The Gold Coast

Australia’s Gold Coast is a city coming of age. Strategically located on the edge of the Asia-Pacific rim, with access to two international airports, the Gold Coast is perfectly positioned as a destination for business, investment, study, sport, events, tourism and lifestyle.

Situated in the south east corner of the state of Queensland, the Gold Coast stretches along 57 kilometres of coastline and is home to over half a million people. Beyond the city’s beautiful beaches are vast, sub-tropical rainforests with breathtaking scenery.

Welcoming close to 12 million visitors each year, the Gold Coast is full of attractions and things to do. As Australia’s premier tourist destination, the city offers a vibrant mix of shopping, accommodation, theme parks, restaurants, entertainment and events, along with an abundance of natural attractions.

The Gold Coast has developed into a diverse, cosmopolitan, forward-thinking city with a future full of promise. As host city for the Commonwealth Games™ in 2018, the Gold Coast is embracing transformative civic projects like never before, with more than $13.5 billion in major infrastructure projects planned or underway set to change the face of our city in a way that is distinctly our own.

Investing in the future

Paving the way for a bright future, City of Gold Coast has invested in the following infrastructure projects:

- Australia’s first light rail network, G:link
- an integrated health and knowledge precinct, including a brand new teaching hospital
- approximately $200 million in world-class sporting infrastructure in preparation for the Gold Coast 2018 Commonwealth Games™ (GC2018)
- Gold Coast Business District (CBD)
- Gold Coast Cultural Precinct

Beauty, lifestyle and location

The Gold Coast offers a work-life balance unachievable in most of the world’s major cities. The proximity of our professional environment to stunning beaches and lush rainforests enables a truly enviable lifestyle. The city remains one of the most bio-diverse in Australia with natural habitats that are home to more than 700 animals and 1800 plant species. Our natural environment is an extraordinary asset and an integral part of our local identity and culture with 57 kilometres of coastline, 260 kilometres of navigable waterways, more than 2000 parks covering approximately 21,000 hectares and 100,000 hectares of world heritage-listed rainforests.

An economy of opportunity
On the east coast of Australia, approximately 80 kilometres south of Brisbane, the Gold Coast is located within one of the country’s fastest growing regions. As Australia’s sixth largest city, the Gold Coast is currently home to more than 538,000 people and has one of the fastest growing populations in Australia. Strong population growth, diversification of the economy and investment in strategic infrastructure are giving rise to new opportunities.

The Gold Coast economy has grown from a platform of tourism and construction to an economy valued at over $25.2 billion, encompassing knowledge-based industries such as health, ICT, advanced manufacturing, education and professional services. The city continues to go from strength to strength - over the next 10 years it is forecast that over 56,000 more people will find employment within the city. As a young city in transformation, our best is yet to come.

View our Media Centre for the City’s latest news.

A vibrant innovation culture

With the rapid growth of the city’s three universities, the Gold Coast has built a reputation for cutting edge research and innovation – from drug research tackling global health issues to probing solutions for climate change adaptation and leading an extensive program of research through Australia’s largest-ever sports science research grant.

- The emerging Gold Coast Health and Knowledge Precinct links the Gold Coast University Hospital with Griffith University and provides Australia’s newest and most comprehensive environment for clinical research innovation.
- Gold Coast companies are winning local and national awards and global business in advanced manufacturing from the flourishing marine industry to food science and processing as well as in health technology, ICT and niche sectors such as motorsport.
- The City of Gold Coast ‘Innovation ecosystem’ provides an environment where entrepreneurs, co-working spaces, tech start-ups, Incubators and investors are emerging, establishing the Gold Coast as a hotspot for innovation and a successful start-up communities.

Education choice

The Gold Coast offers the greatest educational choice of any city of its size, attracting students from more than 100 countries. With three world class universities (Griffith University, Bond University and Southern Cross University), a diverse mix of technical and training colleges and some of Australia’s finest public and private schools, the Gold Coast gives businesses ready access to a highly qualified workforce.

The city’s skilled workforce is growing; university qualifications have increased by more than 115 per cent over the last decade, compared with 31 per cent population growth over the same period. Our skilled workforce is relatively young, the largest demographic group being aged between 25 and 44, with 23 per cent of the Gold Coast population holding a Diploma qualification or higher and 20.7 per cent holding a vocational or trade qualification.

Business-friendly

Australia’s Gold Coast is open for business. Ranked by the World Bank Group as being in the top 10 countries in the world for ease of doing business (as at June 2014), Australia has an internationally competitive Corporate Tax Rate of 30 per cent and is increasingly recognised for innovation on the world stage.

The City of Gold Coast is committed to delivering a business-friendly environment where industry prospers. On average it takes 2.5 days to start up a new business on the Gold Coast, with very little government bureaucracy and regulation. We offer a suite of dedicated services and support to new businesses and investors to the city. Our qualified team assists clients across a range of industry sectors with special focus on innovation, culture, infrastructure and knowledge-based industries.

Access
The Gold Coast is positioned to operate across three time zones – Asia, Europe and America – allowing companies the opportunity to efficiently connect with their global counterparts and trading partners.

By air - the city is serviced by two international airports – Gold Coast Airport and Brisbane Airport – with direct routes to all major Australian cities and key locations across Asia, the Middle East, US and the Pacific. Passenger movements at Gold Coast Airport continue to increase, making it the fastest growing airport in Australia, with over 5.8 million arrivals and departures in 2014.

By sea - the Port of Brisbane, located less than an hour from the Gold Coast, provides a strong shipping transportation network. The port’s close proximity to Asia, compared with Sydney and Melbourne, provides the opportunity for companies to save on shipping times and costs.

By road - The recently upgraded M1 motorway provides a fast connection between the Gold Coast and Brisbane and other Queensland towns in the north, and the New South Wales border through to Sydney in the south.

Yatala Enterprise Area (YEA) is a pivotal point, situated next to the M1 motorway, mid-way between Brisbane and the Gold Coast. The YEA’s location provides a high level of connectivity to local and regional markets, the Port of Brisbane and interstate trade destinations.

Tourism destination

From Australia’s best beaches, rainforests and waterways to world class theme parks, sporting venues, convention services, events, cultural activities and hotels and resorts, the Gold Coast’s tourism assets provide an enviable platform for growth. As Australia’s favourite holiday destination, the Gold Coast attracts 12 million visitors annually from intrastate, interstate and international markets, with most international visitors travelling from China, New Zealand and Japan.

Residents and visitors will find the Gold Coast lifestyle means there is never a shortage of things to do, with a wide range of events, arts and culture activities, business and sporting opportunities.

The City of Gold Coast, in conjunction with Gold Coast Tourism Corporation and the Queensland government, has established the Destination Tourism Management Plan 2014-2020 that outlines the strategic direction of tourism on the Gold Coast, reinforcing the strengths and long-term prosperity of Gold Coast as a global tourism leader.

Sister cities

The City of Gold Coast has Sister City relationships with 11 cities around the world, which help to foster closer business and cultural ties.

Related information

- Economic development
- Commonwealth Games
- Gold Coast attractions
- Gold Coast events
- Gold Coast history and heritage
- More Gold Coast
- New and future residents

Jump to key information

Key information

- External links
- Brisbane Airport Corporation
- Bureau of Infrastructure, Transport & Regional Economics (BITRE) - Airport traffic data
- City of Gold Coast Media Centre