

Impact on Rainbow Beach

What impact will Rainbow Shores Stage 2 have on Rainbow Beach?

Rainbow Shores Pty Ltd believes in sustainable development, economically, socially and environmentally. Subsequently, this extension of Rainbow Shores will strengthen the economic and social fabric of the community with minimal impact on the environment.

Does this area have to be developed?

The State Government determined in 1983 that this land should be developed to meet the growing population and tourism needs of the region and subsequently issued a development lease. Under the terms of the lease the lessee must instigate development of the land. Once certain conditions have been met and development approvals received, the land will be developed.

The development of the Rainbow Shores Stage 1 has now reached a point where it is appropriate to get the approvals for Stage 2 to allow a well-planned overall development.

What will be the benefits to the community?

Economically, Rainbow Shores Stage 2 will cater for the increasing demand for residential land in South East Queensland. The development will also provide extra accommodation for visitors and help develop a healthy local tourism industry. These new commercial opportunities will create a range of employment in the community.

A growing population increases the rates base of a local council. This extra funding can then be used by council to deliver improved community services.

On a social level more jobs will create greater wealth and diversity in the community with an increased range of social interaction opportunities.

Rainbow Shores Pty Ltd has taken a firm position of environmental responsibility and will ensure

impact on the natural environment is minimized. The provision of tourist accommodation will also relieve the pressure on Fraser Island to increase its accommodation.

Will the beach be patrolled?

Our development plan recommends a surf life saving patrol be established in this area. This would provide the community with increased safe swimming options. The decision on this, however, is not within our control.

How will the development affect existing house and land prices?

Rainbow Shores Stage 2 will increase the “investment potential” profile of Rainbow Beach.

Historically, developments of this nature initially dampen the market but the increased community facilities and work opportunities soon turn the market around to attract more buyers than product, resulting in increased house and land prices.

Land releases will also be staged gradually to ensure the market is not flooded and pricing deflated.

How long will it take to be fully developed?

It is envisaged that Rainbow Shores Stage 2 will be a 10 to 20 year development.


Rainbow Shores
/ Naturally
Stage 2

