

BEST BUSINESS INDUSTRIES TO INVEST IN GOLD COAST



Abstract

Gold Coast, known for its thriving economy and business-friendly environment, offers numerous investment opportunities across various industries. This guide explores the best business sectors to invest in, including tourism and hospitality, real estate, health and wellness, technology, and retail.

With a growing population, strong infrastructure, and a steady influx of tourists, Gold Coast presents a lucrative market for entrepreneurs and investors. Whether you're looking to capitalize on the booming property sector, tap into the expanding digital economy, or explore opportunities in the wellness industry, strategic investments can lead to long-term success. Understanding market trends, consumer demand, and industry growth potential is crucial for making informed business decisions.

This guide provides insights into the most promising industries, helping you navigate the investment landscape in Gold Coast effectively. Explore the opportunities and take advantage of Gold Coast's dynamic business environment today.

Getting Started

Investing in a business in Gold Coast requires careful planning and strategic decision-making. Begin by researching the local market to understand industry trends, consumer demand, and potential competition. Identify your investment goals—whether you want to start a new venture, acquire an existing business, or invest in a franchise. Next, assess financial requirements, including initial capital, operational costs, and potential returns. Consulting with business advisors, financial experts, and legal professionals can help navigate the complexities of business ownership.

Additionally, understanding government regulations, permits, and tax obligations is essential to ensure compliance. Once you've chosen the right industry, develop a solid business plan, secure funding, and build a strong network of local contacts. With the right approach and thorough preparation, you can successfully establish and grow your business in the thriving Gold Coast economy.

1. Why Invest in Gold Coast?

The Gold Coast is Australia's largest regional city and offers unequalled lifestyle choices in an economy worth more than \$38 billion, supporting over 630,000 people and over 70,000 businesses.

The City of Gold Coast has an investment and business attraction program to support continued growth and new investment in the city.



The program is open to both existing local businesses planning for significant expansions, and companies outside the city looking to relocate or invest in new business ventures on the Gold Coast.

The City of Gold Coast will:

- target growth industries and sectors that contribute the most to the local economy
- focus on new job creation in priority industries
- incentivise companies to grow local supply chains
- attract the businesses, skills and talent that supports sustainable growth.

The investment and business attraction program will do this by:

- rewarding capital investment and increased local expenditure
- attracting companies that create and retain jobs in the city
- promote the global advantages of doing business from the Gold Coast.

What do we consider?

When considering applications to the program, we may take into account up to the first 5 years of the new project in order to maximise the potential investment and employment outcomes.

Proposed activities that may be eligible for incentives include:

- capital investment and operational expenditure
- job creation and growth
- skilled and executive worker relocation
- retention of major companies.

Why Invest in Gold Coast?

Gold Coast, located in Queensland, Australia, is one of the fastest-growing regions in the country. With its thriving economy, booming tourism industry, strong infrastructure, and business-friendly policies, it offers an ideal environment for investors. Whether you are looking to start a business, invest in real estate, or expand an existing venture, Gold Coast provides ample opportunities. Here's why investing in Gold Coast is a smart choice.

1. Strong and Diverse Economy

Gold Coast has a diverse and resilient economy, with key industries including tourism, real estate, construction, health, education, and technology. The region's economic growth is supported by local and international investments, government incentives, and ongoing infrastructure developments. With a Gross Regional Product (GRP) of over \$40 billion, the city continues to attract businesses and entrepreneurs seeking long-term success.

2. Thriving Tourism Industry

Tourism is one of the major contributors to the Gold Coast economy. With stunning beaches, world-class theme parks, and a vibrant nightlife, the city attracts millions of visitors each year. This presents excellent investment opportunities in hospitality, accommodation, travel services, and entertainment businesses. The consistent influx of tourists ensures a steady demand for services, making tourism-related investments highly lucrative.

3. Booming Real Estate Market

The real estate sector in Gold Coast continues to experience significant growth. With increasing population and demand for housing, both residential and commercial properties offer high returns on investment. Whether it's buying, selling, or renting properties, investors can benefit from the region's expanding urban development, strong rental market, and increasing property values. The city's lifestyle appeal and infrastructure projects further drive growth in this sector.

4. Business-Friendly Environment

Gold Coast is known for its supportive business environment, with a strong network of entrepreneurs, investors, and government initiatives encouraging business growth. The city offers low business taxes, streamlined regulations, and various funding opportunities for startups and small businesses. Additionally, co-working spaces, business incubators, and networking events help foster a culture of innovation and entrepreneurship.

5. Skilled Workforce and Education Sector

The presence of top universities and vocational institutions ensures a steady supply of skilled professionals across various industries. With institutions like Griffith University and Bond University, businesses have access to a well-educated workforce. This makes it easier for companies to recruit talent and expand their operations in fields such as health, technology, and research.

6. Excellent Infrastructure and Connectivity

Gold Coast is well-connected to major cities in Australia and internationally, making it an attractive location for business and investment. The city's modern transport infrastructure, including highways, rail networks, and the Gold Coast Airport, supports seamless connectivity. Ongoing infrastructure projects, such as the expansion of transport facilities and commercial hubs, further enhance the ease of doing business.

7. High Quality of Life



Gold Coast offers a great lifestyle, with its beautiful beaches, outdoor activities, vibrant culture, and pleasant climate. The region's strong healthcare system, excellent schools, and diverse recreational options make it an ideal place to live and work. A high quality of life attracts skilled professionals, entrepreneurs, and investors, further boosting economic growth.

Final Thoughts

Investing in Gold Coast presents numerous advantages, from a thriving economy and booming tourism sector to a strong real estate market and business-friendly policies. With excellent infrastructure, a skilled workforce, and a high standard of living, the city provides a perfect environment for businesses and investors. Whether you are looking to start a new venture or expand an existing one, Gold Coast is a prime location for sustainable and profitable investments. Now is the perfect time to explore the opportunities and become part of this dynamic and growing region.

2. What are the key opportunities in the real estate and property market?

The Gold Coast is one of Australia's most dynamic property markets, offering a range of opportunities for investors, homeowners, and developers. With a growing population, strong tourism industry, and continuous infrastructure development, the region provides excellent prospects for real estate investment. Here are some of the key opportunities in the Gold Coast property market:

1. Strong Demand for Residential Properties

With a rising population and increased interstate migration, the demand for residential properties in Gold Coast remains high. The city attracts families, professionals, and retirees looking for a coastal lifestyle, making it a great opportunity for investors in both long-term rentals and owner-occupied housing. Apartments, townhouses, and luxury beachfront homes are particularly popular.

2. Growth in the Rental Market

Gold Coast's rental market is experiencing strong demand due to the influx of students, tourists, and professionals. Short-term rental properties, including Airbnb investments, generate high returns, especially in popular areas like Surfers Paradise and Broadbeach. Investors can capitalise on this demand by acquiring rental properties in key locations.

3. Booming Commercial Property Sector

With business growth and economic development, the commercial property sector is thriving. The rise of co-working spaces, retail hubs, and office developments provides opportunities for investors looking to buy or lease commercial properties. Tourism and hospitality businesses also drive demand for hotels, resorts, and restaurant spaces.

4. Infrastructure Development and Urban Expansion

Government investments in infrastructure, including new transport links, road expansions, and public amenities, are boosting property values. Projects such as the Gold Coast Light Rail expansion and improved airport facilities enhance accessibility and increase demand for both residential and commercial properties.

5. Sustainable and Luxury Developments

The trend towards eco-friendly and sustainable housing presents opportunities for property developers and investors. Luxury waterfront properties, green buildings, and smart homes are becoming increasingly popular, attracting high-end buyers seeking modern, energy-efficient homes.

Final Thoughts

Gold Coast's real estate market offers diverse opportunities, from residential and rental investments to commercial and infrastructure-driven growth. With strong market demand, a growing economy, and ongoing developments, now is the ideal time to explore property investments in this vibrant region.

3. Is the health and wellness industry a good investment choice?



One important lesson the Covid-19 pandemic has taught these past two years is that wellness is not a luxury — it's a necessity. When I talk about wellness, I'm not just talking about healthcare, but also about building a healthy life on a physical, mental and spiritual level.

Thus, paradoxically, I believe it's fair to say wellness is one of the great post-pandemic "winners." By this, I mean how the concept of well-being has become a priority for so many people. Something that five or 10 years ago was considered a luxury has become a necessity today.

I reached this conclusion during my pregnancy when I began to frequent a renowned San Juan-based maternity center, which is basically a spa highly specialized in the care and well-being of mothers during pregnancy. The result of these visits to the maternity spa, in addition to helping me feel fantastic and turning my pregnancy into an unforgettable experience, has been to realize the impressive growth that the wellness industry has experienced since the pandemic started in March 2020.

According to a December report from the Global Wellness Institute (GWI), the wellness industry is forecast to grow at an average rate of 9.9% per year, despite intermittent trade restrictions

since the beginning of the pandemic, which makes it a tempting sector for companies and investors. You can see the industry's influence everywhere with the bombardment of marketing about the importance of leading a healthy life, new luxury spas, more food supplements, traditional brands creating gluten-free lines, the ease of access to preventive medicine plans, etc.

The report adds that with this growth rate, the industry could reach almost \$7 trillion globally by 2025. However, I do not consider it unreasonable to think it could experience even faster growth in the near future. These are the three main reasons the wellness industry presents investment opportunity for years to come.

- The pandemic highlighted the importance of one's health. The waves of mortality in 2020 and 2021 showed that the risk of death from pandemic diseases is real. The pandemic also emphasized the importance of healthy lifestyle habits such as eating better, going to the gym, practicing yoga, managing weight and lowering stress levels. This point is key to predicting the growth of various sectors within the industry. In fact, the healthy eating, nutrition and weight loss sector is the second largest in the industry and accounts for about 22% of revenue.
- We're seeing greater institutional responsibility. It's said that "crises unite souls," and without a doubt, this saying can be applied to the post-Covid-19 reality we are living. After experiencing the economic and operational risk posed by the pandemic, more companies are expanding well-being benefits for their employees. This is a point we take very seriously at Latino Wall Street, where we have put in place policies and benefits to encourage healthier living for our team members.
- Mental well-being is part of the equation. Lockdown measures implemented within the U.S. and many countries around the world have resulted in sharp increases in rates of anxiety and depression.

In fact, the mental well-being sector was one of the big "winners" during the pandemic, as people sought measures to counteract the negative impacts that lockdowns and pandemic stress had on their mental health. Within this sector, the growth of the meditation and mindfulness segment (25% from 2019-2020) stands out.

These are the kinds of factors I teach my students to analyze when making investments that hopefully help them grow their capital steadily without living with their hearts in their mouths with each transitory price drop.

Another element of practical analysis I always instill in my students to determine if a company or sector is a good long-term investment is to analyze the impact the company has on their lives and how much they use it on a daily basis. In fact, the wellness industry is a great example: Are you willing to invest money in looking and feeling better? Do you plan to meditate, do yoga or go to the psychologist on a regular basis? How many people do you know who are interested in their own well-being?

On the other hand, it is also important to consider the red flags that may indicate that a company or industry is not a good investment. To do so, I suggest analyzing geopolitical conditions, trends and possible global crises and speculate which sectors could be affected in the most likely scenarios. The lack of leadership in companies is another negative indicator; a company that changes its CEO several times in a year is certainly not a reliable investment. When you buy shares, you are really becoming a small part owner of the company, and like any other partner, you want to know that the performance of your investment rests in capable hands. Taking these factors into account can provide clarity to anyone who wants to make long-term investments, especially in an industry that has so much growth potential for the future.

4. Top 5 Industries on the Gold Coast



The Gold Coast is leading the post-pandemic economic recovery in Queensland and is set up for a prosperous future, according to the City of Gold Coast's recent Economic Outlook report. The report reveals the three booming industry sectors that have largely underpinned the Gold Coast's impressive economic bounce back – health care and social assistance, construction, and manufacturing. These three industries have collectively accounted for \$9.1 billion or 29.4 per cent of the total value added by industry in the economy.

There are many Gold Coast-based businesses making great strides in each of these key industries, with everything from artificial hearts to helicopter simulators.

Health Care and Social Assistance:

Health Care and Social Assistance is the largest employer on the Gold Coast, providing 33,510 full time jobs across the industry. While doctors and nurses working in hospitals may immediately spring to mind, the field is much more diverse than that; there are companies on the Gold Coast making major advances in medical research and technologies.

One example is the private medtech company BiVACOR, which is tackling heart failure by developing the world's first total artificial heart. The US-headquartered company has its international office and software, electronic hardware, and blood compatibility research and development capacities at the Gold Coast's Health & Knowledge Precinct, where it is collaborating with Griffith University's Mechanobiology Research Laboratory to prepare the artificial heart for use in the first patients.

BiVACOR CEO Daniel Timms said the company, which has recently raised a further \$22 million to develop its device as a viable alternative to transplantation for end-stage heart failure, was confident in the opportunity on the Gold Coast for successful research translation, and a smooth pathway to bringing the technology to the first Australian patients.

"That facility doesn't exist very often around the world where you've got a university, hospital and an innovation space within walking distance of each other," Timms said.

"To see the expansion of this area was really attractive for us to bring our technology back to work with a world-leading laboratory at Griffith, which didn't exist when we started almost 20 years ago."

Construction:

The Gold Coast is a hub of major residential and industrial developments, becoming the second-largest sector in the local economy. A wave of construction projects are currently underway from homes, to hotels, warehouses, office spaces and more. With so many projects happening, construction businesses on the Gold Coast are challenging the status quo and looking at ways to build things differently.

Enter Knotwood, a Stapylton-based company which manufactures aluminium products that look and feel like wood, combining both beauty and functionality. Knotwood is able to provide construction contractors and distributors with long-life substitutes for timber fences, gates, screens, decks and more.

After taking the Gold Coast industry by storm, Knotwood is now exporting their products to New Zealand, the US (including Hawaii), Canada, the UK, the Caribbean and South Africa.

Knotwood co-founder Darren Galway says that the Gold Coast has been an ideal location for the company to operate and grow.

"People don't always think of the Gold Coast as a manufacturing and heavy engineering hub. But there's some reasonably big players and lots of pockets of industry here and it's very, very busy," Galway said.

“You’re close to the major highways, rail and close to docks. It’s actually very easy, and then there’s a very nice lifestyle.

“We’ve got a lot of growth opportunities, so it’s a very good place to be.”

Manufacturing:



The Gold Coast has become a mecca for manufacturing businesses – particularly those in the high-tech space. New-wave manufacturing sales are valued at over \$8 billion and have grown almost 20 per cent over the past five years, making it the third-largest sector in the Gold Coast economy.

RYAN AEROSPACE is one of the many high-tech manufacturing companies operating on the Gold Coast. The aerospace innovators manufacture realistic and competitively priced helicopter and jet flight training devices. They sell these simulators to domestic and international customers, and count the US Air Force, Army, and Navy, as well as England’s Royal Airforce as clients.

Originally based in regional New South Wales, RYAN AEROSPACE made the strategic move to the Gold Coast following a family holiday in 2011. Managing director Chris Ryan said the move was a rewarding one, with the majority of the company’s suppliers and services now within arm’s reach, including local engineers, electricians and electronics specialists, and even sheet metal, upholstery and powder coating suppliers.

“Doing business on the Gold Coast for us has been a fantastic experience,” Ryan said.

“We have such good relationships with our suppliers and engineers and the local authorities, Council, have been so good to work with on the Gold Coast.

“Everything we need to run our business pretty much can be found within a couple of blocks of where our business is.”

With a thriving economy and high-performing industry sectors, the Gold Coast has cemented itself as a city of opportunity for businesses across the country and around the world.

Café and Restaurant Industry:

The café and restaurant industry is a major player in the Gold Coast's economy, thriving on the region's status as a top tourist destination. With millions of visitors flocking to its pristine beaches and entertainment precincts, the demand for diverse and high-quality dining experiences continues to grow. From trendy beachfront cafés to world-class fine dining establishments, the industry plays a crucial role in job creation and local economic development.

One standout example is the emergence of boutique coffee roasters and farm-to-table restaurants, which focus on sustainability and quality. Many cafés and restaurants source their ingredients from local farms and fisheries, supporting the broader food production industry in the region.

The rise of social media has also contributed to the sector's success, with Instagrammable brunch spots and unique dining experiences attracting both locals and tourists. As the Gold Coast's population grows, the café and restaurant industry remains a solid investment opportunity for entrepreneurs and investors looking to tap into the region's vibrant hospitality scene.

For example:

Pizza & Bar - Located In Busy Northern Gold Coast Precinct

This unique Pizza Shop & Bar is nestled amongst a group of other food outlets in this dedicated Gold Coast's busy dining precinct. It has a loyal following of customers from all over.

Modern fit-out costing over \$300,000.00 including an Italian Marana Forni Woodfired Oven that alone cost \$56,000.00. Great well-planned layout with an excellent flow through kitchen, separate Bar with Beers on Tap, and seating both inside and out.

Owner states weekly sales of approximately \$10,000.00 on current short opening hours from 4pm to 8.30pm most nights – Operates only 33 hrs. per week! Over 80% of sales is takeaway!

Easy to run as the owner operates with only junior staff with weekly wages of around \$1,100.00. All systems in place so anyone can learn how to make perfect Pizzas in no time!

For more details about this, visit the link:

<https://www.business2sell.com.au/businesses-details/pizza-bar--located-in-busy-northern-gold-coast-precinct-346000.php>

Retail and E-Commerce:



The Gold Coast's retail sector has adapted to changing consumer habits by embracing both traditional shopping experiences and digital transformation. Shopping centres such as Pacific Fair and Robina Town Centre remain popular destinations, offering a mix of high-end fashion, local boutiques, and entertainment options. At the same time, e-commerce businesses are booming, as more consumers turn to online shopping for convenience.

The region has also become a hub for independent fashion labels, homeware brands, and specialty retailers that leverage digital marketing and social media to reach a broader audience. With an increasing focus on sustainability, many Gold Coast-based retail brands are offering eco-friendly products and ethical fashion, aligning with consumer trends.

Retailers that successfully integrate both physical and online shopping experiences are seeing the most success, as omnichannel strategies allow businesses to connect with a diverse customer base. The Gold Coast's retail industry continues to evolve, making it an exciting space for business owners and investors alike.

5. Best Gold Coast Suburbs to Invest In

The Gold Coast is one of Australia's most dynamic property markets, offering investors a range of opportunities across various suburbs. With its stunning coastal lifestyle, strong economy, and continuous infrastructure development, the region attracts both local and international investors. If you're looking to invest in property, here are some of the best Gold Coast suburbs to consider.

1. Helensvale – A Thriving Hub with Excellent Connectivity

Helensvale is a prime suburb for investment due to its strategic location and strong transport links. Situated near the Pacific Motorway, it offers easy access to Brisbane and other parts of the Gold Coast. The suburb is home to Westfield Helensvale, providing excellent shopping, dining, and entertainment options. Additionally, it has a well-developed public transport system, including a train and tram interchange, making it highly accessible. With ongoing infrastructure projects and a growing population, Helensvale presents a solid investment opportunity for residential and commercial properties.

If you are looking for Businesses for sale in Helensvale, Gold coast, 4212, visit the link for more information:

<https://www.business2sell.com.au/businesses/qld/gold-coast/helensvale>

2. Southport – The Gold Coast's CBD Alternative

Southport is a key commercial hub, attracting professionals and businesses alike. It is home to the Gold Coast's Health and Knowledge Precinct, including Griffith University and Gold Coast University Hospital. The suburb offers a mix of modern apartments and waterfront properties, making it appealing for both investors and renters. With continuous urban development and job opportunities, Southport remains a top choice for property investment.

3. Broadbeach – A Hotspot for Luxury Living

Broadbeach is known for its vibrant lifestyle, high-end dining, and entertainment precincts. With its proximity to The Star Casino and Pacific Fair Shopping Centre, it is a sought-after location for investors looking for holiday rentals or high-rise apartments. The suburb's beachfront location and modern infrastructure make it one of the Gold Coast's most lucrative investment areas.

4. Robina – A Family-Friendly Investment Destination

Robina is one of the most master-planned communities on the Gold Coast, offering a mix of residential, commercial, and recreational spaces. It is home to Robina Town Centre, one of the largest shopping destinations in the region. The suburb also has top-rated schools, medical facilities, and excellent transport connectivity, making it a preferred location for families and long-term renters.

5. Coomera – A Growth Corridor for Future Investments

Coomera is a rapidly developing suburb, positioned as one of the Gold Coast's key growth areas. It is well known for its new housing developments and the popular Westfield Coomera shopping centre. The area is also set to benefit from ongoing infrastructure projects, including new schools, road expansions, and business hubs. With affordability and future growth potential, Coomera is an attractive option for property investors.

Investing in the Gold Coast property market offers excellent potential for capital growth and rental yields. Whether you're looking for a high-demand urban hub like Southport or a family-friendly suburb like Robina, there are diverse opportunities to suit different investment strategies. Helensvale, with its transport links and commercial growth, stands out as a prime investment choice. Conduct thorough research, assess market trends, and seek professional advice to make the most of your property investment on the Gold Coast.

6. Bottom Line: Choosing the Right Industry for Your Investment Goals



Selecting the right industry for investment is a critical decision that depends on various factors, including market demand, economic trends, and personal investment goals. The Gold Coast offers diverse opportunities across sectors like real estate, tourism, health care, and technology, making it an attractive destination for investors.

To choose the best industry, consider your financial objectives, risk tolerance, and the long-term potential of the market. Industries such as real estate and hospitality are ideal for those seeking stable returns, while technology and health care offer high-growth opportunities. Researching market trends, understanding consumer demands, and staying updated on government policies can also help you make informed decisions.

Ultimately, successful investing requires a strategic approach, diversification, and a deep understanding of the industry. By aligning your investment goals with the right industry, you can maximize profitability and ensure long-term success on the Gold Coast.

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