

A yellow spotlight hangs from the top center of the page, casting a purple glow downwards. The glow is centered on the text below.

CITY SPOTLIGHTS
TOWNSVILLE

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO **TOWNSVILLE**

and booming

The tropical capital of North Queensland

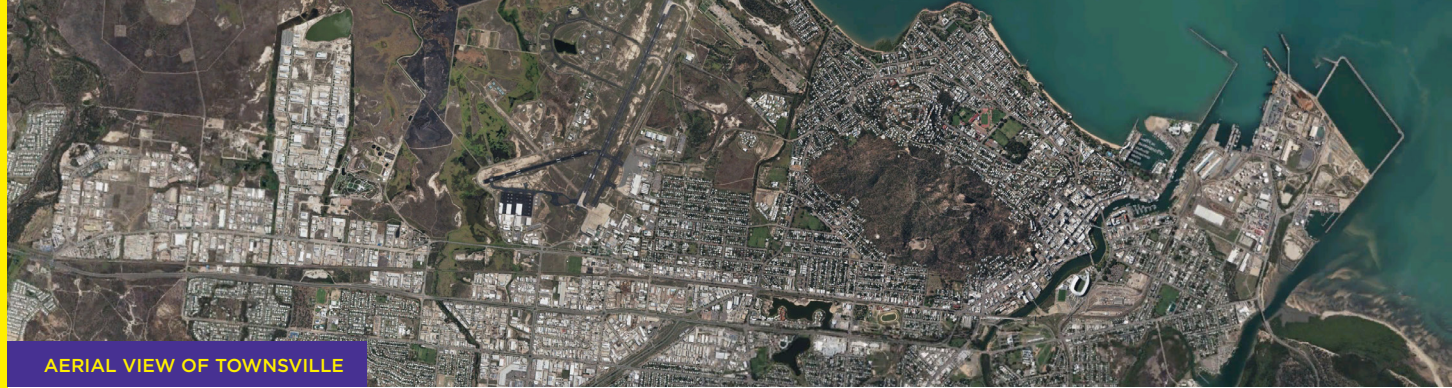
"It's quite evident that the CBD (and city as a whole) is booming and will be home to many more residents in the near future."

– (Gail.H, Reviewer, Homely.com.au)



Townsville is known as the unofficial capital of North Queensland. It's the 13th largest city by population in Australia, and has the largest shipping port in Northern Australia. It's also home to Australia's largest military base. As it's not surrounded by any mountains which create rain, this booming city receives 300 days of sunshine a year and is much drier than other cities.

Mining is a steady economic contributor: Townsville is the only city in the world to refine three base metals: zinc, copper and nickel³ - with a major lithium-ion battery facility coming soon!



AERIAL VIEW OF TOWNSVILLE

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$15.11 billion.

KEY ECONOMIC CONTRIBUTORS

Mining - As the economic mining centre for North Queensland, almost 20% of the GRP comes from mining and related services.

Defence - Almost 1 in 10 (8%) of residents are in the ADF or a family member, with the industry.

Shipping - The largest cargo and container port in Northern Australia is the country's lead exporter of zinc, lead, sugar, and fertiliser.



The government is investing half a billion (\$500 million) on upgrading an inland freight route (Mungindi to Charters Towers) to connect the region to Northern NSW - making the regional even more connected than it already is.

Boortown.



CITY SPOTLIGHTS
TOWNSVILLE

High value, reliable and steady industries mean Townsville is a place where brands can grow.



HOI POLLOI CAFE



PALLARENDA TRAIL RUN

CONSUMER OPPORTUNITY



QUEENSLAND COUNTRY BANK STADIUM

CURRENT POPULATION

201,433.

YOUNG RESIDENTS

With an average age of 36, Townsville has a younger population than most of regional Australia (41) - due to the military base and James Cook University.

TOWNSVILLE LOVES ITS SPORTS

The Queensland Country Bank Stadium seats 25,000 and is home to the NRL's North QLD Cowboys. The only female professional sports team in northern Australia, Townsville Fire, competes in the WNBL.



Higher income: Townsville residents have a higher median weekly income (\$672) than Queensland (\$660) and Australia as a whole (\$662).

Boortown.



CITY SPOTLIGHTS
TOWNSVILLE

Townsville is the place to reach a younger audience with above-average incomes - setting your brand up for lifelong customers.

CULTURAL OPPORTUNITIES TO PLUG INTO



NAFA - NORTH AUSTRALIAN FESTIVAL OF THE ARTS

A month-long hybrid Fringe and cultural festival that attracts over 100,000 people and includes the Tropics Sounds music festival too!

WHEN: June/July



TOWNSVILLE CULTURAL FESTIVAL

For over 25 years this 3-day festival has been celebrating “unity in diversity” by bringing together over 300 unique arts, cultural and performing groups of North Queensland.

WHEN: August



AUSTRALIAN FESTIVAL OF CHAMBER MUSIC

This 10-day international festival has been attracting chamber music fans and artists for over 30 years now.

WHEN: July

UNLOCK 201,433 TOWNSVILLE RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub website interface. At the top left, the Boomtown Hub logo is visible, along with the tagline "THE BOOMTOWN HUB. Revolutionising how you plan regional media. Search, find and brief now." Navigation tabs include "ABOUT", "EVIDENCE", "EDUCATION", and "THE BOOMTOWN HUB". A "SUBSCRIBE" button is located in the top right corner.

The main content area is divided into two columns. The left column contains a "Media Coverage" section with filters for "Digital", "Television", "Print", and "Radio". Below this is a search bar with "Townsville, 4804" entered and a "Search Boomtown Hub" button. There are also links for "Upload Postcodes CSV" and "Clear Search".

The right column features a map of Queensland with a yellow location pin over Townsville. To the right of the map is a list of media coverage results, categorized by organization:

- News Corp Australia:** Mackay Daily Mercury (DIGITAL), Townsville Bulletin (DIGITAL), whitsundaytimes.com.au (DIGITAL)
- arn:** STAR 101.9 FM (RADIO), Kix Country (RADIO), 4MK (RADIO), Digital Display (DIGITAL)
- WIN:** www.9now.com.au (DIGITAL), WINTV.COM.AU (DIGITAL)
- SCA:** Triple M 98.7 (RADIO), hit 100.3 (RADIO), Digital Audio & Display (DIGITAL)
- ACM:** ACM Digital Network (DIGITAL)

At the bottom right, a "Coverage Levels" legend shows three categories: Heavy (dark pink), Medium (medium pink), and Light (light pink). A yellow question mark icon is also present.



RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

Rain stat: <https://www.experienceoz.com.au/en/7-things-you-didnt-know-townsville> • <https://economy.id.com.au/townsville> • Large stat: <https://www.statedevelopment.qld.gov.au/regions/queensland/north-qld>
ADF stat: https://www.townsville.qld.gov.au/__data/assets/pdf_file/0018/9360/Defence-Fact-Sheet-17.pdf
Mining value: <https://www.rdanwq.org.au/wp-content/uploads/2021/05/Townsville-and-North-West-Queensland-Economic-Outlook-Issue-2-1.pdf>
Inland upgrade: https://investment.infrastructure.gov.au/projects/ProjectDetails.aspx?Project_id=113713-20QLD-NP • <https://profile.id.com.au/townsville/population>
Pop stat: <https://www.statedevelopment.qld.gov.au/regions/queensland/north-qld> • Income: <https://www.abs.gov.au/census/find-census-data/quickstats/2016/318>