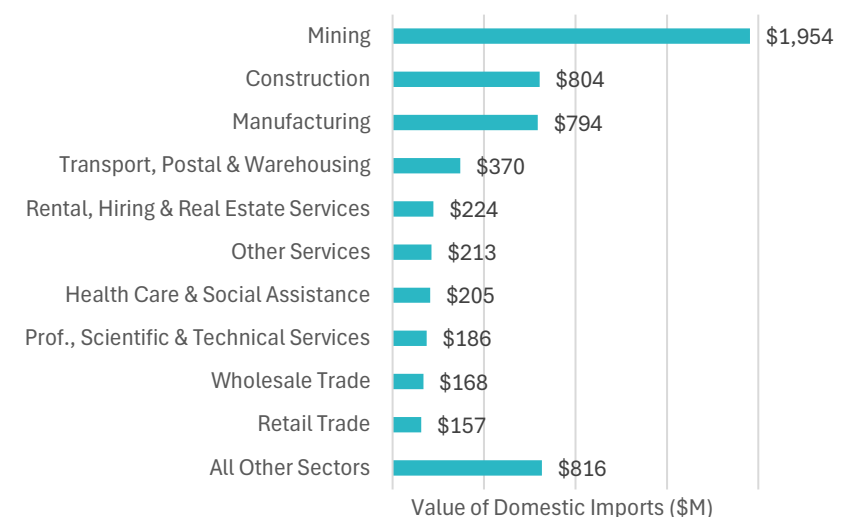
	Backward Linkages	Exports	Employment	Value Added
Construction	✓	✓	✓	✓
Transport, Postal & Warehousing		✓		✓
Manufacturing		✓	✓	
Mining		✓		✓
Health Care & Social Assistance			✓	✓

Import Replacement Opportunities

Imports reflect demand in the region's economy for goods and services not supplied locally, highlighting gaps in local supply chains. When goods are imported from other parts of Australia, local businesses may be able to fill these gaps. The region can add value and strengthen its economy by producing these goods locally, even partially.

In 2025, industries in the Mackay region imported \$5.9 billion from the rest of Australia.

Figure 44 Local industries demand for domestic imports from the rest of Australia, 2025



\$5.9B

Imported from the rest of Australia

Business Trends



The largest number of businesses in the Mackay region operate in the agriculture, forestry and fishing sector.

11,184

Total businesses in the Mackay region in 2025

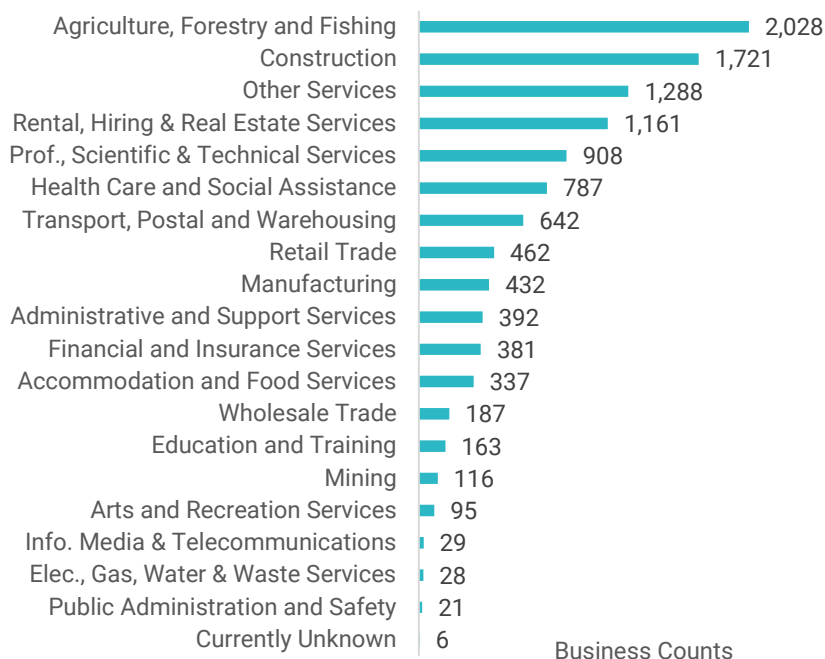
497

New businesses between 2023 and 2025

Count of Businesses

As of June 2025, 11,184 businesses operated in the Mackay region. The largest number of businesses are registered in the agriculture, forestry, and fishing sector (2,028 businesses), followed by construction (1,721 businesses).

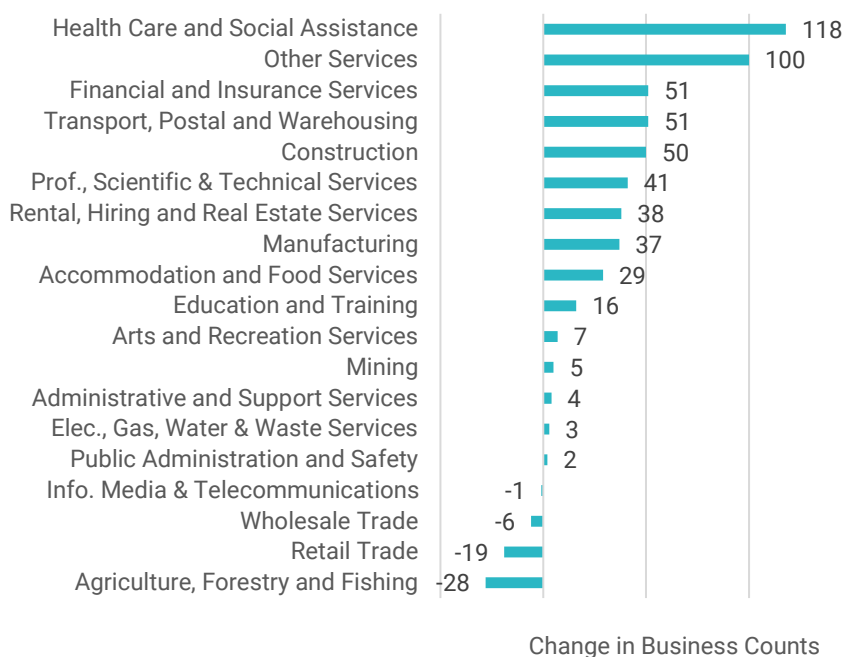
Figure 45 Business counts by industry, Mackay region, 2025



Change in Business Count

Between 2023 and 2025, registered businesses increased by 497. The health care and social assistance sector experienced the largest increase (+118).

Figure 46 Change in business counts by industry, Mackay region, 2023-2025





302

New non-employing businesses between 2023 and 2025

497

New businesses between 2023 and 2025

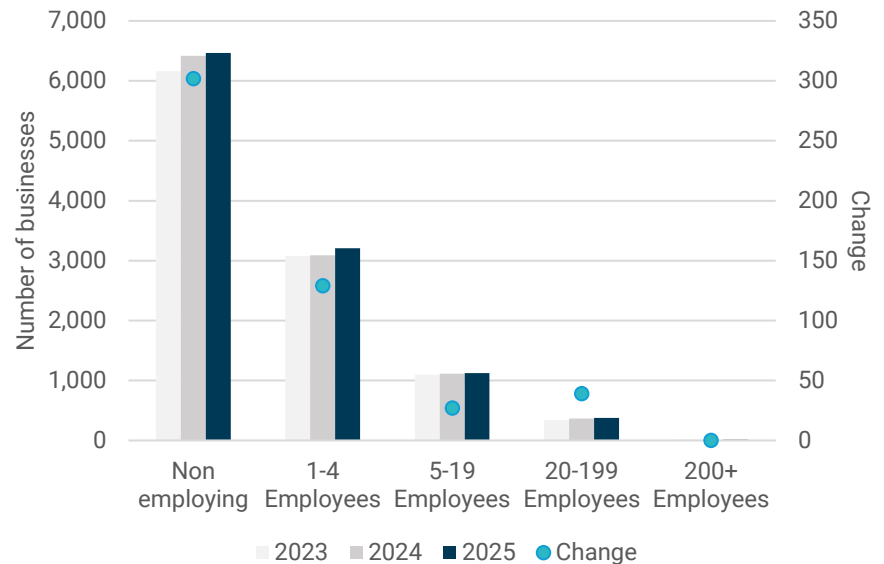
57.8%

Of businesses in the Mackay region are non-employing

Business Counts by Workforce Size

Between 2023 and 2025, non-employing businesses accounted for the majority (57.8 per cent) of businesses in the Mackay region and experienced the greatest increase, from 6,162 in 2023 to 6,464 in 2025.

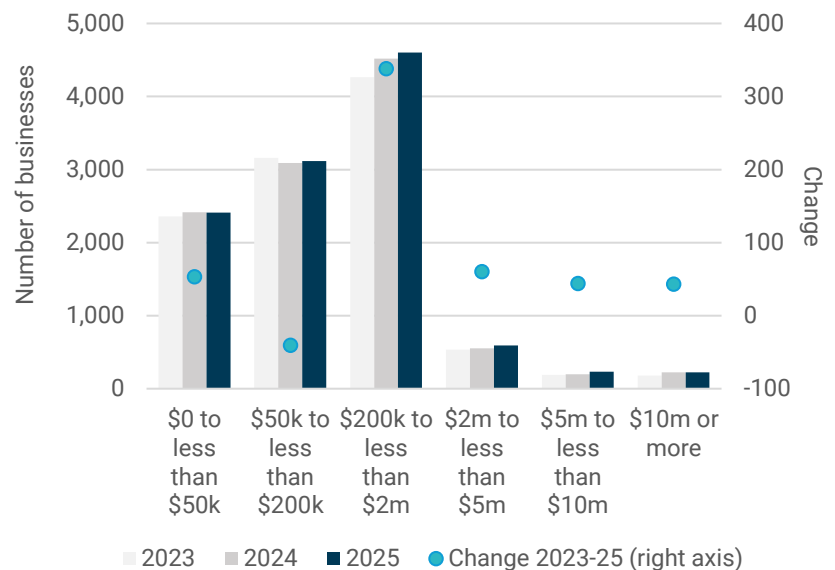
Figure 47 Business counts by workforce size, Mackay region, 2023-2025



Business Counts by Turnover

Businesses with annual revenue between \$200,000 and \$2.0 million had the highest increase between 2023 and 2025, increasing by 338 businesses, from 4,264 to 4,602.

Figure 48 Business counts by turnover, Mackay region, 2023-2025



Tourism



Tourism Output



Tourism is an amalgamation of activities across various industry sectors.

\$643.4M

Output generated by tourism activity in the Mackay region

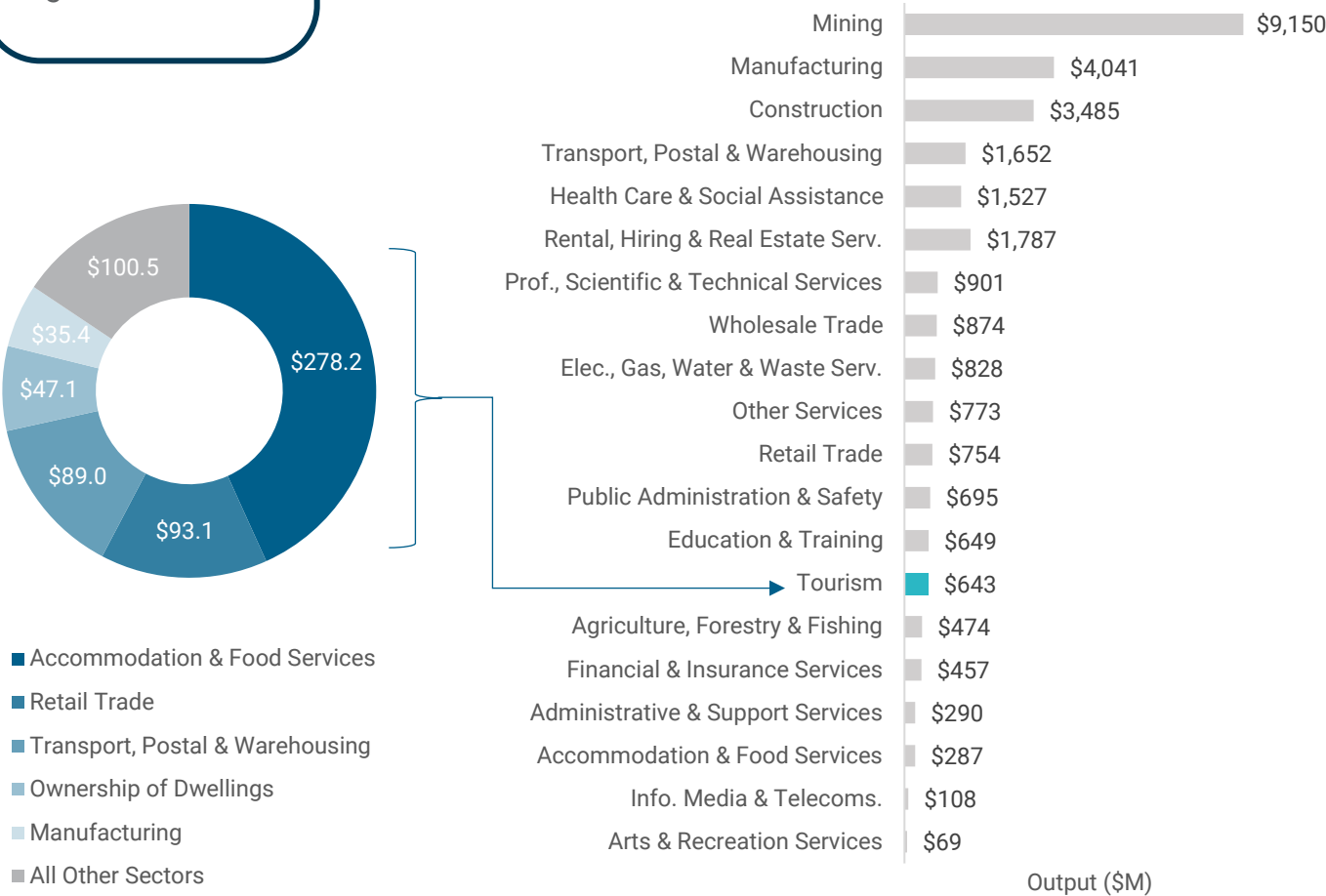
Tourism is not classified as a separate industry sector in the National Accounts data. Instead, tourism is an amalgam of activities across various sectors, such as:

- Retail
- Accommodation
- Cafes and restaurants
- Cultural and recreational services
- Transport

The estimated output generated by each industry sector in the Mackay region is deducted and consolidated into a separate tourism sector.

Tourism contributes an estimated \$643.4 million in output in the Mackay region.

Figure 49 Tourism output breakdown, Mackay region, 2025



Tourism Employment



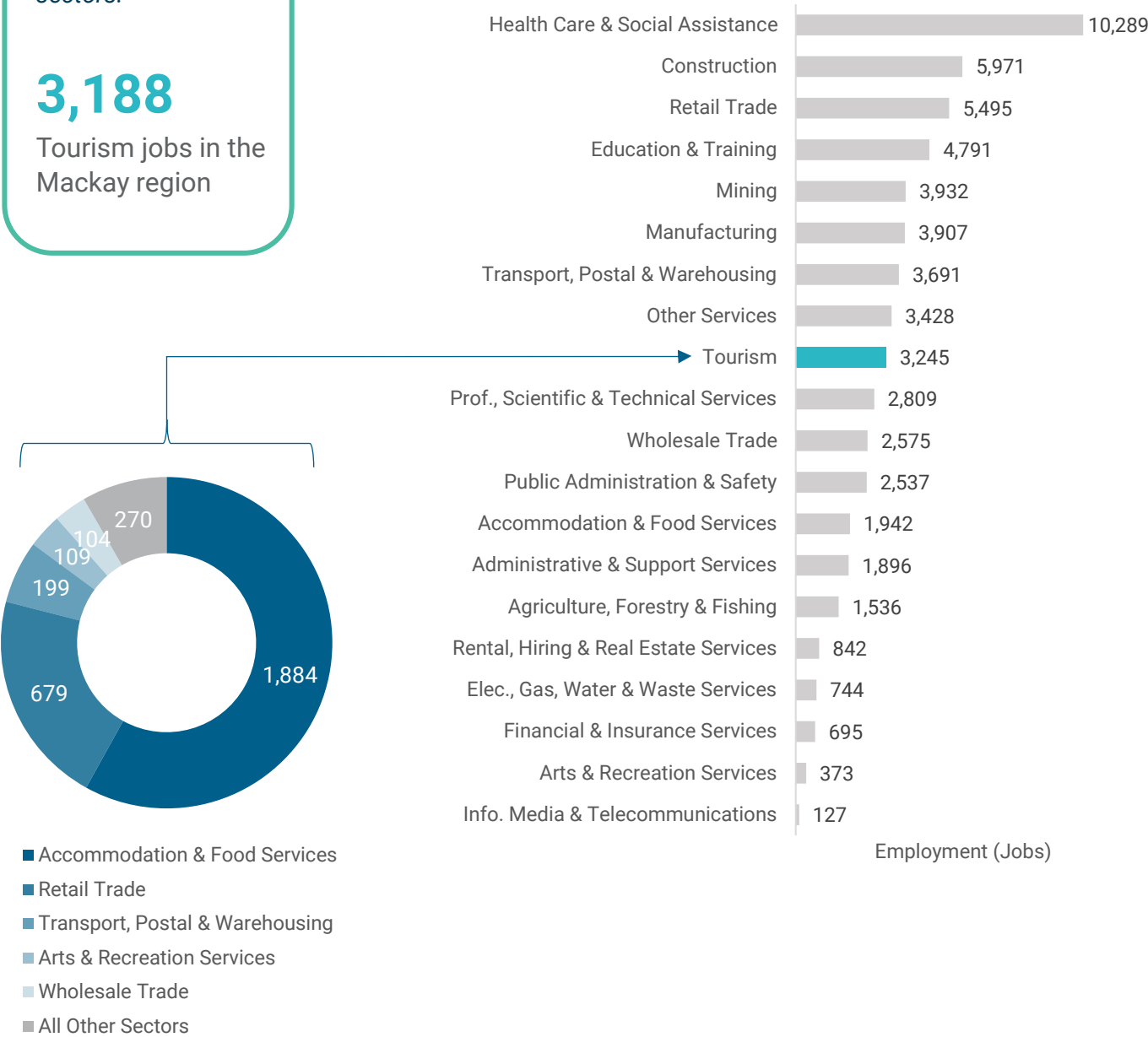
Tourism is an amalgamation of activities across various industry sectors.

3,188

Tourism jobs in the Mackay region

Tourism is estimated to account for 3,245 (5.3 per cent) of the 60,825 total jobs in the Mackay region. The accommodation and food services sector, along with the retail trade sector, have the highest number of jobs supported by tourism demand in the area, with 1,884 and 679 jobs, respectively.

Figure 50 Tourism employment breakdown, Mackay region, 2025



Tourist Spend



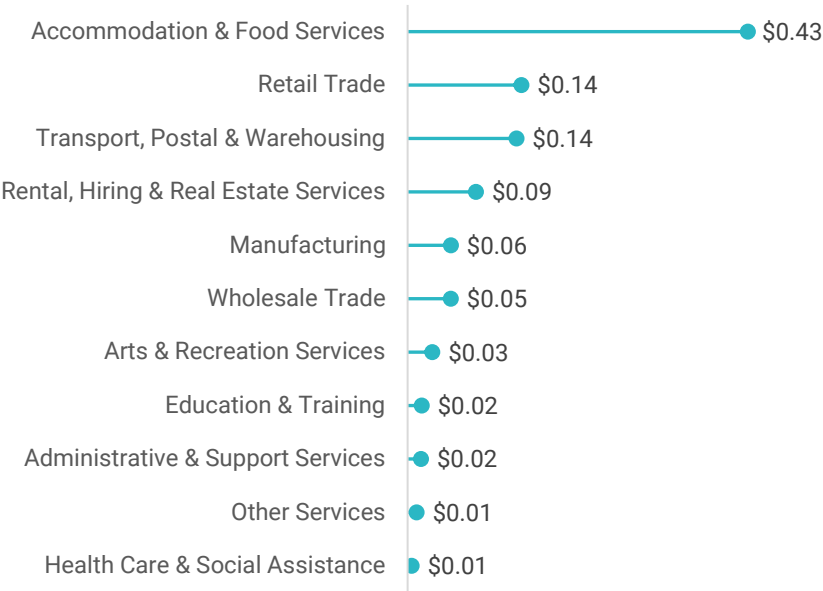
\$0.43

Out of every \$1.00 of tourist expenditure is spent on accommodation and food services

Distribution of a Tourist Dollar

For each dollar a tourist spends in the Mackay region, it is estimated that \$0.43 is spent on accommodation and food services, and \$0.14 on retail trade and transport, postal and warehousing.

Figure 51 Breakdown of tourist expenditure per \$1.00, Mackay region, 2025



1,053,000
Total visitors to Mackay region



Visitor Profile

Visitor Type, Count and Length of Stay

This section provides data for the Mackay Tourism Region for the year ending December 2025.

Mackay welcomed 1.1 million overnight visitors in the year ending December 2025. An estimated 1,029,000 domestic overnight visitors accounted for 97.7 per cent of the total visitors to the region. The 'holiday' travellers are the largest source of visitors to the area, contributing approximately 29.9 per cent of total visitations over the 12 months to December 2025.

On average, visitors to the Mackay region stay for approximately 3.6 nights¹.

Figure 52 Visitor breakdown, Mackay Tourism Region, 2025

		Visitors	Trend % Chg	Nights	Trend % Chg	Length of stay
Domestic	Holiday	308,000	n/p	858,000	n/p	2.9
	VFR ²	n/p	n/p	n/p	n/p	n/p
	Business	239,000	n/p	740,000	n/p	3.1
	Domestic	1,029,000	n/p	4,220,000	n/p	3.6
Intrastate	Holiday	252,000	n/p	772,000	n/p	3.1
	VFR	n/p	n/p	n/p	n/p	n/p
	Business	235,000	n/p	731,000	n/p	3.1
	Intrastate	927,000	n/p	3,032,000	n/p	3.3
International	Holiday	15,000	-43.2%	166,000	-59.3%	11.4
	VFR	n/p	n/p	n/p	n/p	n/p
	Business	n/p	n/p	n/p	n/p	n/p
	International	25,000	-32.9%	443,000	-41.2%	18.0

Day Visitor Profile

The number of domestic day travellers to Mackay in the year ending December 2025 was 1,151,000.

Figure 53 Day trippers, Mackay Tourism Region, 2025

	Day trip visitors	Year % Chg	Expenditure (\$M)	Year % Chg
Mackay region	1,151,000	n/p	\$329.5	n/p
Queensland	55,366,000	13.8%	\$9,168.4	27.6%
Australia	277,366,000	9.7%	\$46,412.7	19.5%

¹ Based on the 12-months to December 2025

² VFR refers to visiting friends and relatives

Reporting	Measure	Source
Population Context	Estimated Resident Population	Australian Bureau of Statistics (ABS) Regional Population.
	Population Projections	Australian Bureau of Statistics (ABS) Regional Population. Queensland Government population projections, 2023 edition (medium series), Queensland Government Statisticians Office (QGSO), Queensland Treasury and Trade.
	Age Structure	ABS Census of Population and Housing 2011, 2016 and 2021 accessed via REMPLAN Community.
Demographics	Education Income Family Composition Dwellings SEIFA Youth	ABS Census of Population and Housing 2011, 2016 and 2021 accessed via REMPLAN Community.
Housing	Dwelling Approvals Building Approvals	ABS Building Approvals, Australia
	Residential Lots Sales	Residential Land Development Indicators, June 2026, Queensland Government Statistician's Office (QGSO), Queensland Treasury.
	Rent Affordability	REMPPLAN Housing
Employment	Workforce Age Workforce Occupation Workforce Qualification Movement of Workers	ABS 2021 Census Place of Work Employment (Scaled) accessed via REMPLAN Economy.
	Labour Force	Department of Employment and Workplace Relations, Small Area Labour Markets, accessed via REMPLAN Small Area Labour Force Reports.
Industry	Gross Regional Product Value Added Output Exports and Imports Local Expenditure Core Economic Drivers	REMPPLAN Economy
	Business Activity Business Counts	ABS Count of Australian Businesses, including entries and exits (Jun 2023, 2024 & 2025)
Tourism	Tourism Output Tourism Employment Distribution of a Tourist Dollar	REMPPLAN 2025 Tourism Analysis Model accessed via REMPLAN Economy.
	Visitor Expenditure	Mackay Regional Snapshot, year ended December 2025; Tourism and Events Queensland.



INVEST MACKAY

MACKAY REGIONAL COUNCIL

Economic Development and Tourism Department

1300 MACKAY (622 529)

business@mackay.qld.gov.au

www.mackay.qld.gov.au

<https://www.mackay.qld.gov.au/discover-mackay/invest>

DISCLAIMER

All figures and data presented in this document are based on data sourced from the Australian Bureau of Statistics (ABS), and other government agencies. Using ABS datasets, the regional economic modelling software 'REMPAN Economy', has been applied to generate industrial economic data estimates. This document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, REMPLAN does not guarantee the accuracy of data nor the conclusions drawn from this information.



(07) 5689 1499 (QLD Office)

1300 737 443 (VIC/SA Office)

www.rempln.com.au