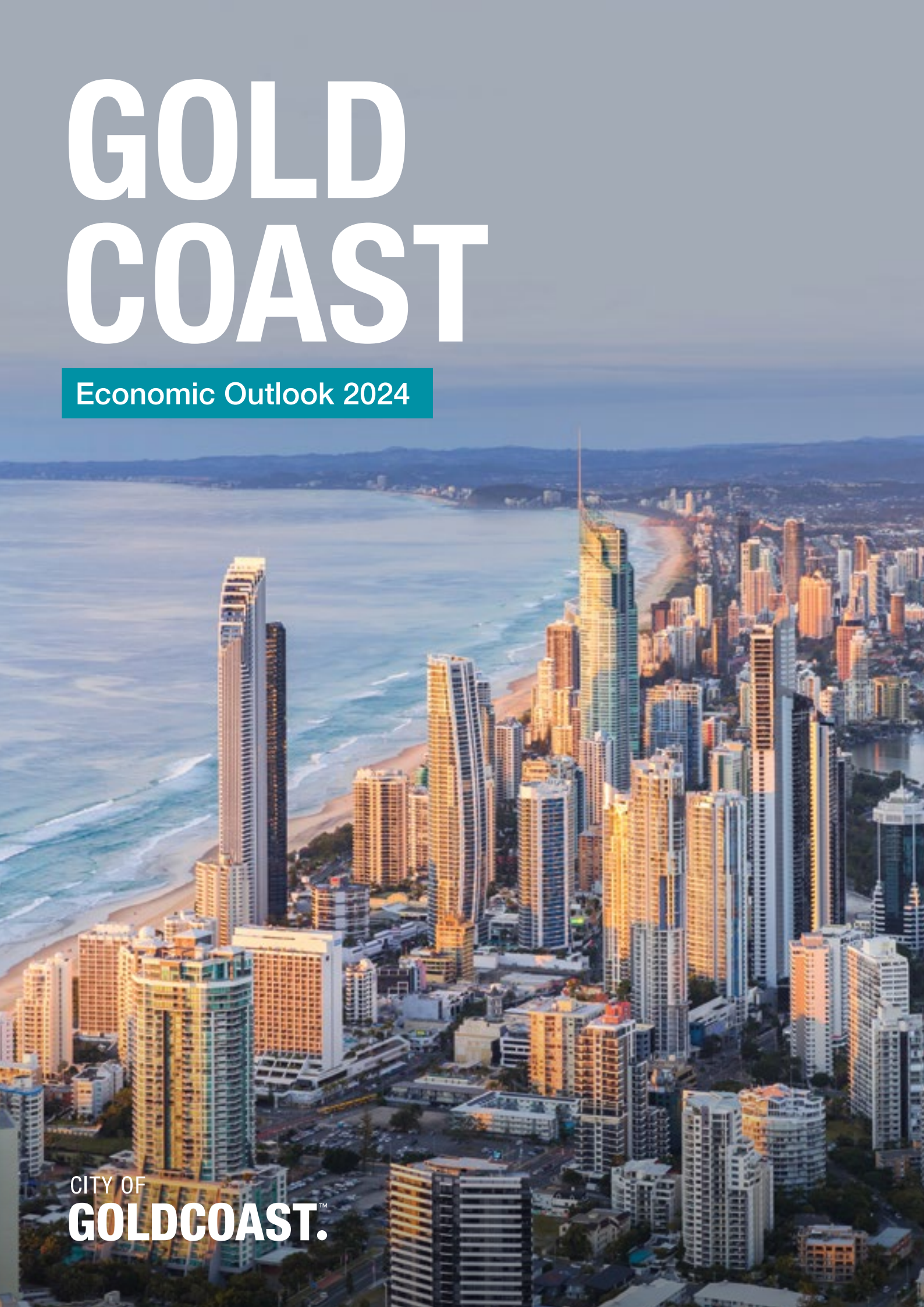
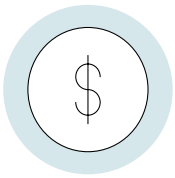
GOLD COAST

Economic Outlook 2024



CITY OF GOLDCOAST™

Gold Coast **Highlights**



3.0% GRP growth

outperforming Queensland (2.4%)

$45.38b

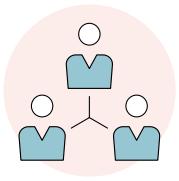
approx. $630m above forecast

1 Million

estimated population by 2040.

666,087

Population as at June 2023



Employment growth

(represents full-time equivalent jobs)

6.93%

to June 2023

representing over 17,600 additional full-time equivalent jobs in the economy.

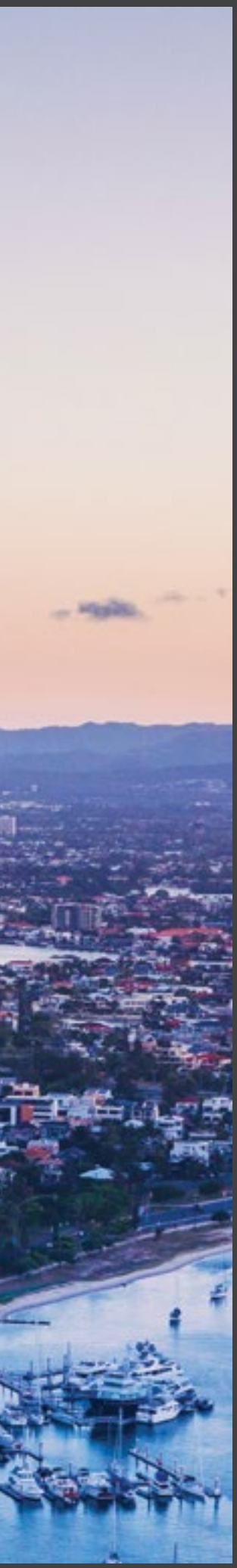
Fastest

growing economy (GRP) over the next 4 years

10.07%

mid-term growth forecast to 2028

outperforming Brisbane (9.53%), Queensland (7.93%), and Australia (7.91%).



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The source of data used in the analysis is the National Institute of Economic and Industry Research (NIEIR) ©2023. Compiled and presented in economy.id by .id (informed decisions).

Gold Coast **outperforms expectations**

The City's Economic Outlook Report is designed to provide a yearly overview of Gold Coast's economic performance, outlook and compares it to state and national economies.

While the City conducts a detailed and granular analysis of the local economy, this report presents the key insights and trends of the analysis. The 2024 report is the third economic outlook report with the analysis demonstrating Gold Coast's economy outperforms both forecasts and benchmarked economies.

Notable growth has been shown in GRP, GRP per capita, tertiary qualifications, and the job-to-worker ratio. These macro-economic variables form the basis of the City's economic strategy and provide businesses insights into the economic landscape, labour markets and Gold Coast's competitive position relative to other economies. For existing Gold Coast businesses, the results are showing future opportunities for sustainable growth catalysed by an upward economic trajectory. Additionally, it signals that the local economy has advantage in capacity, relative to larger cities where they are already at capacity, Gold Coast has more room to grow. For businesses considering Gold Coast expansion, the City is focused on economic development and investment, strengthening an ever-improving diversified economic base.

Gold Coast Economy 2023: Projected vs. Actual Performance

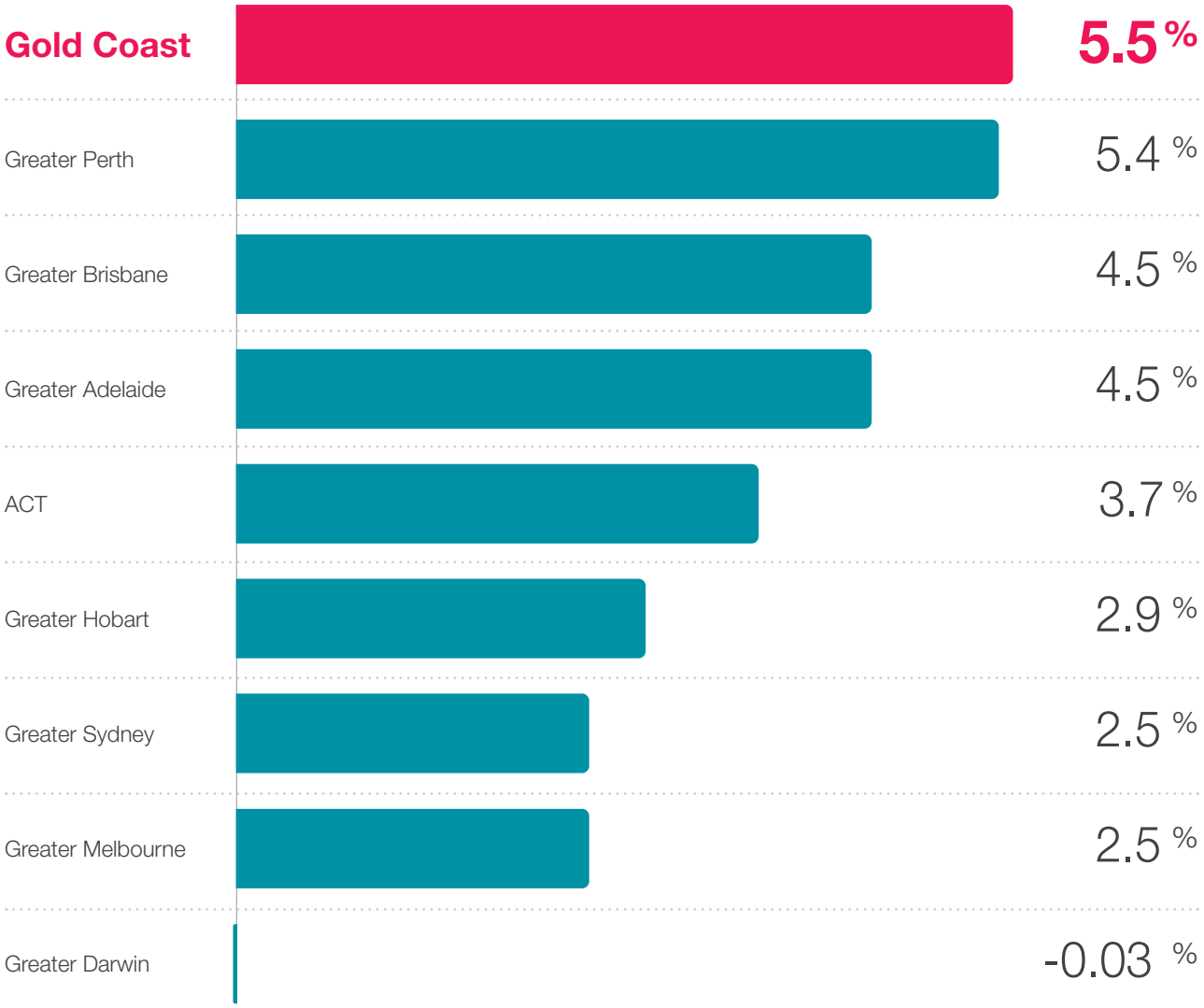
Measure	2023 (projected)	2023 (actual)	Implications
GRP growth	1.6 %	3.0 %	Outperformed projections demonstrating a healthy, sustainable economy fuelled by effective investments.
GRP per capita	$60,273	$68,134	Strong per resident economic performance impacted by factors such as increased efficiency and growth in high-income residents.
Growth in tertiary qualifications*	223,320	235,256	Strong result supported by successful educational policies, initiatives and an evolving labour force.
Job-to-worker ratio	0.95	0.97	Indicates a healthy labour market where job opportunities and workers' skill sets are becoming more aligned.

*number of local residents with qualifications

Australia's **fastest-growing economy**

Gold Coast's strong GRP result is in part driven by high net migration and a favourable employment landscape contributing to the average annual growth of 5.5% during 2021-23 (post-pandemic). Furthermore, investment in infrastructure, such as transportation, healthcare, and education have also spurred economic growth.

Figure 1: Gold Coast and Greater Capital Cities GRP average annual growth (2021-2023)



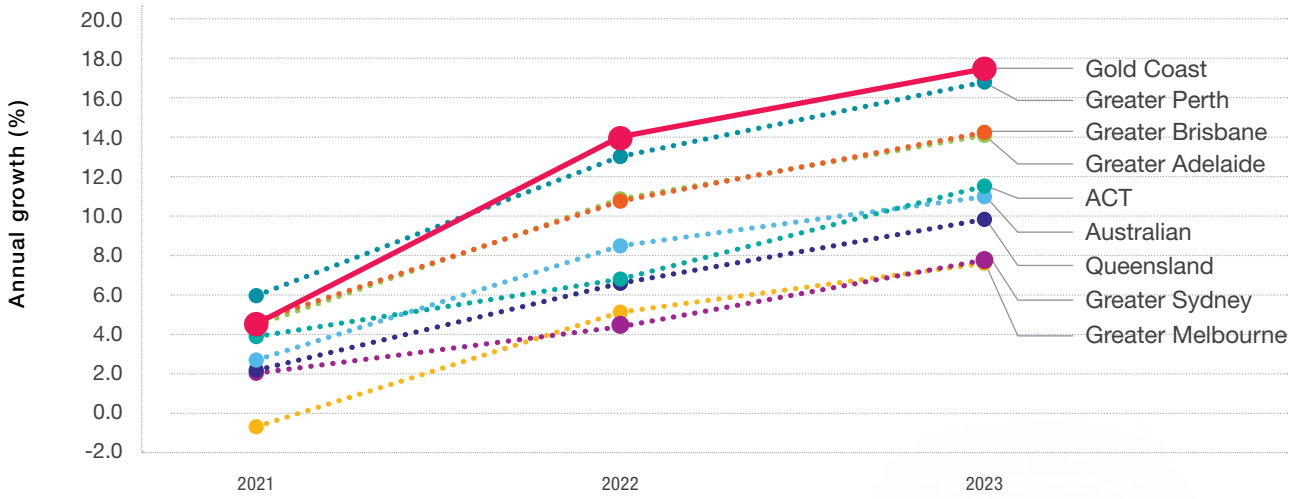
Speed of **economic growth**

Gold Coast emerges as a frontrunner in sustainable economic growth compared to the state and national economies. The Economic speed of growth for Gold Coast is 17.4% (Figure 2).

The growth rate is calculated as the total growth percentage between 2021 and 2023. The region saw remarkable growth over this period, particularly during 2022. For the same years Queensland had growth of 11.0% and the national economy of 9.8%. Gold Coast also outperformed all Greater Australian cities, as seen in Figure 2.

Gold Coast's diversified economy creates a buffer against sector-specific downturns, which help lessen economic shocks and/or impacts. Gold Coast's economy also demonstrated how nimble the economy is in responding to stimulus initiatives helping the economy bounce back faster. Government initiatives post COVID, that include local government support, contributed to a rapid recovery.

Figure 2: Total growth percentage years 2021 to 2023.

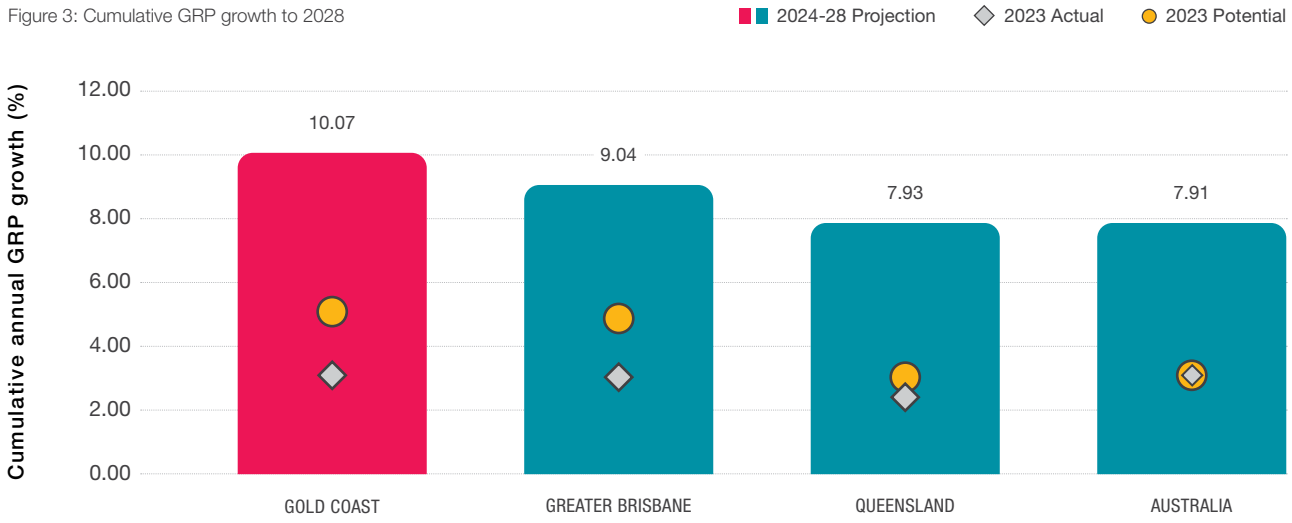


Growth **potential**

Analysis of an economy's capacity considers actual GRP growth relative to potential growth. Potential growth represents the capacity of an economy in terms of its productivity and available input factors such as labour and capital. A forecast of Gold Coast's medium-term growth overlaid with actual and potential growth indicators provides an immediate outlook to the future speed of the economy (Figure 3). This analysis shows there is an upside opportunity for the economy to reach a potential growth target that would see Gold Coast outperforming the forecast as shown below.

Gold Coast forecast to experience high medium-term growth

Figure 3: Cumulative GRP growth to 2028



In terms of potential growth, Gold Coast outperforms Brisbane, Sydney and Melbourne, indicating the advantages of a nimble economy that competes with the capital cities. Gold Coast's resilience over the post-COVID period, particularly relative to other regions, suggests underlying economic strengths delivered by a diversified economy supporting a balanced and sustainable growth trajectory.

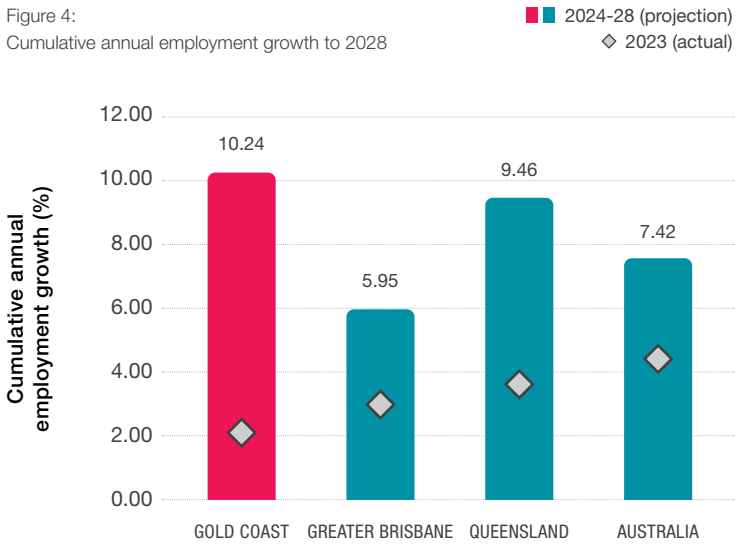
Driving **growth**

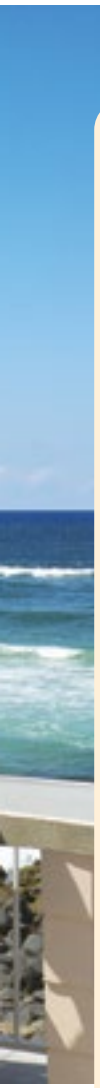
Fundamental drivers of the high growth expectations for Gold Coast are employment, net migration, and business reinvestment reflective of productivity and output contributors. These factors collectively fuel Gold Coast's growth expectations, underpinning its economic resilience and positioning as a vibrant and promising region for investment and development.

Employment

The region's ability to generate jobs across various sectors is crucial. A robust job market not only supports residents but also attracts skilled workers from other areas, contributing to economic agility and prosperity. Figure 4 indicates that Gold Coast is forecast to experience one of the highest medium-term employment growth rates in Australia outperforming Greater Brisbane, Queensland, Australia and other greater cities such as Sydney and Melbourne.

Figure 4:
Cumulative annual employment growth to 2028





Gold Coast emerges as a leader in medium-term GRP growth forecasts in Australia at

10.07%

Gold Coast is forecast to experience a high medium-term employment growth rate at

10.24%

Gold Coast surfaces as a leader in business capital reinvestment with

14.3%

forecasted to 2028

Gold Coast is the

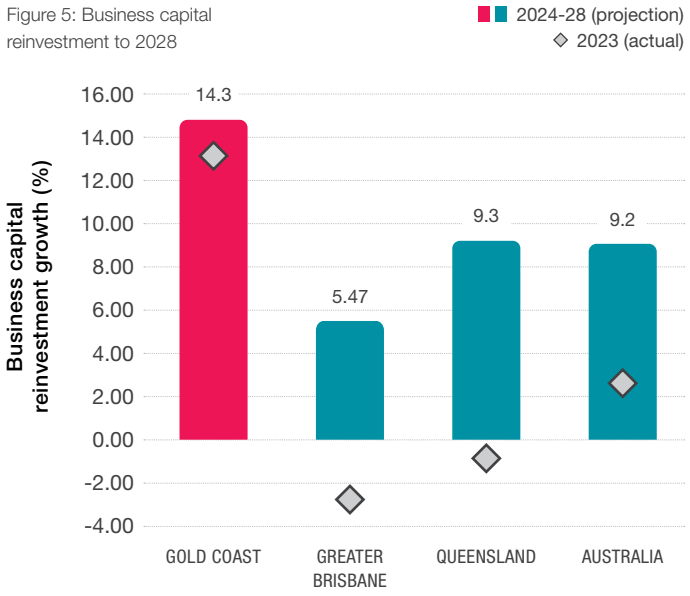
6th largest

net migration destination in Australia

Business reinvestment

The reinvestment of profits into expanding and improving businesses is a key indicator of economic health. When businesses reinvest, it signifies confidence in future growth prospects and enhances productivity, thereby driving overall economic output. Figure 5 highlights Gold Coast as a leader in business capital reinvestment with a rate of 13.3% in 2023 and 14.3% forecasted to 2028.

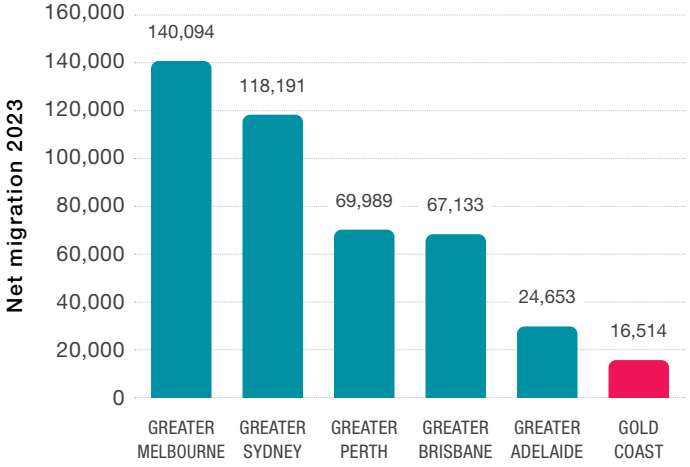
Figure 5: Business capital reinvestment to 2028



Net migration

Both domestic and international migration patterns play a pivotal role in economic growth. Gold Coast's attractiveness as a lifestyle destination and business hub encourages people to relocate, bringing diverse skills and talents that enrich the workforce and stimulate economic activity. Figure 6 demonstrates Gold Coast is the 6th largest net migration destination in Australia.

Figure 6: Net migration 2023



AIR CONTROL

City's diversified **economic portfolio**

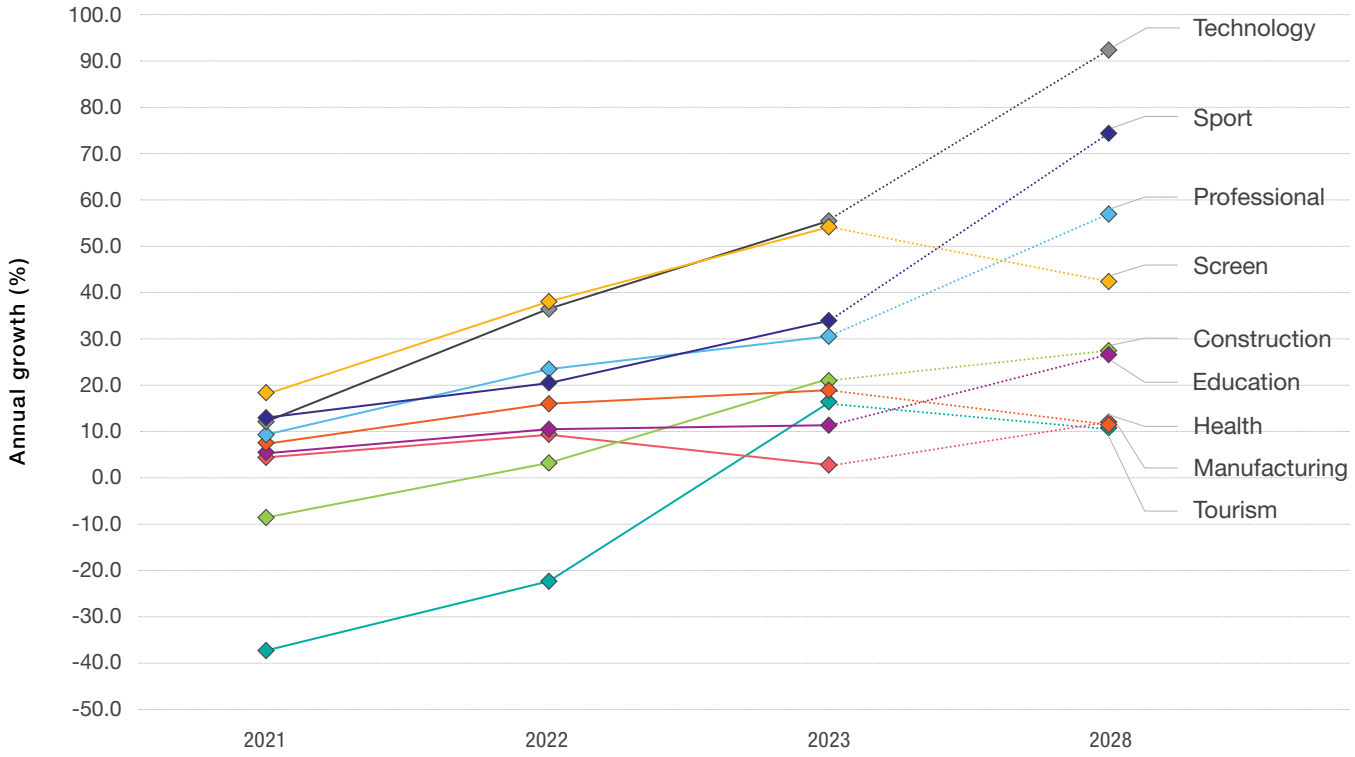
Gold Coast's diversified economy magnifies growth opportunities while mitigating against sector-specific downturns and lessening the impact of economic shocks. Figure 7 presents historical and projected Gross Regional Product (GRP) growth for Gold Coast's strategic sectors.

Diversification of an economy creates a sustainable cycle of economic activity, where businesses continually feed off one another, and grow larger as the economy grows. It also supports resilience to economic shocks demonstrated whereby the economic impacts of COVID were not as severely felt by the local economy as the Global Financial Crisis (GFC). Recovery from the COVID downturn has been rapid compared to historical shocks, due in part to diversification, which brings a robustness to the economy.

This highlights that growth speed, capacity, and diversification will be pivotal for the economy's future. Industries have continued to expand over time and the economy now offers a more diverse production and trade structure. Sectors such as Technology, Sport, Professional Services, Screen, and Education economic contributions are beginning to catch up to our legacy pillars such as Tourism, Manufacturing and Construction.

Forecasts for the strategic sectors show continued growth and diversification. While Health, Manufacturing, and Tourism are forecast to experience tapered growth, their larger dollar value size means their growth remains crucial for the economy. This highlights key opportunities for the Gold Coast economy to continue to strengthen its production and trade structure to uplift capacity.

Figure 7: Strategic sector historic and forecast growth rates



Invest
Gold Coast

Invest Gold Coast accelerates economic growth and facilitates major investments to create the best city in Australia to invest, live, work and experience.

The Chief Investment Officer of Invest Gold Coast manages the City's investment portfolio and is the single point of contact for major or strategic private sector investment. Invest Gold Coast leads and supports growth of the Gold Coast economy by working with key industry sectors and actively engaging with the business community.

Invest with us

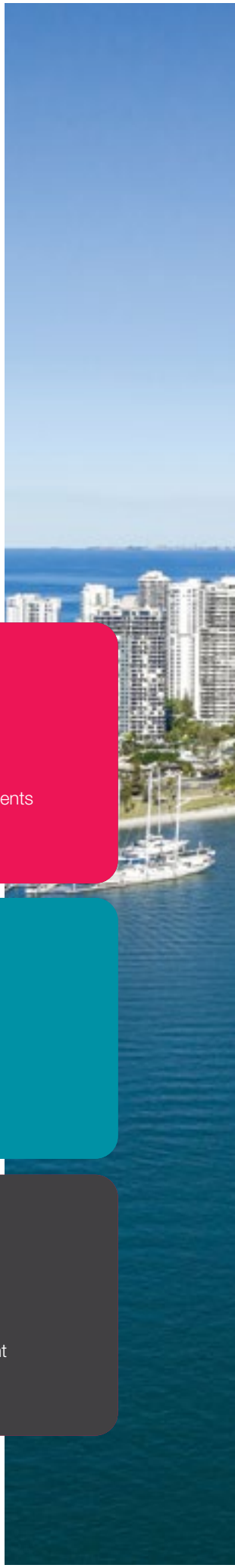
- Investment attraction
- Streamlined investment experience
- Strategic land and demand assessments
- Advocacy and engagement

Grow with us

- Support for business growth
- Strategic industry development
- Economic insights and analysis
- International trade

Partner with us

- Investigation and advisory
- Facilitation and partnership
- Commercial transaction management



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