


Douglas Shire

INVESTMENT PROSPECTUS





Exceptional Natural Beauty

Douglas Shire is recognised as the
first ECO Destination certified in Australia

Image & Cover Credit: Tourism Tropical North Queensland



Douglas Shire Investment Prospectus

November 2022 edition



douglas.qld.gov.au



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64-66 Front Street, Mossman, Qld 4873

Acknowledgement Traditional Custodians

Douglas Shire Council acknowledges the traditional Country of the Eastern Kuku Yalanji Peoples and the Yirrganydji Peoples of the coastal areas and rainforest of the Douglas Shire.

We recognise that these have always been and continue to be places of cultural and spiritual significance. We acknowledge and cherish the important contribution made by Aboriginal and Torres Strait Islander people to the Douglas Shire community, and pay respects to their Elders – past, present and emerging.

Acknowledgements

Douglas Shire Council thanks all contributors and stakeholders involved in the development of this document.

Disclaimer

Information contained in this document is based on available data at the time of production. Whilst every effort has been made to ensure that the information contained in this document is correct and up to date, Council does not guarantee the accuracy, reliability, completeness, or suitability of any such information and makes no warranty or representation about the content of this document.

PORT DOUGLAS

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Sustainability



Innovation



Lifestyle



Message from the Mayor

There's no better time to be a part of the dynamic business scene in the Douglas Shire.

Where the rainforest meets the reef, the Douglas Shire is on the bucket list of travellers around the globe, celebrated for its World Heritage wonders and immersive natural experiences.

Beyond the world's best natural beauty, the Douglas Shire is home to an exciting portfolio of innovative and game-changing projects.

With Cairns International Airport to the south offering the gateway to Asia, high speed internet across key business centres, and a strong visitor market, the Douglas Shire is a gem for entrepreneurs, innovators and investors looking to make a difference and soak up the ultimate fusion of lifestyle and livelihood.

Douglas Shire was the first Eco Certified Destination in Australia and recorded the best tourism sentiment score in the top 100 most popular destinations for holiday makers on the planet in 2019 (Destination Think).

The region is a hive of innovation and is abundant with talent, particularly in sustainable and regenerative projects.

The Living Coral BioBank by Great Barrier Reef Legacy will be the world's first dedicated coral conservation facility. Developed in collaboration with some of the world's best scientific minds, it will be a global beacon of conservation and education for vital marine ecosystems. The Mossman Botanic Garden is poised to lead the way in rainforest biodiversity and conservation. The Daintree Microgrid project will present a world leading 100% renewable energy solution to power an entire remote community. Its underground power delivery solution has been designed especially for the unique rainforest environment.

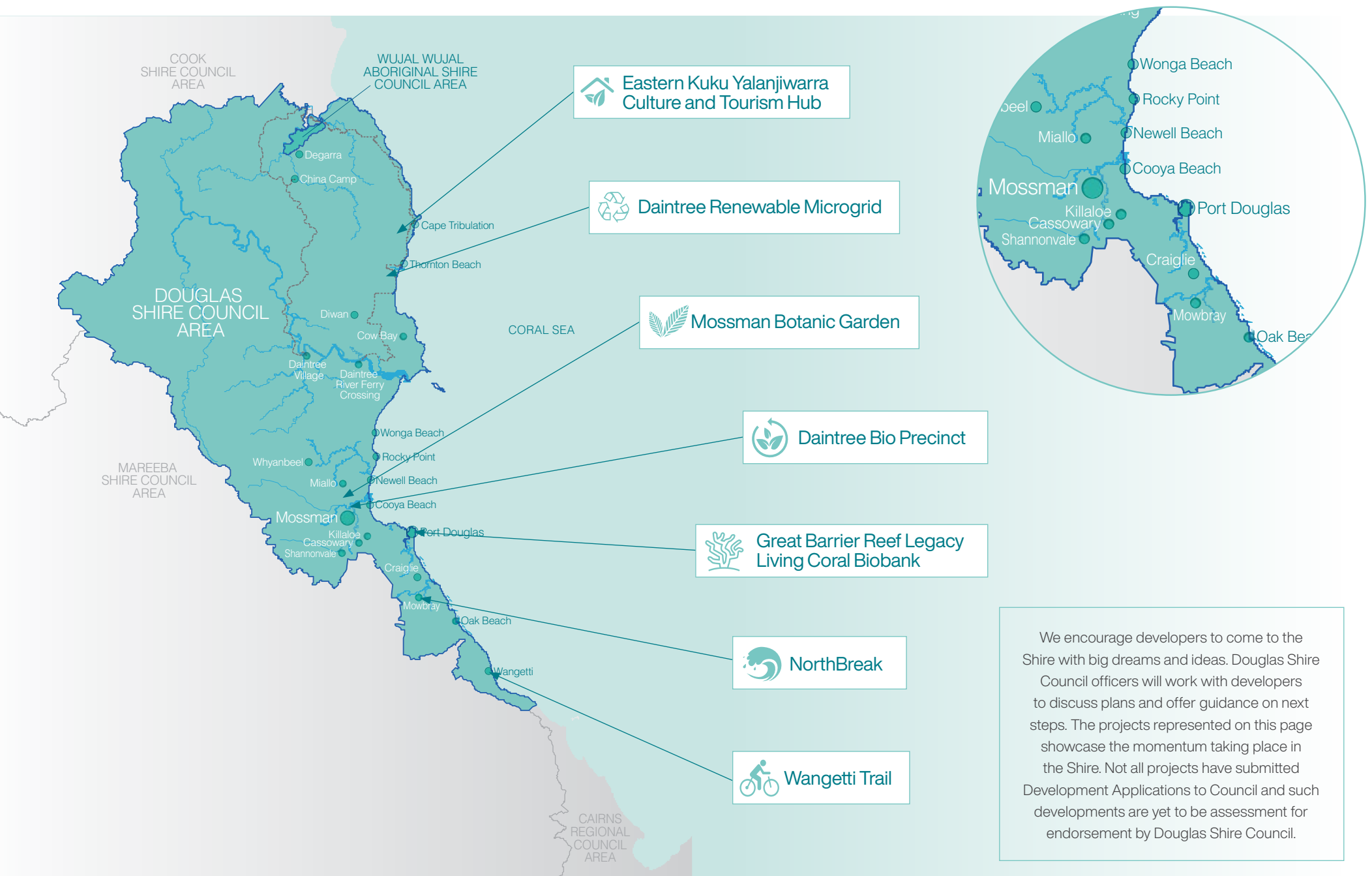
Another project setting the tone for world-leading innovation is the Daintree Bio Precinct, where food technology meets regenerative agriculture in the development of a sweeter substitute using a by-product of sugarcane. Also underway is production of the first-of-its-kind nut milk using Bambara ground nuts, following successful trials of the coastal variety as a fallow crop for local cane farmers.

The approval of a new surf park resort near Port Douglas is proof our region is on the cusp of an exciting new era in tourism. NorthBreak Port Douglas is expected to create 740 full-time jobs, attract 128,680 visitor nights, and generate \$79.2 million in direct expenditure each year.

With about 1,300 small businesses operating across the Shire, our network of small businesses are the heart and soul of our community. We welcome new talent and big ideas as our small pocket of paradise gets set to make big waves around the globe.

Mayor Michael Kerr





We encourage developers to come to the Shire with big dreams and ideas. Douglas Shire Council officers will work with developers to discuss plans and offer guidance on next steps. The projects represented on this page showcase the momentum taking place in the Shire. Not all projects have submitted Development Applications to Council and such developments are yet to be assessment for endorsement by Douglas Shire Council.

Dreaming Big in Douglas

The Douglas Shire is leading in the way with innovative and sustainable projects that are set to break new ground around the world. We welcome investors and businesses the opportunity to be part of these exciting developments.



Daintree Renewable Microgrid

\$59 million

The Daintree Microgrid is a transformative, high-profile project that will offer a 100% renewable energy solution to power the entire Daintree community using an underground cable network.

Project Contact:

Richard Schoenemann, Director Volt Advisory Group
rschoenemann@voltadvisory.com | 0403 515 310



Daintree Bio Precinct

Regenerative agriculture, innovative food technology and renewable energy and waste solutions will combine to create a game-changing sustainable future for our local sugar cane growers in the Daintree Bio Precinct. Discover the stories of CocoNutZ Australia and Enserv Australia on page 16.

Project Contact:

Bronwyn Dwyer, CEO Daintree Bio Precinct
bdwyer@daintreebio.com.au | 0428 891 462



National Broadband Network (NBN)

Port Douglas is one of 85 regional Business NBN Fibre Zones established around Australia in 2019. With access to Enterprise Ethernet at metro prices, the fibre zone allows for the highest speed, performance and reliability available.



Great Barrier Reef Living Coral Biobank

\$70 million

The Great Barrier Reef's Legacy Living Coral BioBank will be the world's first dedicated coral conservation facility that will also host exhibition areas, an auditorium, classroom and advanced R&D facilities.

Project Contact:

Dean Miller, Managing Director Great Barrier Reef Legacy
Dean.Miller@GBRLegacy.org | 0426 778 085



Mossman Botanic Garden

\$60 million

Paving the way in rainforest conservation, biosecurity, and research and development, the Mossman Botanic Garden will offer a visitation experience like no other whilst setting new benchmarks for tropical rainforest preservation.

Project Contact:

Nicky Swan, CEO Mossman Botanic Garden
ceo@mossmanbotanicgarden.com.au | 0400 414 755



Wangetti Trail

\$41.4 million

The Queensland Government is delivering the 94km walking and mountain biking trail which will stretch from Palm Cove to Port Douglas.



Eastern Kuku Yalanjiwarra Culture and Tourism Hub

A new Indigenous cultural tourism centre where the rainforest meets the reef at Cape Tribulation will promote the unique and diverse culture of the Eastern Kuku Yalanjiwarra people. Development of the hub is jointly funded through the Australian and Queensland governments, due for completion in 2023.

Project Contact:

Toby Porter, Senior Ranger Queensland Parks & Wildlife Service
Toby.Porter@des.qld.gov.au | 0436 620 079



NorthBreak

\$317 million

The planned NorthBreak wave park will offer a next generation resort set to redefine tourism in Far North Queensland, bringing Australia's beloved surfing culture to the Douglas Shire.

Project Contact:

David Imgraben, Director NorthBreak
David@northbreak.com.au | 0417 617 310

DO IT IN DOUGLAS

There's no better time to be a part of the dynamic business scene in the Douglas Shire.

Douglas Shire Council prides itself of working collaboratively with developers and businesses – both new and existing, to offer guidance and advice to help bring projects to fruition. Such assistance can include:

- Providing local economic and demographic intel
- An efficient planning process to expedite approvals
- Business set up support
- Permitting advice and support
- Incentives – infrastructure, grant support
- Networking facilitation
- Facilitation of site visits.

Do It In Douglas, a collaboration between Douglas Shire Council, Douglas Chamber of Commerce and Tourism Port Douglas Daintree, is a business concierge platform for the Douglas Shire. The platform serves to connect prospective businesses and investors with the right people, tools and resources, whilst offering a place for existing businesses to collaborate and access key information. The platform shares the stories of the region's vibrant business community. Discover more by visiting www.doitindouglas.com

Douglas Shire Council supports and encourages regional innovation initiatives, and proudly sits within the regional innovation ecosystem with connections to the JCU Ideas Lab and Entrepreneurship Facilitators in Cairns.

Douglas Shire Council is also a proud member of the Small Business Friendly Council's Charter which seeks to meaningfully support small business and cut red tape to facilitate growth and prosperity.

If you're considering a development project in the Douglas Shire, we encourage you to connect with us!

Reach out to Douglas Shire Council's Tourism and Economic Development Officer.



Do It In Douglas

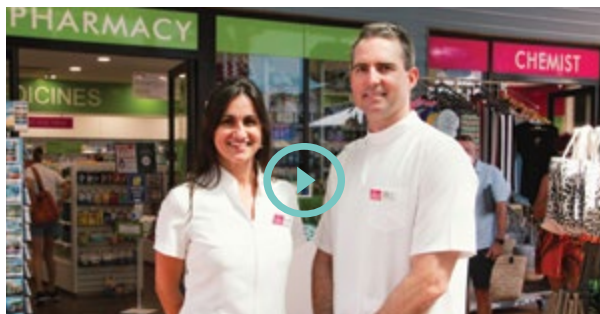


tedo@douglas.qld.gov.au



facebook.com/DoItInDouglas

Watch the videos and discover the stories about doing business in Douglas.



"The Douglas region is on the cusp of a boom. For anyone who's looking to move to the area and invest in business here, there are tremendous opportunities that both make sense economically and for restoring work-life balance."

**Brad Reilly, Pharmacist and Principal,
Live Life Pharmacies Port Douglas.**



"It's the combination of the weather, the tropics, the people and actual infrastructure that's here at the moment. It's a destination that's growing, and that's what's exciting."

**Steve Molnar, General Manager,
Sheraton Mirage Resort Port Douglas**



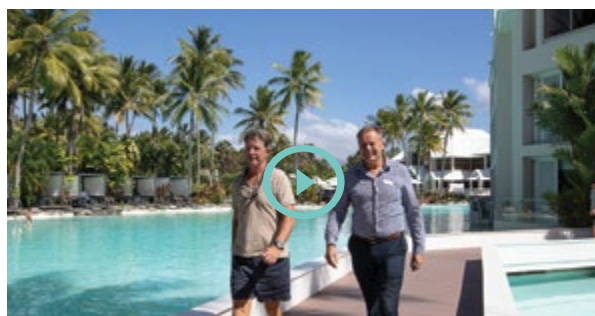
"We have the opportunity to play a part in disrupting the food industry one category at a time, and reintroduce regenerative crops. Our breakthrough was developing a product based on an abundantly available regenerative crop, sugar cane."

**Lucas Van der Walt, Managing Director,
CocoNutZ Australia**



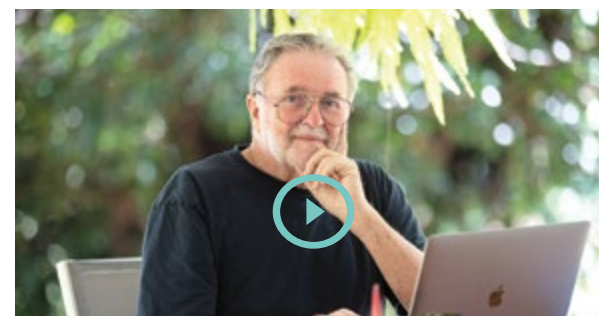
"I'm overwhelmed by the amount of people that genuinely look you in the eye and say 'what a refreshing lovely change you have brought to Port Douglas – welcome,' and it's completely heartfelt, it's incredible."

**Marlene Erard, Co-founder,
Epicurean**



"It's the pressures of life that you don't get up here that actually makes it easier to exist. You don't need too many clothes. You definitely don't need shoes."

**Byron Kurth, Principal,
Managing Australian Destinations**



"We don't have the stresses of the lifestyles of people living in Sydney and Melbourne, and at the same time through the technology we have and our incredibly talented team, we can offer projects that are every bit as sophisticated as anyone else in Australia, and for that matter the world."

**Gary Hunt, Architect and Principal,
Hunt Design**

The Ideal Location

Accessibility and export potential

Positioned between the World Heritage Listed Daintree Rainforest and the Great Barrier Reef, and within close proximity to Cairns International Airport and major transport corridors, the Douglas region is ideally located with access to national and international networks by road, air and sea.

Recent infrastructure investments have provided even greater accessibility to and from the region and enhanced export potential.

Cairns airport has undergone a \$55 million upgrade to its T2 domestic terminal as part of a commitment to drive connectivity in the region. The airport is the seventh busiest by passenger movements in Australia and second busiest regional centre.

The Cairns Ring Road upgrade will greatly benefit the Douglas Shire through reduced congestion, improved freight efficiency and easier access to gateways.

The new Cairns Regional Trade Distribution Centre, due for completion in late 2022, will become Queensland's second regional export hub. The facility will support rapid airfreight access for regional Queensland's high-value agricultural producers to key international markets, especially throughout Asia, and support regional job creation across the agricultural sector.



Cairns Ring Road
Highway upgrade



Cairns Regional Trade
Distribution Centre



Cairns International Airport connects the region to 17 domestic and 6 international destinations

Douglas Shire's agricultural sector will benefit from rapid airfreight access to key international export markets, with the opening of the Cairns Regional Trade Distribution Centre.

The Ideal tropical climate

Average annual rainfall: 2,028mm (Port Douglas)¹

Average temperature: 20-27°C (Port Douglas)

Average daily sunshine: 7.45 hours²

Export Potential

The tropical climate for growers combined with international regional connectivity creates unique export potential for the region's tropical fruits, seafood, Indigenous foods, sugar cane, and value-add products.

Sources

1. Bom.gov.au
2. Weather-and-climate.com

Lifestyle Meets Livelihood

The Douglas Shire offers a unique environment for businesses, families and individuals to thrive

The best address on earth – the Douglas Shire is the only place on the planet where two World Heritage Sites combine in the Daintree Rainforest and the Great Barrier Reef. Sir David Attenborough famously describes the Daintree Rainforest as “the most extraordinary place on Earth.” Immersed in the best nature has to offer, living and working in the Douglas Shire strikes the best work life balance imaginable.

Kick off your shoes after a day at work and stroll barefoot along the iconic Four Mile Beach, take a stroll through the world's oldest living rainforest, or a swim in a freshwater creek. Spend your weekends discovering local Indigenous culture, getting out on the reef, hiking in the hinterland and wrap up with a drink at Crystalbrook Marina. Inspiration and productivity are never in short supply with nature's best as your backdrop.



Cairns airport upgrade completed



Cairns Ring Road providing easier access to gateways



Upgrades to National Broadband network connectivity



New regional export hub



Lowest payroll tax in Australia 4.75%





Image Credit: Tourism Tropical North Queensland

A Culture of Innovation and Sustainability

With cutting-edge food technology meeting renewable agriculture in the Daintree Bio Precinct, a world-first renewable microgrid with underground cables set to power an entire remote community with the Daintree Renewable Microgrid, and a world-first Coral conversation centre planned with the Living Coral BioBank, the Shire's celebrated innovative culture and entrepreneurial spirit has never been more alive.

Tropical Expertise

From design and architecture, to one-of-a-kind visitor experiences, food and agriculture practices, and construction and trade services, the region is respected for its world-class tropical expertise. Tucked away between the ancient rainforest and sugarcane fields, the recently renovated Silky Oaks lodge, designed by local architect, Gary Hunt, blends the classic Queensland vernacular with a cool and contemporary vibe. Set amongst the treetops, constructed with warm local timbers, the lodge is open to the sights and sounds of the rainforest and offers a unique sense of region.

Digital Connectivity

Port Douglas is one of 85 regional Business NBN Fibre Zones established around Australia. With access to NBN Co.'s flagship fibre product for business, Enterprise Ethernet, the fibre zone allows for the highest internet speed, performance and reliability available at metro prices.



A Collaborative Business Community

A supportive and nurturing business scene is celebrated across the Douglas Shire. The importance of collective success in Douglas is inherently understood and embraced.

"It's a place that's very welcoming. It's a community where people really look after one another." Gary Hunt, Hunt Designs.

"What I've experienced, and a great advantage for the region, is how the community came together and rallied around us. It's been awesome." Lucas Van der Walt, Managing Director, CocoNutZ Australia.

"It's been really wonderful having the brains trust of other businesses who are really willing to share so that we all succeed together." Stephanie Elizabeth, SEA Gallery.

A Growing Economy

World renowned tourism destination

Douglas shire's Economic Development Strategy 2021-2024 provides a strategic vision and action-plan for sustainable economic growth in the region. The Strategy identifies opportunities across an exciting portfolio of high potential growth sectors including eco-tourism, health and wellbeing, and expansion in agriculture.

Visit Council's website to view the Douglas Shire Economic Development Strategy 2021-2024.



12,519
people ⁵

\$652 million
in exports ⁵

\$0.79 billion
Gross Regional Product ⁵

6,859
employed residents ³

94.9%
of labour force
employed ⁵
New data yet to be released

\$611 million
tourism outputs
per year ⁴

Sources

3. Australian Bureau of Statistics, Regional Population Growth, 2021

4. Four year average from 2016-2019. Douglas LGA Profile. Tourism Research Australia

5. National Institute of Economic and Industry Research (NIEIR) 2021

Image Credit: Tourism Tropical North Queensland



Thriving Tourism

Tourism is the cornerstone of the region's economy and the largest employing industry in Douglas Shire, supporting 2,596 jobs and injecting more than \$611 million per year into the local economy. The region welcomes 707,000 visitors annually, with overnight visitors spending 5 nights on average in the region.⁶

With the vision to become the world's leading sustainable destination, Port Douglas and Daintree's **5 Experience Pillars** set the region apart from anywhere else in the world. With over 200 operators delivering world-class visitation experiences, Port Douglas Daintree ranks within the top 50 most loved destinations in the world.⁷

Experience Pillars

Reef, Islands and Beaches

Natural Encounters

Adventure Discovery

Lifestyle, Culture and People

Events

Sustainable Agriculture and Aquaculture

Agricultural production in the Douglas Shire continues to grow and diversify, working toward the goal of doubling high value food exports from Far North Queensland via Cairns International Airport by 2030⁸. In addition to the Shire's iconic sugar cane industry, the region also boasts unique export potential of tropical fruits, seafood and indigenous foods.



In a first of its kind acquisition, Far North Milling purchased the Mossman Sugar Mill in 2019 and established the Daintree Bio Precinct to secure a thriving future for the local cane industry. With an abundant, reliable and stable supply of sugar cane, and a direct connection to local farmers, forward-thinking businesses are looking at Mossman to establish new food technologies and renewable energy and waste management solutions.

The Cairns region, including Douglas, saw more than 3,600 tonnes of seafood produced in 2020-21, with a production value of \$54.2 million. The total value of the Queensland aquaculture industry increased by 17.4%, with the value of production rising to a record high of \$193.5 million in 2020-21, with growth driven by the prawn and barramundi sectors.⁹

The multi-award winning Daintree Saltwater Barramundi Farm is a key contributor to the Shire's aquaculture output. Employing innovative and sustainable farming practices the barramundi farm is celebrated across the country for producing a consistent supply of premium barramundi product all year round.

In another exciting development for the Shire's aquaculture industry, Australian owned Mainstream Aquaculture, a global leader in the supply of Barramundi and the world's largest integrated producer of Barramundi, announced the acquisition of the Gold Coast Marine Aquaculture site in Port Douglas in 2021. The acquisition is a key part of the company's Far North Queensland expansion strategy and is expected to generate considerable investment and jobs for the Douglas region.



\$450.9 million

2019/20 total tourism and hospitality sales¹⁰

\$270 million (19.5%)

2020/21 accommodation and food services sales¹⁰

1,561,201

2020/21 domestic visitor nights¹¹



Daintree Saltwater Barramundi Farm, Wonga Beach

Sources

6. Douglas Shire Economic Development Strategy 2021-2024
7. Tourism Sentiment Index (TSI) Rankings Report, Q1 2022
8. KPMG Far North Queensland Agricultural Supply Chain Study
9. The 2020-21 Aquaculture Production Summary for Queensland
10. National Institute of Economic and Industry Research (NIEIR) 2021
11. Tourism Research Australia, Unpublished data from the International Visitor Survey 2019/20



Growing Construction Industry

The construction industry has the largest number of total registered businesses in Douglas Shire, representing 17.6% of all total registered businesses.¹² Construction is a key job growth industry in Douglas Shire, providing 506 jobs locally and the third largest industry in Douglas Shire for full-time equivalent local workers.¹³ With a dynamic portfolio of projects planned for the Shire, construction is expected to remain a key contributor to growth in GRP.

The Home of Small Business

Small business is the lifeblood of the local economy, making up 98% of the 1,373 locally owned businesses.¹⁴ Douglas has a strong entrepreneurial spirit with 1 in every 10 people recognised as a small business owner.¹⁴

Working in partnership with Douglas Chamber of Commerce and Tourism Port Douglas Daintree, Douglas Shire Council delivers a range of capacity building workshops, programs, and networking events for local businesses and entrepreneurs.

Do It In Douglas is a hub for local businesses and provides access to key resources and local talent. The platform also serves to celebrate and promote local stories and facilitate collaborations between businesses.

CocoNutZ at the Daintree Bio Precinct

Through extensive research and development, and visionary investors, CocoNutZ Australia, based in Mossman, is leading the way in regenerative practices and food technology. CocoNutZ has created a low GI sweetener as a substitute for coconut sugar in the production of Kecap Manis, a sweet soy sauce with wide popularity throughout Asia.

As production scales up on the value-add offering, CocoNutZ will introduce renewable energy through sustainable waste management to create a circular economy within the precinct.

The ground-breaking work being done at CocoNutZ in collaboration with local cane growers will put the Far North's regional town of Mossman on the global stage and offer an exciting and sustainable industry for local sugar cane farming.

Enserv Australia Arrives at the Daintree Bio Precinct

Enserv Australia joins the Daintree Bio Precinct in 2023 to establish a world-first nano-graphitic carbon manufacturing facility. A Thai-based company, Enserv operates across the globe as a provider of clean energy generation and sustainable emissions reductions. Their focus is on renewable energy generation, battery storage and instant grid-response.

With over a decade of research and development behind it, Enserv's pilot program in Mossman includes production lines utilising sugar-based feedstock to manufacture a range of high-end, elaborately transformed manufacturers (ETMs), with an initial focus on the production of supercapacitors. Enserv's impact project in Mossman is set to break new ground in renewable energy storage capacity with zero waste and zero emissions.

Sources

- ¹² Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2021
- ¹³ National Institute of Economic and Industry Research (NIEIR) 2021
- ¹⁴ Douglas Shire Economic Development Strategy, 2020-2021



A Region of Opportunity



Nearly 3 in 5 travellers are willing to pay more to make a trip sustainable, and about half will choose a less crowded destination to reduce the effects of over-tourism.¹⁴

Source

14. Expedia Group Traveler Value Index 2022

Image Credit: Tourism Tropical North Queensland

Taking it to The Top in Tourism

Rise of Ecotourism

The Port Douglas Daintree region is celebrated as Australia's first ECO Certified destination with the nation's peak body for sustainable tourism, EcoTourism Australia. Recognised by the Global Sustainable Tourism Council (GSTC), the certification with EcoTourism Australia represents an important opportunity to celebrate and expand on the Shire's sustainable tourism offering.

With over 80% of land in the region protected under World Heritage Listing, and over 20 individual tour operators certified as EcoTourism Businesses, the region is well positioned to become a global leader in eco-luxe tourism, catering to high yield and sustainably conscious visitors.



Sources

15. Allied Market Research



Adventure Awaits

The global value of the adventure tourism market is growing rapidly, projected to reach \$1.169 billion by 2028, growing at a Compound Annual Growth Rate of 20.1% from 2021-2028.¹⁵ With spectacular natural assets and key projects driving the momentum, the Douglas Shire will become a key contributor to Australia's adventure tourism offering, attracting thrill seekers from around the globe. The Queensland Government's new Wangetti Trail will deliver one of Australia's leading adventure-based ecotourism experiences. From Port Douglas to Palm Cove, the one-of-a-kind experience will provide visitors the opportunity to explore 94km of Tropical North Queensland's stunning coast and hinterland, whilst offering access to the region's rich Indigenous cultural history.

The proposed \$317 million NorthBreak Wave Park will capitalise on the development of the Wangetti trail with its next generation resort set to redefine tourism in Far North Queensland, offering visitors year round surfable waves and bringing Australia's beloved surfing culture to Port Douglas.

With momentum building, it's an exciting time for our region to take advantage of the growing opportunities in adventure tourism.

Reef, rainforest and culture

There's no better time to expand our premium ecotourism offering, and cement the Douglas Shire as the world's top tourism destination.

From premium dining to resort accommodation, from luxe events to unique adventure and cultural tourism experiences, are you keen to be part of the exciting future in tourism and hospitality?

Workshop your expansion plans with Douglas Shire Council and Tourism Port Douglas Daintree – we're keen to discover you!





Sources

16. Duxbury, Bakas, Vinagre de Castro and Silva, 2021, Creative Tourism Development Models towards Sustainable and Regenerative Tourism, May 2022 <https://dx.doi.org/10.3390/su13010002>
17. Port Douglas Daintree Destination Tourism Plan 2025
18. Douglas LGA Profile, Based on a four-year average from 2016-2019, Tourism Research Australia
19. Tourism Port Douglas Daintree Events Strategy 2025
20. Data based on four year average 2016-2019, TRA

Image Credit: Tourism Tropical North Queensland



Creative and Cultural Tourism

The Douglas Shire's exceptional natural beauty, rich cultural heritage and diverse community provide the perfect ingredients for a thriving creative economy and unique arts and cultural experiences.¹⁶

Creative and cultural tourism is recognised as a key area for growth, especially as more visitors seek authentic experiences that showcase talents and cultures of residents and their relationship with the place in which they live¹⁷.

The Region's Eastern Kuku Yalanji First Nation's People have established a growing tourism sector connecting visitors with culture and country. The 2021 signing over of National Park Joint Management across 4 parks in the Douglas Shire will open opportunities for a thriving Indigenous tourism sector and position the region as a leader in Australia's cultural tourism landscape.

With globally recognised talent and strong community values around environment and sustainability, the Douglas Shire is poised to become a global leader in the eco-arts, presenting opportunities to attract national and international visitors and artists to experience and learn from our local talent.

Image Credit: Tourism Tropical North Queensland, Silky Oaks Lodge



Luxury Accommodation and Convention Facilities

Tourism Port Douglas Daintree identifies a gap in the luxury accommodation offering in Port Douglas and Daintree, and convention facilities in Port Douglas to support the strategic vision for tourism in the Shire.¹⁸ With 2,478 million total visitor nights¹⁹ in 2019 and a total of 2,882 accommodation rooms,²⁰ Tourism Port Douglas Daintree recognises the need for additional accommodation options to cater for the growth in visitation to the region, and expected growth in visitation during traditional off peak seasons.

The five-star sector has experienced above average occupancy since 2019, and hotel rooms are the preferred accommodation type for visitors from key international markets including Canada and the United States. With Conference and Incentive organisers from Australia and beyond also seeking volume in the 5-star offering, there is opportunity to introduce additional luxury accommodation and conference space to align with the potential of these visitor markets.

Bigger and Better Events

With no better stage than the rainforest and the reef, Tourism Port Douglas Daintree's Events Strategy 2025 highlights the importance of growing the region's events offering

Events are identified as a catalyst to further stimulate the economy and create more opportunities for sustainable development and better activation of our green spaces.

With 29 dedicated conference and events spaces, 5 green spaces suitable for festivals and events, together with a domestic average spend per trip of \$1,437, and an estimated 37,000 people having attended an event in the Douglas region in 2019, there's a solid foundation to grow the existing offering and attract high profile major events, and larger scale business events.²¹

Sources

21. Data based on 4 year average 2016-2019, TRA



Image Credit: Tourism Tropical North Queensland



Filming in Douglas

Queensland is the film-friendly, production paradise of Australia, known for its experienced crews, ideal climate, stunning and diverse locations, attractive financial incentives, established studios, and respected post-production and visual effects facilities.²²

From golden sands and coral reefs to the dramatic Daintree rainforest, our tropical paradise offers stunning on-screen locations, gaining the attention of the world's leading production houses. The Douglas Shire has been home to major Hollywood feature films and productions including *The Thin Red Line*, *Paradise Road*, *Fools Gold*, *Sniper*, *Phantom*, *The Pacific*, and more recently Netflix Original *Dive Club* and feature film *Kidnapped*. More exciting developments are unfolding with Hollywood's leading film studios.

Recognising the potential of the region and motivated by high demand by film studios and production companies, Screen Queensland is developing a film and TV studio complex in Cairns which will be open for business in 2023.

The 6,500 square metre (69,965sqft) building site, unveiled by the Queensland Government and Screen Queensland in October 2021 is situated on a 4.8 hectare (11.9 acres) footprint. The \$12.6 million project will be located five minutes from the Cairns CBD, 13 minutes from the airport, and excellent access via the Captain Cook Highway to the Douglas Shire.

If you are considering filming in the Douglas Shire, we encourage you to contact us so we can assist with local insights, permitting and providing access to high speed fibre internet, and venues for casting and production. With experience in supporting high profile productions, we understand the importance of attention to detail, and respect the sensitive and confidential nature of enquiries and requests.



Smart Green Economy

The FNQ region is set to become the Smart Green Capital of Australia.²³ With Projects like the Daintree Bio Precinct, Daintree Renewable Microgrid, Mossman Botanic Garden, and the Great Barrier Reef Legacy's Living Coral Biobank, there is growing momentum for the Douglas Shire to be a serious leader of the Smart Green Economy.

The Mossman Botanic Garden project will lead the way in rainforest conservation, biosecurity, and research and development, while the Daintree Renewable Microgrid project will see solar power and hydrogen technology combine to provide a 100% renewable energy solution to power an entire remote community using underground cables – the scale of which has never been seen.

With entrepreneurs like Jess Uhlig from Green Foods Australia delivering innovative, regenerative solutions for issues like food waste, sustainability is celebrated as a key pillar of opportunity across all facets of business in the Shire.

Sources

22. Trade and Investment Queensland

23. Cairns and FNQ Becoming the Capital of the Smart Green Economy Australia, concept paper, Cairns Regional Council, March 2022



Leading the Way in Conservation

From reef to rainforest conservation, Douglas-based organisations are leading the way in efforts to preserve and protect precious marine and rainforest habitats. From extensive scientific research, to educational programs, to securing facilities, resources and equipment, sustained investment in protecting endangered World Heritage Listed environments is a top priority for the region.

Based in Port Douglas, Great Barrier Reef Legacy's Living Coral Biobank project is dedicated to taking action to save the world's corals with the purpose of collecting living specimens and preserving them in a living 'coral ark.' By maintaining a living biodiversity of corals, the Living Coral Biobank will create a legacy for future generations and significantly contribute to reef research and restoration efforts worldwide.

Local tourism operators are making a big contribution to reef science and conservation. Eye on the Reef is a partnership program between the Great Barrier Reef Marine Park Authority and local tourism operators to facilitate information exchange and programs to monitor and actively contribute to the health of the reef. Based in Port Douglas, family owned and operated Wavelength Reef Cruises are taking a lead. Working with the University of Technology Sydney, Wavelength operates the largest research coral nursery on the Great Barrier Reef.

In rainforest conservation, Climateforce joins a network of organisations making a meaningful difference. With a young dynamic team, Climateforce is actively scaling out a nature-based solutions venture in Douglas Shire, trading within the carbon, biodiversity, and clean tech markets. For the pilot model, the 'Tropical Regen' project is restoring 372 acres of fallow agriculture land through both native tree planting and a food forest. Located north of the Daintree River, the farm currently employs five people with hundreds of active volunteers. The venture is poised to generate dozens of ongoing jobs, including ranger and research positions. The long-term vision is to work directly with farmers to diversify land to contribute to the green economy. With \$1.5 million pre-seed funding already raised, the project is seeking to raise \$3 million in its current seed round, and \$25 million in Series A Funding. There is tremendous opportunity for meaningful investment in smart-green projects like this across the Shire.

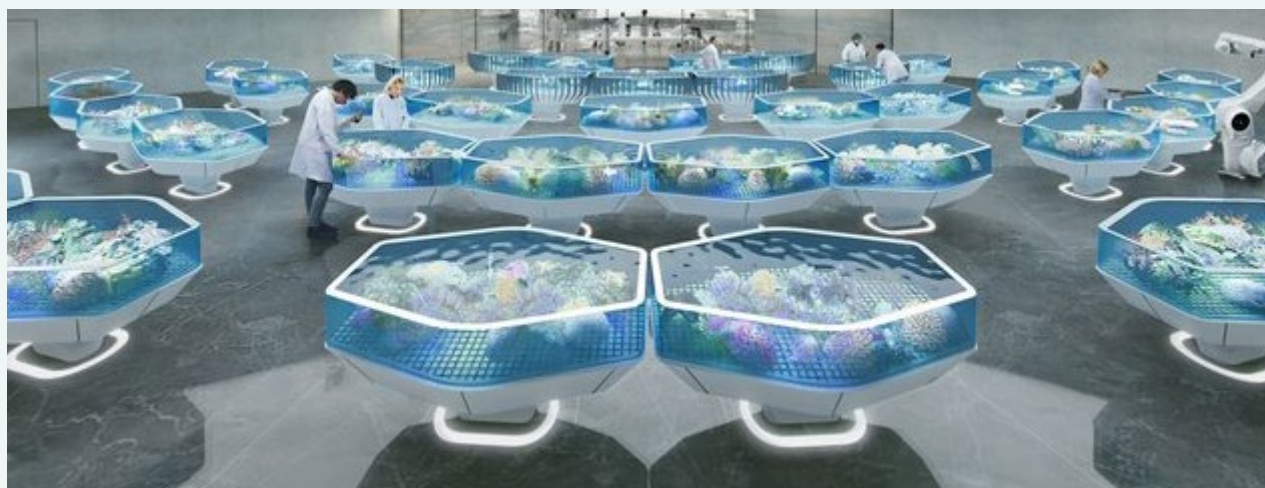
[Sponsorship and investment in local conservation programs is welcomed and encouraged. To learn more about how you can get involved contact Council's Tourism and Economic Development Officer.](#)

Build, Lease and Grow Sustainably

With industrial zoned land in the Craiglie Business Park on the outskirts of Port Douglas, and in North and South Mossman, ample opportunity exists for new businesses and facilities. Development Applications that fit within the Douglas Shire Planning Scheme are encouraged. For a preliminary and confidential discussion, and to access local infrastructure information, contact Douglas Shire Council's Tourism and Economic Development Officer.

Taking advantage of commercial real estate opportunities will add further momentum to the growing business clusters across the Shire, including the iconic Macrossan Street in the heart of Port Douglas.

[If you're looking to build or lease in the Douglas Shire, contact us to discover more about the environment, zoning, and to be connected to relevant stakeholders.](#)



Great Barrier Reef Legacy's Living Coral Biobank (concept illustration)



Eco-friendly Agriculture and Aquaculture

Our two-world heritage natural environments combine to create some of the most exciting opportunities in food cultivation and production. From abundant sugar cane to exotic fruits, to barramundi, prawns, microgreens, nuts, chocolate, and cattle, growing conditions in the region are conducive to supporting a diverse array of food and bioenergy crops.

With tourism and agriculture combining in our unique tropical environment, the Douglas food story opens a raft of incredible opportunities.

Add the culture of innovation to projects like the Daintree Bio Precinct, and infrastructure investments like the Regional Trade Distribution Centre at Cairns airport allowing efficient access to key export markets in Asia, there's a host of possibilities open to contribute to a thriving agriculture and aquaculture sector – including renewable energy and waste solutions, and value-add export opportunities.

To discover more about the landscape and existing projects, and to have a confidential discussion about opportunities in sustainable agriculture and aquaculture, contact Council's Tourism and Economic Development Officer

Health and Wellbeing

Parents and home builders represent the largest service age group in the Shire at 18.9%, whilst older workers and pre-retirees, and the young workforce make up the second and third largest service age groups at 13.2% and 12.4% respectively.²⁴ There are obvious opportunities to expand the health and wellbeing sector in the Douglas Shire to provide services that cater to the growing needs of these segments.

The Mossman Hospital and Multi-Purpose Health Service, known as the Mossman District Hospital, was founded in 1930 and retains a renowned historic charm. The hospital underwent a \$10 million upgrade to its emergency department along with an upgrade to facilities and patient capacity in 2021. The hospital offers a wide range of health services through its clinics and allied health offering, and attracts talented medical professionals from around the globe.

With the Shire's steady population growth, strong visitation targets, and vision to become the world's leading sustainable destination, opportunities exist to expand the health and wellbeing offering the Douglas Shire to complement and support the existing health sector through privately run businesses and clinics. Such opportunities may encompass general practice, mental health, allied health services, and other initiatives within the wellbeing category.

Health practitioners relocating to Douglas have the opportunity to experience a variety of medicine, enjoy strong community relationships and continuity of care, and take delight in the ultimate work-life balance. They may also be eligible for financial Incentives through programs like the Rural Locum Assistance Program and Rural Procedural Grants Program in Queensland.

To discover more about opportunities in health and wellbeing contact us for a confidential discussion.



Sources

24. Australian Bureau of Statistics, Census of Population and Housing 2021

Image Credit: Tourism Tropical North Queensland

A Place to Call Home

Identified the opportunity, now it's time to settle in!

Education

With a raft of early education centres and kindergartens, five State Primary Schools, and a Catholic Primary School in Mossman, parents have many options for their children's pre and primary school education. Parents and teaching staff across the Douglas Shire are passionate about children's education, and each school upholds strong values around learning, responsibility, respect, and integrity, with active community engagement.

Children have great opportunities to thrive in regional education. The tropical environment provides the perfect platform for kids to exercise, explore, make friends, learn about the natural world, and absorb their education with healthy and happy minds.

With 660 students, Mossman State High School is the senior school of the Douglas Shire, and offers a vibrant learning centre where students are afforded opportunities to confidently contribute to society, and excel beyond their high school years.



Access to Leading Universities

James Cook University's Cairns campus is located in the heart of Cairns with over 3,000 student enrolments.

Under one hour's drive from Port Douglas is JCU's Ideas Lab in Smithfield. The lab is leveraging world-leading research and state-of-the-art technologies to drive economic growth and diversity for northern Australia, and offers a thriving environment for entrepreneurs and investors to unite.

CQ University Cairns supports more than 2,200 students on-campus and online across the region, and contributes to the economic and social development of the region through its research capacity and various community partnerships.



Emily Donoghue

School Captain, Mossman State High School

Volunteer Surf Lifesaver, Marine Rescue Coxswain, and a graduate of a Certificate II in Tourism, Year 12 student Emily Donoghue is a rising star by anyone's account. Duly voted to the highest honour of School Captain by her peers and teaching staff at Mossman High School, Emily credits the opportunities provided by Mossman High School for equipping her with important life skills. Earning the Internationally recognised Duke of Edinburgh Award in Year 10 is another opportunity Emily celebrates as part of her educational experience at the school.

The region's newest senior school educational offering, Newman Catholic College in Smithfield provides co-educational, catholic education for 800 students as part of its progressive student intake. St Stephen's Catholic College at Mareeba also offers co-education learning for high school students.



The Home of Art and Culture

With talented local Kuku Yalanji artists making waves across the country and beyond, and internationally renowned artists like Linda Jackson, Heinz Steinmann, and Diana Bowden having called the Douglas region home, the Shire has a rich artistic heritage that continues to celebrate and inspire talented artists and artisans.

Yalanji Arts, Port Douglas Artists Incorporated, Douglas Arts Base, and the Clink Theatre are just a few of the organisations formed to connect, celebrate, and promote arts and culture in the Shire.

The iconic Port Douglas Markets held every Sunday is the home of local artisans, and offers a wonderful showcase of our talented community, and locally designed and crafted work.

An Active Way of Life

An inclusive and active lifestyle is inherent in our community culture. Championing health, respect, friendships and fun, our sporting clubs are cherished and celebrated throughout the community.

With over 35 registered sporting clubs, including one of Queensland's top Judo clubs – Coral Coast Judo; the most northern AFL Club on Australia's East Coast and perennial premiership winners – Port Douglas Crocs; Surf Lifesaving on the most glorious beach in Australia with the Port Douglas Surf Lifesaving Club; and mountain biking and hiking trails that are the envy of the world – it is no surprise that sport and recreation is at the heart of the Douglas community.

Port Douglas Sports Complex and Coronation Park are the centrepieces of the region's community sport, with rising sports stars and supporters packing the fields each weekend. Demonstrating commitment to develop the region's potential as a sport and recreation destination, the development of the Port Douglas Sports Complex Masterplan is underway. The Masterplan will propose upgrades and new facilities that will significantly benefit our active community, and position the region as a key sports tourism destination, attracting global sporting events and competitions.

Brian “Binna” Swindley

Featured on interactive maps of Queensland is the work of Kuku Yalanji Aboriginal artist Brian “Binna” Swindley, co-owner of Janbal Gallery in Mossman.

Binna is the owner, operator, and artist at Janbal gallery. Though born deaf, this is no obstacle at the regular art workshops he teaches at the gallery, sharing his culture, knowledge, skills and stories with people from all over Australia and the world.



Everything You Need

Douglas Shire offers the laid-back charm of a regional seaside town, while being home to award winning restaurants, eateries and cafes, and boutique shopping experiences.

Palm-tree lined Macrossan Street in Port Douglas is a well known dining and shopping hub for locals and visitors, and the famous Port Douglas Sunday Markets is celebrated as a local institution.

With respected GPs, an excellent regional hospital, and a strong network of allied health services, the Shire caters to an important range of health care needs. Specialist clinics operate from the Mossman hospital on a frequent rotation, and a short drive into the city of Cairns delivers access to additional specialist services.

With median house prices lower than Australia's major cities, and exciting residential land developments unfolding across the Shire, the Port Douglas Daintree region offers great options for home ownership.



Image Credit: Tourism Tropical North Queensland

Ready For the Future

Projects, Talent & Location



Innovation

Renewable Energy Solutions

Food Technology

Regenerative Agriculture

Circular Economies

Reef Science

Tropical Expertise



Opportunities

Adventure Tourism

Luxe Accommodation

Home of Feature Films

Creative & Cultural Tourism

High Profile Events

Convention Facility

Health & Wellbeing

Ecotourism

Food Cultivation & Production

Science & Conservation



Sustainability

Smart Green Capital

Leading Eco Destination

Rainforest & Reef Conservation

Eco Luxe Tourism

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