



Noosa Fact Sheet



DECEMBER 2007

GEOGRAPHY

Noosa is situated on the Sunshine Coast on the east coast of Australia. The Noosa Shire incorporates approximately 83,000 hectares of land.

Distances	road kms	drive hrs	fly hrs
Brisbane	160	1.5	0.45
Gold Coast	250	2.5	1
Sydney	1100	13	1.35
Melbourne	1870	20	2.25
Cairns	1600	18	2.5



Noosa is easily accessible by air, with Brisbane Airport a base for international arrivals and flights from major Australian cities, and Sunshine Coast Airport, near Maroochydore, regularly serviced by domestic carriers.

CLIMATE

The climate is sub-tropical, with humid summers and dryer months during the winter season. Noosa enjoys year-round comfort with an average of 25 degrees Celsius.

Climate Chart	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Max Temp C	29	28	28	26	23	21	21	22	24	26	28	28
Min Temp C	21	21	20	18	14	12	10	11	13	16	18	20
Water Temp C	25	25	25	24	22	20	20	19	20	21	22	24
Rainfall mm	221	235	240	173	144	118	78	53	69	94	94	156

POPULATION

The estimated permanent residential population for Noosa Shire in 2006, based on an extrapolation of the 2001 Census data, is 50,000 residents. A further 15,000 persons reside in the Shire during peak holiday periods.

The Shire population is likely to stabilise by 2015 with a permanent population of approximately 62,000 persons, increasing by 19,000 people during peak holiday times.

AGE AND ETHNICITY PROFILE

According to the 2001 Census, the average age of residents in Noosa Shire was 40.5 years, representing an increase of 1.4 years from the 1996 Census.

Persons aged over 50 years are significantly over-represented, comprising 37.8% of the population compared with 28.8% for Queensland as a whole (NSC, 2006).

The majority of the Shire's residents (93.2%) are either Australian born or from another English speaking country.

INCOME

The average weekly income in the Noosa Shire was \$754.04 in 2001, with Noosa-Noosaville recording the highest average weekly income (\$823.76). Overall, the average weekly income in Noosa Shire increased by 17.1% between 1996 and 2001.

PROFILE OF NOOSA BUSINESSES

Approximately 4,000 businesses operate from or within Noosa Shire.

- 95% of these businesses are small businesses – employing less than 20 staff, with 55% employing 2 persons or less;
- 7% of these businesses are sole traders;
- 38% operate as a partnership;
- 50% operate as a Pty Ltd company, and
- the remaining 5% operate wither as a Trust or through a business name only.

The total value of Noosa's economy, measured as Gross Regional Product, was \$1,114.8 million (2001 data). Major industry sectors and their contribution to the Noosa economy are indicated below:

Industry sector	Percentage of Noosa's economy
1. Property and business services	13.8
2. Construction	11.9
3. Retail	9.9
4. Manufacturing	8.7
5. Accommodation; cafes & restaurants	7.9
6. Health & community services	7.8

Source: NCS, Sept 2004

The property and business services, retail, construction and accommodation, cafes and restaurants sectors employ more than 50% of Noosa's workforce.

MAJOR RECENT & FUTURE DEVELOPMENTS

Some of the major residential and commercial developments include;

- Stage one of Noosa Civic was opened in October 2006. Noosa Civic involves 30,000m² of shopping mall, business, commercial and emporium precincts. Over the next 10 years Noosa Civic will accommodate around 5000 employees and grow to 150,000 m² fully developed.
- Due for completion in 2008, the \$180 million Viridian Noosa (international five star luxury resort) will be set on 19 hectares between Hastings Street and Noosa National Park, overlooking beautiful Laguna Bay.
- Based on European traditions, the Noosa Springs day spa offers a range of facilities and treatments in luxurious surroundings including a health club with a 25m pool since summer 2006. The spa is said to be the largest in the southern hemisphere.
- Since April 2006 new six Lifestyle Spa Studios will see a new direction in providing a unique guest experience further enhancing Sheraton Noosa Resort & Spa's reputation as one of Australia's finest beachside resorts. The studios feature superior quality entertainment systems and large private balconies with outdoor spas.

- Petrac, owners of the Noosa North Shore Resort, upgrade existing horse tracks and new training facilities for \$540,000. The amenities will include reconfigured riding arena, upgraded stables and day yards, exercise tracks, a new administrative centre and walking tracks through the resort site.
- The total development of Settler's Cove will comprise of 142 apartments, 33 home sites, a four and a half star resort, park areas and the RF Thompson Environmental Park and is expected to be completed in 2010.
- Doonella Noosa is a residential community designed to integrate seamlessly with its surrounding environment to create a sophisticated, stylish but ultimately sustainable estate that will serve as a benchmark for urban development right around the country. Doonella Noosa will offer only a limited number of homesites ranging in size from 500m² to 1079m² that will be completely encased in a natural, lush piece of Noosa habitat.
- The Peregian Springs residential community is a large development. 3000 residential allotments, private school, retirement community & country club are all integral components of the developments. First stage of Peregian Springs opened in 2004.

Some public sector developments in Noosa Shire include;

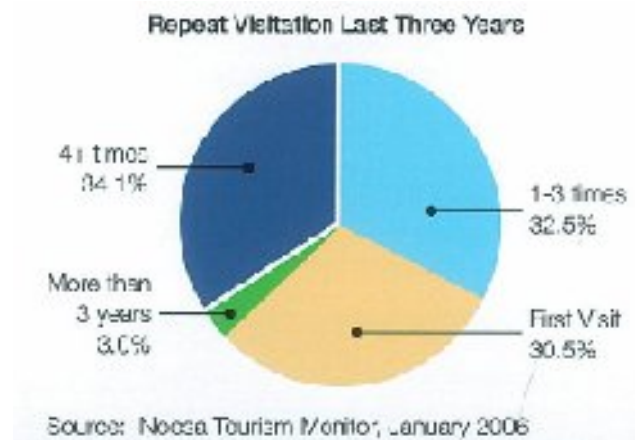
- Noosa Council and the Hasting Street Association engaged a project team, to design a contemporary 'makeover' of Hastings Street, which is known nationally and internationally for its successful blend of urban 'chic' with casual beachside qualities, and its proximity to Noosa Main Beach. The \$10 million dollar upgrade will deliver a more pedestrian-focused environment through improved traffic management and an increase in pedestrian priority areas. The project's completion is scheduled for June 2008.
- Walter Hay Drive is the new southern access road to the coastal area of Noosa Shire linking Emu Mountain Road to Eenie Creek Road and Eumundi-Noosa Road at Noosaville. The road is required to alleviate traffic congestion on Eumundi-Noosa Road, which is the main coastal road entry to Noosa Shire. All sections of the road were opened to traffic on 19th May, 2006.
- Since September 2006 'The j', youth & community centre, is Noosa's newest venue for events and entertainment, with an endless program of theatre, cabaret, film and musical performances. Funding for the project has been provided through a State Government grant of \$1.587M, a Federal Government grant of \$1.2M, with the balance of funds contributed by Noosa Council.

TOURISM OVERVIEW

Noosa attracts 1.7 million visitors a year. An estimated 52% of visitors are day trippers with 40% domestic overnight visitors and 8% international overnight visitors. The principal international markets were the UK, Other Europe and New Zealand respectively. The main domestic markets originated from the Queensland, New South Wales, and Victorian states respectively.



Repeat visitation to Noosa is high, with 34% of visitors returning four or more times in the last three years.



Noosa's primary domestic market segment is the *Re-energise in Style* group. Noosa currently attracts a strong share of this segment which has a high attraction for Noosa and the highest trip spend of all segments. Secondary segments are *Long Weekend Getaways* and *Touring Around*.

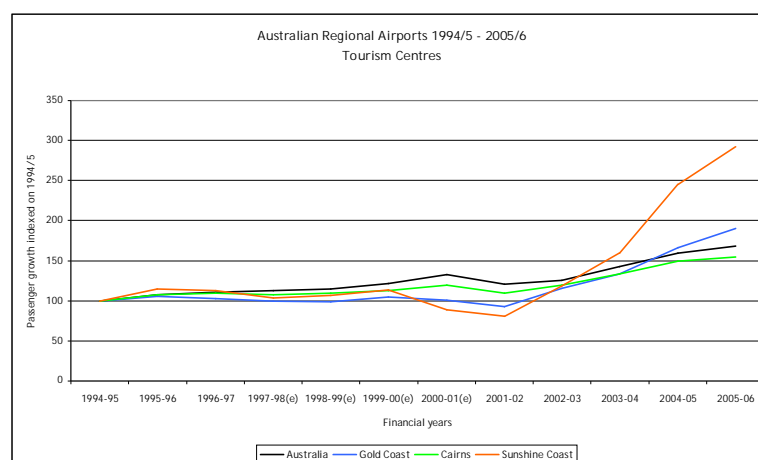
Segment	Noosa's market share of QLD visitors	What do they like doing on holiday	Where do they like to stay	Where do they come from	What style of advertising do they respond to	How can we reach them
Re-energise in Style	8.8%	Rest & relaxation, restaurants, shopping, beach	4 & 5 star serviced apartments	Sydney Melbourne Brisbane	Aspirational, inspirational, stylish	Lifestyle mags, internet, major newspapers
Long Weekend Getaways	6.3%	Pampering, restaurants, shopping, beach	4 & 5 star serviced apartments, B&Bs	South East Queensland, Sydney, Melbourne, Adelaide	Respond to tactical offers, motivational, direct	Travel section of newspapers, internet
Touring Around	5.9%	Discovering things at own pace	Serviced apartments, motels, caravan parks, B&Bs	Northern NSW, South East Queensland, Sydney, Melbourne	Informative, direct	Auto Clubs, South East Queensland Tourism Guide, Internet

Air Travel

Noosa is easily accessible via the domestic Sunshine Coast airport. The airport is officially known as the Maroochydore/Sunshine Coast Airport and is situated on the coastal strip five kilometres north of Maroochydore, only a 25 minutes drive from Noosa.

Airport statistics	
Passenger Movements	700,000 per annum
Aircraft Movements	approx 70,000 per annum
Number of services	102 weekly jet services
Number of car parks	586
Number of tenants on site	50
Number of locally based aircraft	38

It is envisaged that future traffic through the Sunshine Coast Airport could increase significantly to 900,000 passenger movements by July 2007.



The Sunshine Coast airport is serviced by 3 domestic airlines: Jetstar, Virgin Blue and Tiger Airways.

Jetstar fly direct to & from Sunshine Coast airport several times daily to both Sydney and Melbourne, and twice weekly to Adelaide. Flight operational aircraft is the Airbus A320.

Virgin Blue fly direct daily to both Sydney and Melbourne. Flight operational aircraft are Boeing 737-700 series and Boeing 737-800 series.

Tiger Airways fly direct daily to Melbourne. Flight operational aircraft is the Airbus A320.

Peak & Off-peak Tourist seasons

Peak & Off-peak seasons	times
Low Season	6 th Apr - 19 th Sep
Shoulder Season	6 th Oct - 22 nd Dec & 19 th Jan - 27 th Mar
High Season	23 rd Dec - 18 th Jan & 28 th Mar - 5 th Apr

TOURIST FACILITIES & AMENITIES

Cuisine in Noosa is second to none, and the area has a well deserved reputation as a culinary leader. Upmarket à la carte restaurants with front row seats to the beach blend effortlessly with relaxed eateries and open air cafes.

Hastings Street, the street that runs alongside Noosa Main beach has grown into a world famous centre for dining and attracts patrons from all over the World. Some of Noosa's most prestigious restaurants line Hastings Street, some look out over the sea and others tucked in little corners providing a romantic tropical feel.

- Berardo's
- Lindoni's
- Sails
- Season

Making its mark as a culinary centre is Gympie Terrace along the river in **Noosaville**. The dining out options has almost doubled in recent years and the beautifully landscaped river walk makes this a great place for a stroll before or after eating. Turn into Thomas Street to sample all manner of multicultural fare from Indian and Thai to modern Australian and tapas.

- Gusto's, 257 Gympie Terrace
- Humid, 195 Weyba Rd
- Ricky River Bar & Restaurant, Quamby Pl
- River House Restaurant, 301 Weyba Road

Sunshine Beach is a friendly seaside village with a growing choice of options including seafood, Japanese, tapas and organic coffee. Most of the restaurants are on or very close to Duke Street which overlooks the Pacific Ocean.

- Alegria, 56 Duke Street
- Squid Ink, 46 Duke Street
- Wasabi, Cnr Duke Street & Bryan Street

Peregian Beach is following hot on its heels and brunch by the village green should not be missed. It is located to the south of Noosa on the coast.

- Baked Poetry Café
- Peregian Beach Hotel
- QOM – Persian Restaurant

Noosa's Annual Calendar of Events

Noosa is always a happening place with a wide range of events taking place right throughout the year. From music festivals and food celebrations to ocean swims, triathlons and surf competitions, Noosa's events reflect the style of holiday experience that Noosa is so well-known for. Here are just a few for 2007:

march

Noosa Festival of Surfing 3rd - 9th March

Join the cream of Australian longboarders and international competitors at one of the world's best surfing locations. More details www.noosamalibuclub.org

april

Dingo Creek Winery Jazz Festival

Held at the picturesque Dingo Creek Winery, this fundraising event regularly features the talents of James Morrison and his brother John. More details 07 5485 1731 or www.dingocreek.com.au



may

Noosa Mayfiesta 1st - 31st

Celebrate, revive and rejuvenate throughout May with great accommodation deals and 31 great events to celebrate including:



Settler's Cove Celebration of Australian Food & Wine, Noosa Style 15th – 18th

An event that celebrates Australian food and wine in a magical setting, with growers markets, cooking demonstrations and much more.

More details 07 5455 4228 or www.celebrationofaustralianfoodandwine.com.au

Noosa AUSSI Masters Swim Carnival 18th

Don't miss this premier winter Masters Carnival including swim distances from 50m to 800m across all styles for male and female competitors aged 20 years and up. Prize giveaways, raffles and special events such as a "dash for cash" are included, and Australian swimming legend John Konrads will be the event Patron. Held from 8am - 4pm at the Noosa Aquatic Centre, Sunshine Beach. More information 07 5455 6120 or www.aussimastersqld.com.au

Noosa Blue Water Swim 18th

This popular ocean swim event features the Noosa Blue 2km swim to Noosa's Main Beach, the Ray White 1km ocean swim and the Viridian Noosa 500m nipper challenge.

More details 07 5449 0711 or www.usmevents.com.au

The Noosa Journal Riverfest Regatta 17th - 18th

Don't miss this fun event along the Noosa River with fishing competitions, local music, a ferry race and more. More details 07 5449 8602 or www.nyrc.com.au

june

Noosa Longweekend 4th – 13th July

A perennial favourite, this 10 day event celebrates the arts and culture with drama, dance, cinema, literary events and more. More details 07 5474 9941 or www.noosalongweekend.com

july

Pomona King of the Mountain Festival

Brave the 6.5km run up the steep rise of Mt Cooroora, overlooking the township of Pomona, or just enjoy the festivities at a more relaxed pace. More details 07 5485 4125 or www.kingofthemountain.com.au

Noosa Enduro 13th July

Billed as the 'hard way to see Noosa' the mountain bike race showcased the fitness and bike handling skills of some of Australia and New Zealand's finest and toughest cross country mountain bikers. More details 07 5449 0711 or www.usmevents.com.au

august

Noosa Half Marathon 16^h-17th

This popular event is famous for its scenic route and for being a fast and flat course. Other events include a 10km run and 5km run/walk.

More details 07 5449 0711 or www.usmevents.com.au



september

Noosa Jazz Festival 4th – 7th

A 4 day festival featuring over 160 musicians from all over the world performing traditional jazz, swing, funk, rhythm and blues.

More details 07 5449 9189 or www.noosajazz.com.au

october - november

Noosa Triathlon Multi Sport Festival 29th October – 2nd November

A highlight of the Australian Triathlon Season with individual competitors and teams swimming, cycling and running in the beautiful surrounds of Noosa. More details 07 5449 0711 or www.usmevents.com.au