

# Economic impact

## What will Rainbow Shores mean to the economy of Rainbow Beach?

*As one of the premier developments in the Cooloola Region, Rainbow Shores will have a significant and positive impact on the economy and the community.*

### Will the project increase employment?

Through the construction phase and transitioning into the operational phase of Rainbow Shores Stage 2 it is estimated that the project should generate almost 14,800 full time equivalent jobs. Once fully complete it is estimated that Rainbow Shores will sustain 1,848 full time equivalent jobs.

### What type of investment will the project draw to the area?

As can be imagined, a project of this size encourages complementary infrastructure and services to be developed which benefits both visitors to the area and the community as a whole. It is estimated<sup>1</sup> that over the 15 year staged construction period \$980 million will be injected into the region through direct and indirect means.

### Will the area's economy be fully reliant on tourism?

Like many coastal communities, Rainbow Beach can benefit from tourism visitation through increased employment outcomes and increased investment in infrastructure and community facilities. Often the tourism sector

becomes the 'seed' from which other non-tourism sectors grow. Many similar coastal communities have experienced the benefits that tourism brings and have seen the gradual broadening of their economies that ultimately benefits the entire community.

### What additional infrastructure and community facilities can we expect?

While there are no guarantees as to what the final scope of additional facilities and infrastructure would be drawn to the area, it is safe to say that the increase in population will attract a number of beneficial facilities including education, health, retail and sporting facilities.

### What happens if we don't develop Rainbow Shores Stage 2?

Put simply, Rainbow Beach will be bypassed by tourists and investors alike, in favour of areas that offer a more 'well rounded' experience. This would result in minimal local employment opportunities for the community's young people and restrict the development of much needed community facilities in the area.

  
**Rainbow Shores**  
*Naturally*  
*Stage 2*

<sup>1</sup>Tourism Impact of Rainbow Shores National Centre for Studies in Travel and Tourism Pty Ltd August 2006

