



AUSTRALIA'S SOUTHERN GREAT BARRIER REEF REGION

# *Southern Great Barrier Reef Region*

TOURISM INVESTMENT OPPORTUNITIES



# The 1770 Region: (adjoining the Southern Great Barrier Reef) Australia's next exclusive Tourism and Retirement Hot Spot

## Preamble

In 2017, almost 2,500,000 Tourists visited Australia's World Heritage Great Barrier Reef contributing A\$6 billion to Australia's economy.

Over 85 percent of reef tourists go offshore from Cairns, Port Douglas and Whitsundays areas to locations, which make up less than 10 percent of the Great Barrier Reef Marine Park.

With forecasts of a dramatic rise in inbound Chinese tourists over the next decade, visitations to the reef will climb significantly.

**Anthropogenic environmental impact and best practice management considerations demand that the current concentration of tourists needs to be dispersed more widely.**

*The Southern Great Barrier Reef Region is located 1250km south of Cairns.*

The Southern Great Barrier Reef Region is an ideal location for tourism and retirement living investment featuring:

The world famous Heron Island and a string of pristine coral atolls and lagoons accessible from the unspoilt coastline of the Town of 1770 and from Gladstone harbour.

A section of the Great Barrier Reef unaffected by sediment run-off, coral bleaching, crown of thorns infestation or mass tourism impact.

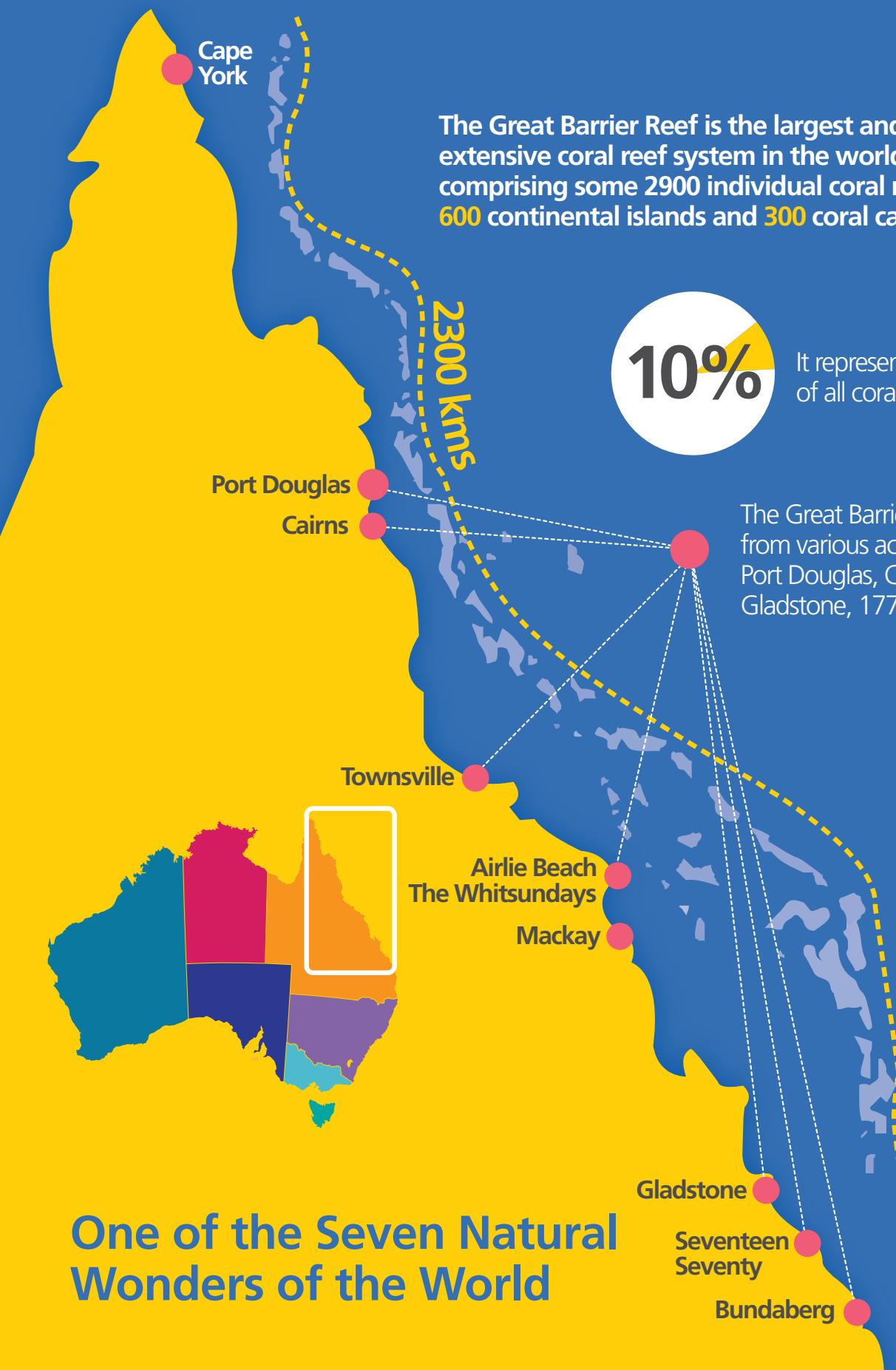
An equitable climate with warm, dry winters, summer temperatures which rarely exceed 30°C maximum and over 250 days of sunshine annually.

The 1770 Region - the only place in Australia where you can enjoy the waters of a true surfing beach and explore the wonders of the Great Barrier Reef on the same day.

Extensive national parks and recreation reserves which account for over two thirds of the land mass of the 1770 Region – a timeless environmental jewel.

Inbound Tourism operators would find the above a very attractive Australian Tourism experience.

# The Great Barrier Reef



It represents approximately 10% of all coral reefs in the world.

The Great Barrier Reef is easily accessible from various access points, including Port Douglas, Cairns, Townsville, Airlie Beach, Gladstone, 1770 and Bundaberg.

One of the Seven Natural Wonders of the World



# The Southern Great Barrier Reef

The World Heritage Southern reef sits below the Tropic of Capricorn at the bottom tip of the cyclone belt and is unaffected by sediment runoff, coral bleaching or crown of thorns starfish infestation.



*Heron Island is located 70km from Gladstone harbour.  
It has resort accommodation for over 300 guests.*

The coral atoll boasts 21 recognised dive sites and has been nominated as one of the world's premier dive destinations. Heron Island is home to the largest island based research station in the Southern Hemisphere.

*Lady Musgrave Island is 50km offshore from 1770 and is the most exceptional reef day trip on the Great Barrier Reef*

The diminutive 14ha coral cay has a protective reef ring some 10km in diameter, encasing a 1200ha lagoon containing 1200 fish species, three turtle varieties and 200 types of hard & soft corals.

Humpback whales migrate along the coast past Lady Musgrave providing seasonal whale watching opportunities.



*Fitzroy Lagoon is the longest reef in the Bunker Group and is a 3650ha closed ring reef with a large deep lagoon that can be entered through two narrow natural channels*

The corals at Fitzroy Lagoon are renowned as the best on the Great Barrier Reef. Day trip tourism is permitted to Fitzroy Lagoon, which is 59km from the Town of 1770.



*Lady Elliot Island is located at the very southern end of the Great Barrier Reef*

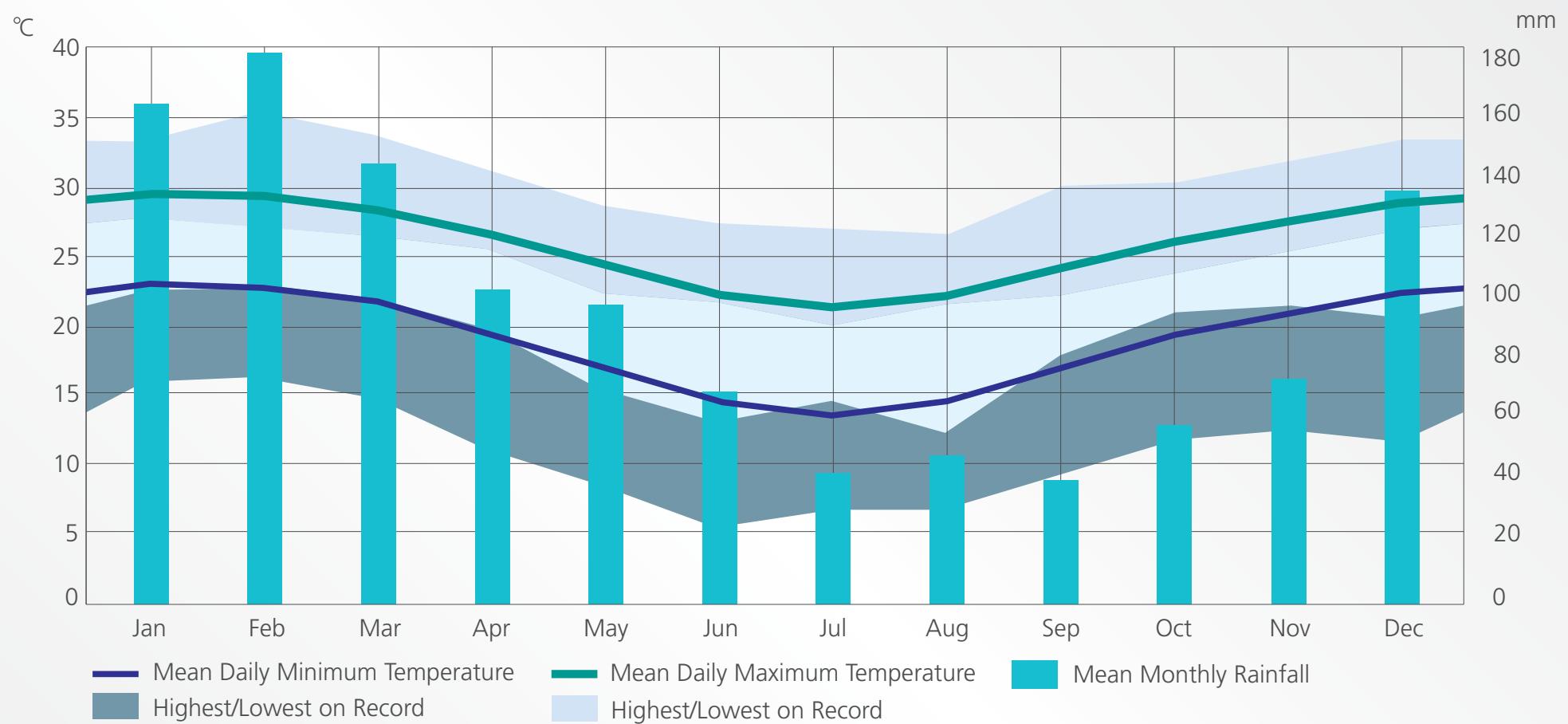
Lady Elliot is a world acclaimed crystal clear diving destination with high species diversity and abundance. The island has a small eco resort and is only accessed by light plane. Day trip flights are permitted.





**Situated below the major cyclone belt, the 1770 region experiences over 250 days of sunshine a year with warm, dry and sunny winters and summer temperatures that rarely exceed 30c maximum.**

# The 1770 Region: an equitable climate for year round tourism



Australia's next tourism and retirement hotspot

# The 1770 Region: an environmental jewel

## Eurimbula National Park

23,000ha:

Botanically, this is a key coastal area of Australia preserving a complex mix of vegetation including plants common to both the tropical and temperate zones. Mangrove fringed estuaries adjoin freshwater paperbark swamps and coastal lowland eucalypt forests with cabbage palms.

Eurimbula also preserves the largest natural hoop pine plantation on the East Coast of Australia.

The National Park abounds with sacred kingfishers, glossy black cockatoos, rare yellow-bellied gliders, powerful owls,

beach stone curlews, and migratory waders such as sooty oystercatchers and little terns.

The Eurimbula beaches are crucial nesting sites for adult loggerhead, flatback and green turtles from mid-November to February.

The park offers camping facilities close to the ocean and is best enjoyed between March and November.



## Joseph Banks Conservation Park:

is a National Trust site where Captain James Cook undertook his second landing on Australian soil in May 1770 and naturalist Joseph Banks collected 33 plant species.

“Wildlife abounds in this rich ecological environment. Emu's stroll across the plains, honeyeaters feed in the golden banksia flowers, red-tailed black cockatoos screech out and brahminy kites soar above the beaches. Other wildlife includes grey kangaroos, swamp wallabies, bandicoots, echidnas, sugar gliders, and ringtail possums.”



**Over two thirds of the 1770 region is national parks, conservation parks, and recreation reserves**

### **Deepwater National Park**

4090ha:

The park is one of the most renowned pristine freshwater catchment on Australia's East Coast.

Behind the extensive beaches (an important turtle-nesting site), the high frontal dunes descend into swamps on either side of Deepwater Creek. The tannin-stained creek is fringed by tall forests of swamp mahogany, paperbark, and cabbage palms and is broken in places by shallow sections of reed bed and paperbark forests. Further inland are beautiful open forests of wattles, banksias, Moreton Bay ashes, pink bloodwoods, and areas of dense rain forests.



# The 1770 Region: Where the Surf meets the Reef







## AUSTRALIA'S SOUTHERN GREAT BARRIER REEF REGION



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Photo courtesy of Lady Elliot Island Eco Resort