



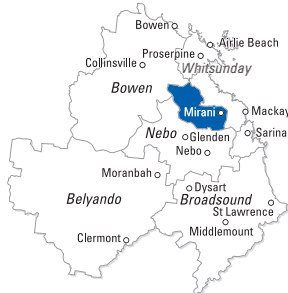
Mirani Shire LGA Profile

December 2007

Mirani Shire is situated on the western border of Mackay City in the picturesque Pioneer Valley. It lies atop the adjacent Eungella Range, which is famous for its platypus viewing and Eungella National Park. Mirani Shire is mainly a rural locality with seven small townships.

Mirani has historically been a sugar producing Shire, with other major industries including dairy farming, fruit processing, coffee, cattle and goats (for mohair production). Tourism is rapidly providing opportunities for future economic growth, with a number of eco tourism attractions currently under development in the region.

Mirani Shire amalgamated with Mackay City and Sarina Shire on 17 March 2008 following the local government election to form the Mackay Regional Council.

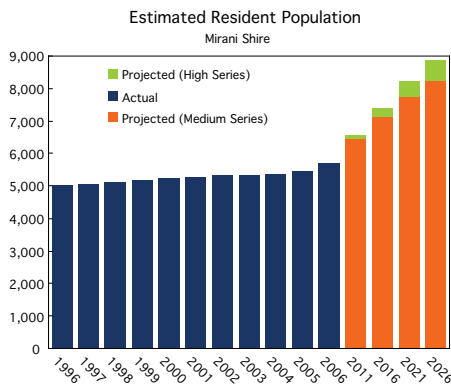


Population

There were an estimated 5,709 persons in Mirani Shire in 2006, 4.4% more than in 2005. Mirani accounted for 3.6% of the Mackay Whitsunday Region's population in 2006.

Between 2006 and 2026, the population of Mirani is projected to increase at an average annual rate of 1.7% to 8,232 persons. This translates to an extra 126 persons in Mirani each year between 2006 and 2026.

However, if current high growth experienced by the Mackay Whitsunday Region continues over the next 20 years, Mirani is expected to experience a higher growth rate of 2.2% per annum to 8,867 persons by 2026.



Source: ABS 3218.0, QDLGP Population Projections, AECgroup

Employment

The trend labour force in Mirani Shire was 2,967 persons in the September Quarter 2007, 1.5% more than in the September Quarter 2006. Trend employed persons also increased over the period by 2.8% to 2,907 persons in the September Quarter 2007.

Indicative of the strengthening labour market, trend unemployed persons and the unemployment rate both fell over the past year, with unemployed persons declining 30.9% to 65 persons and the unemployment rate falling 1.1 percentage points to 2.2%.

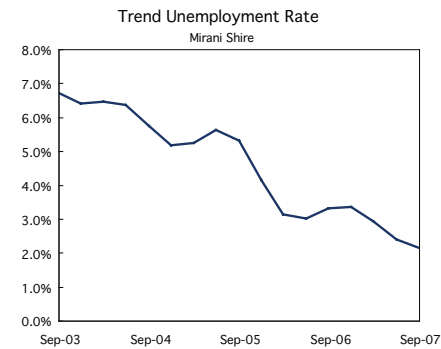
Trend Employment Indicators, Mirani Shire

	Sep Qtr 2007	% Change on Sep Qtr 2006
Labour Force (no.)	2,967	1.5%
Employed (no.)	2,907	2.8%
Unemployed (no.)	65	-30.9%
Unemployment Rate (%) (a)	2.2%	-1.1%

Note: This data is derived through trending the unsmoothed series from DEWR, thus the trend labour force does not necessarily equal trend employed persons plus trend unemployed persons. (a) The change in the unemployment rate is in percentage point terms. unemployment rate is in percentage point terms.

Source: DEWR Small Area Labour Market Surveys, AECgroup

The trend unemployment rate in Mirani Shire has declined considerably over the past four years.



Source: DEWR Small Area Labour Market Surveys, AECgroup

Housing

Mirani Shire recorded 136 new house approvals in the 2007 calendar year, 23.6% more than in 2006.

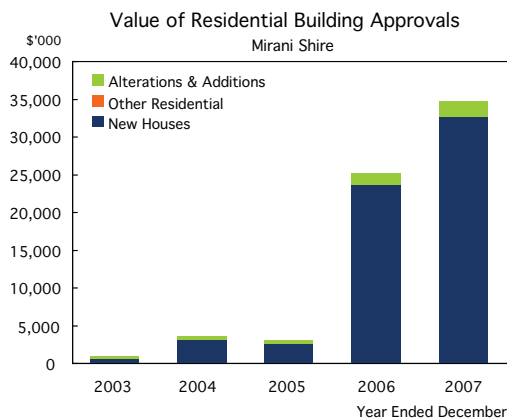
Building Approvals, Mirani Shire

	Year Ended DEC 07	% Change on Year Ended DEC 06
Number		
New Houses	136	23.6%
Other Dwellings	0	n.a.
Total Residential	136	23.6%
Value (\$'000)		
New Houses	32,786	38.2%
Other Dwellings	0	n.a.
Alterations & Additions	2,004	25.4%
Total Residential	34,791	37.4%
Non-Residential	1,387	20.0%
Total Building	36,176	36.6%

Note: Other dwellings includes flats, units and apartments.

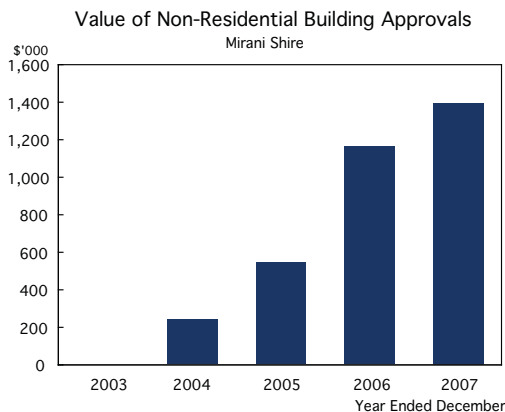
Source: ABS 8731.0

In line with growth in residential building approvals, the value of residential building approvals also grew significantly by 37.4% to \$34.8 million in 2007. The value of residential building approvals in 2007 was more than forty times the amount recorded in 2003, which is largely attributable to the development of a large number of residential estates within the Shire over this period.



Source: ABS 8731.0

The total value of non-residential building activity was \$1.4 million in 2007, which represented a 20.0% increase since 2006.



Industry

Agriculture - Mirani is a major sugar producer in the Mackay region and large proportion of the shire's land is used for cane growing. Aside from sugar production, some sections of Mirani have started cropping alternate produce to increase diversity and the Shire boasts a large juicing facility for production of tropical fruit juice concentrates.

Tourism - Eungella National Park and Finch Hatton Gorge provide two of the major, unique, tourism opportunities for recreational activity in the Shire. The popularity of these destinations has continued to fuel development in eco tourism related and other complementary services in the tourism industry.

Further, there is a network of walking trails throughout the national park and Gorge which provide structured access for tourists, with bird and platypus viewing opportunities.

In addition to its special natural assets, Mirani has a range of cultural, historical, and other activities for visitors to enjoy. Some of these activities include horse trail riding, hang gliding, farm experiences, craft shops, the Mirani museum, and Melba House.

Major Projects

Orchid Valley Residential Estate - Morvale Developments Pty Ltd is currently constructing a \$36 million residential estate, which will include 78 generous sized blocks under a building covenant residential structure.

For More Information

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DISCLAIMER: The data produced in this document is believed to be the most recent and accurate data available at the time of publication. No responsibility is accepted for any inadvertent errors.

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