

# Trade & Investment Strategy

2026

2031

INVEST  
GOLDCOAST.™

# Investing in the city's future

The Gold Coast is entering a significant growth phase leading up to and beyond 2032, presenting opportunities to create a more diverse, connected and investment-ready economy.

As an independent, commercially focused entity, commenced in 2025, Invest Gold Coast recognises that growth is inevitable. Our role is to guide this growth by collaborating with investors, identifying strategic opportunities, and applying consistent, evidence-based frameworks, aligned with our Investment Policy, to unlock the city's full potential.

Leveraging our globally experienced Board and working in close partnership with Experience Gold Coast, Brand Gold Coast, government and industry, we convert opportunity into enduring economic value.

This Trade and Investment Strategy sets out the key priorities and actions aimed at fostering investor confidence and enhancing the city's economic prospects over the next five years. It maintains alignment with the Council Plan 2022–2027 and reflects Council's investment and economic themes, while remaining adaptable to future iterations of the Council's plans.

During this period, we will deliver renewal and activation projects, manage implementation risks, and convert investor interest into tangible investment that supports sustainable, long-term growth. Progress will be reviewed annually to track outcomes and refine our approach as needed.



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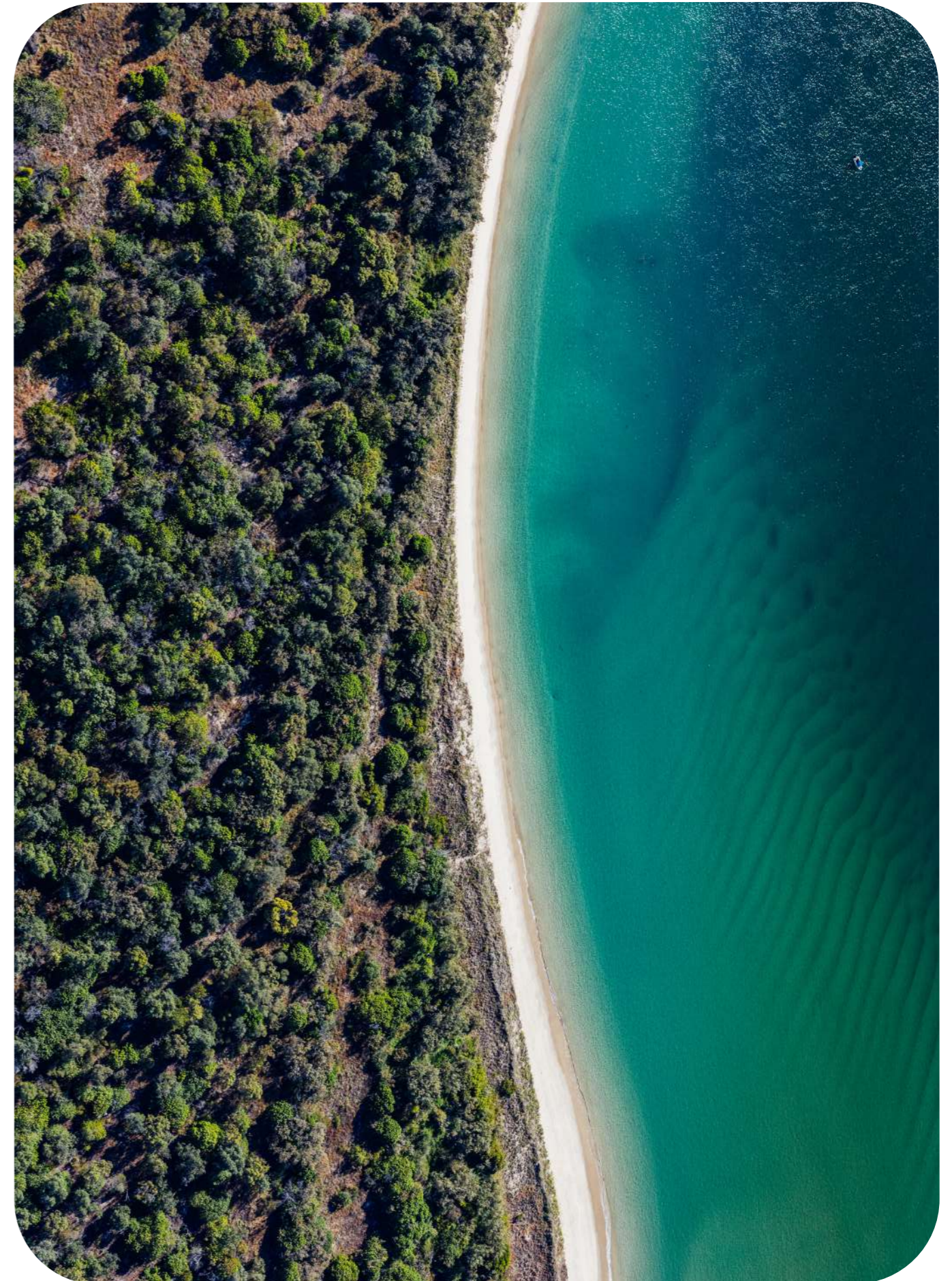
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# Our purpose

We provide strategic advisory services to Council, deliver major projects and economic opportunities, working with our partners to position the Gold Coast as the city that says yes.

# What we deliver for the City

1. Investment attraction and facilitation.
2. Economic research and analysis.
3. Assessment and validation of investment proposals.
4. Strategic property acquisition advice.
5. Business and investment programs.
6. Advice to Council on investment opportunities.
7. An annual Trade Mission Program.
8. Development of Major Projects and Precincts.



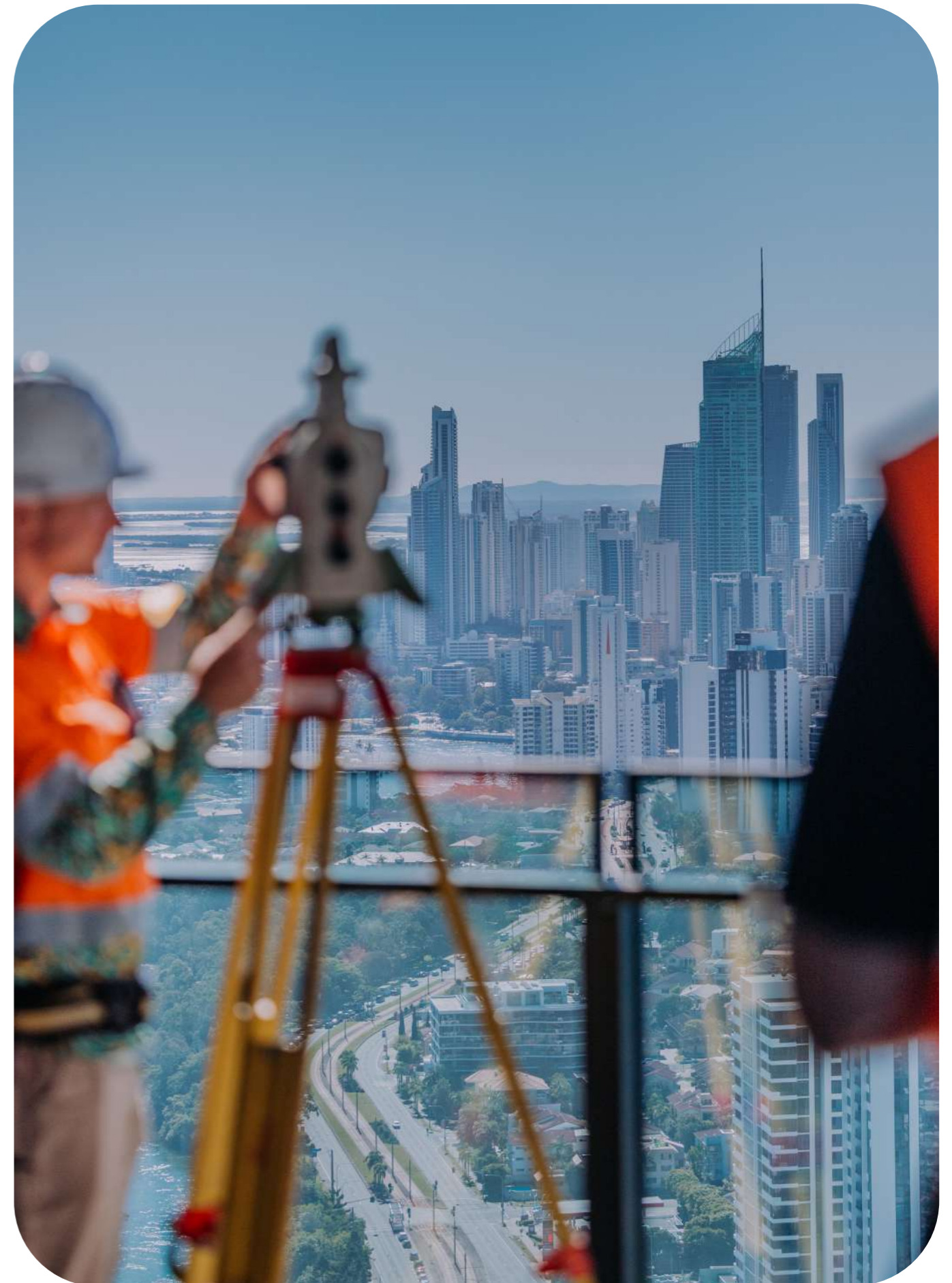
# Our approach

Pillars	Approach		
	Invest	Attract	Deliver
Major Projects	Optimise land use and select city land holdings, to support investment into the development of precincts.	Precinct-focused incentives designed to amplify investment and development outcomes.	Deliver transaction stages of major projects that drive precinct development supporting industry growth and long-term economic prosperity.
Attraction & Incentive Programs	Implementing a structured investment program to optimise the use of City assets, aligned with strategic priorities and growth objectives.	Attract investment to drive economic infrastructure growth and provide targeted incentives to businesses in precincts and priority sectors.	Facilitate partnerships and experiences that enable sector and economic growth.
Investment Portfolio	Deliver long-term value and revenue streams to Council.	Provide expert advice on investments that generate stable income returns aligned to Council’s risk appetite.	Deliver long-term value through profits, dividends, and investment returns.

# Major Projects

Developing city-shaping major infrastructure and precinct projects on public land presents Council with a unique opportunity to deliver lasting economic, social, and community benefits. This process includes establishing a clear project vision, collaborating with the private sector to shape strategic approaches, and engaging with the market to better structure commercial transactions.

This ensures strong alignment between Council and community needs and private sector capability. Through commercial expertise, effective stakeholder engagement, fit-for-purpose governance, and robust risk management, the development process fosters collaboration, attracts investment, and accelerates the delivery of transformative precincts across the city. Invest Gold Coast plays a pivotal role in connecting Council with the private sector, to translate strategic objectives into commercially viable investment opportunities that enable land uplift, targeted urban renewal and industry attraction.





# Priority Projects

## Gold Coast Arena

A landmark public private partnership with a minimum 12,000-seat sports and entertainment arena, civic plaza and mixed-use precinct.

## Gold Coast CBD

A plan to revitalise the Gold Coast CBD through strategic investment and economic initiatives.

## Miami Arts Depot

Creative industries and innovation precinct combining world class public realm, cultural, residential and commercial uses.

## Nerang Administration Precinct

Redevelopment of Council's legacy site into a mixed-use development.

## HOTA / Bundall Precinct Master Plan

Activation of Council's riverfront land into a vibrant community, cultural, tourism and lifestyle destination.

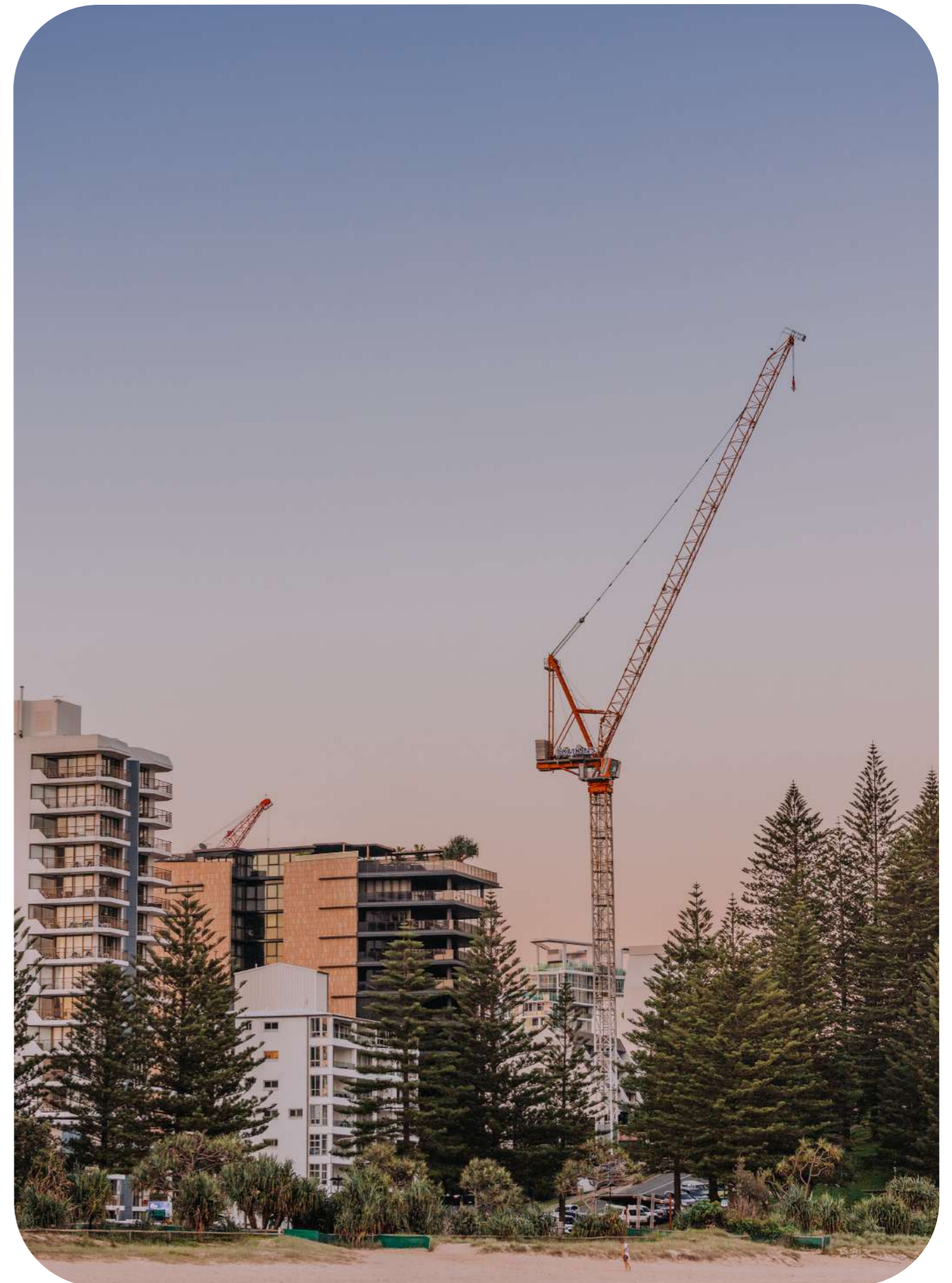
## Attraction & incentive

# Programs

Attraction and incentive programs are designed to proactively drive economic growth and strengthen industry capability. These initiatives encompass business attraction incentives for priority sectors, major industries, and high-value jobs, while also fostering innovation and expanding international trade and export opportunities.

The annual Trade Mission calendar is developed collaboratively with key stakeholders and partners to strategically leverage and maximise investment and growth opportunities across global markets. Supporting targeted, large-scale events further enhances the city's reputation and cultivates a dynamic environment for ongoing collaboration and recognition.

Together, these initiatives are supported by our dedicated concierge service, creating an integrated approach that accelerates connections with key stakeholders and drives coordinated outcomes. This approach aims to increase private sector investment into priority sectors and precincts, fostering long-term prosperity through sustained, high-impact growth.





# Investment Portfolio

The Investment Portfolio, governed by the Invest Gold Coast’s Investment Policy, establishes the framework for managing Council’s investments. It outlines Invest Gold Coast’s advisory responsibilities and commitment to transparency, probity, and alignment with the Council’s strategy and plans.

Its objective is to deliver meaningful, risk-adjusted and liquidity-aware financial returns for reinvestment in civic and community initiatives. Invest Gold Coast adopts a diversified, multi-sector, multi-asset balanced investment style, prioritising growth over capital preservation. Capital is allocated across conventional investment assets and projects to achieve returns consistent with Council’s risk appetite, forming the overall investment portfolio as advised by the Board.

Forecasted growth to 2028

# Priority sectors

These sectors show strong mid-term growth prospects and have the potential to generate significant economic dividends for the region.

## The knowledge economy

13% growth\*

## Building future industries

11% growth\*

## Health & wellbeing

8% growth\*

## Tourism, sport & major events

16% growth\*

## Education & future skills

8% growth\*

## Screen & game production

11% growth\*

\*Source data | National Institute of Economic and Industry Research (NIEIR) ©2024. Compiled in economy. id by .id (informed decisions). Forecasted by Invest Gold Coast based on moving average methodology.

# Our partners & stakeholders

## City of Gold Coast

We collaborate to embed the investment strategy within council's corporate and operational plans.

## Federal Government

We work with the Federal Government to secure funding, align priorities, and promote projects that advance productivity, sustainability, and liveability.

## State Government

We align with state priorities, leverage funding and policy support, and collaborate on regional infrastructure and investment opportunities.

## Regional partners

We connect to funding programs, access data and insights and advocate for regional investment outcomes.

## Industry & business

We co-market the region and collaborate on projects that strengthen the economy, leveraging local infrastructure to accelerate industry growth, adapt, and compete.

## Investors

We explore financing options, co-funding models, and investment vehicles that unlock local economic potential.

## Associations

We partner with associations to leverage their expertise and networks, attracting investment, informing policy, and strengthening the local business ecosystem.

## Community & Residents

We engage through consultation and communication to ensure investment aligns with community values, improves services to ratepayers and creates local opportunity.

## Financial & advisory partners

We partner to access specialist expertise that strengthens business cases, funding bids, and investment decisions.

# Alignment to outcomes

Our approach ensures alignment with the outcome the City aims to achieve.



## Approach

## Outcome

**Investment attraction**

Increased investment into priority projects and sectors.

**Economic activity**

Growth in high value local businesses and increased trade and exports.

**Major catalytic projects**

Timeline strategic property decisions supporting city-shaping outcomes.

**Job creation**

A more diversified, high value and resilient Gold Coast economy.

**Investment portfolio**

Tangible returns on investment aligned with the Investment Policy.

# Expected outcomes

Attract  
**\$1.3B**  
in investment  
to the city

Drive  
**\$3.6B**  
in economic activity

Establish  
**5**  
major catalytic projects

Create  
**15,000**  
jobs

These impacts reflect the cumulative measures of success over the five-year strategy.

Partner with the  
city that says yes.



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