Investment Prospectus Fundamentals and Real-World Examples

Sasha Lennon

SC Lennon & Associates
economics • planning • policy • strategy

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Investment Prospectus Fundamentals and Real-World Examples

- Why Attract Investment?
- The Role of an Investment Prospectus
- Key Elements
- Good Examples
- Activation

NEDC 2025

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Why Attract Investment?

The size of an economy (its Gross Regional Product), like Gross Domestic Product (GDP) is defined as follows:

$$C + I + G + (X-M) = GRP$$

Where:

C = Consumption

I = Investment

G = Government Expenditure / Investment

X = Exports (inter-regional)

M = Imports (inter-regional)

Investment *is the act of putting money or effort into something to make a profit or achieve a result.*

(Cambridge Dictionary)

Investment *is capital expenditure on the purchase of physical assets such as plant, machinery and equipment (also referred to as 'fixed' or 'real' investment). Investment creates new assets thereby adding to a region's productive capacity.*

(Collins Dictionary of Economics and SC Lennon & Associates)

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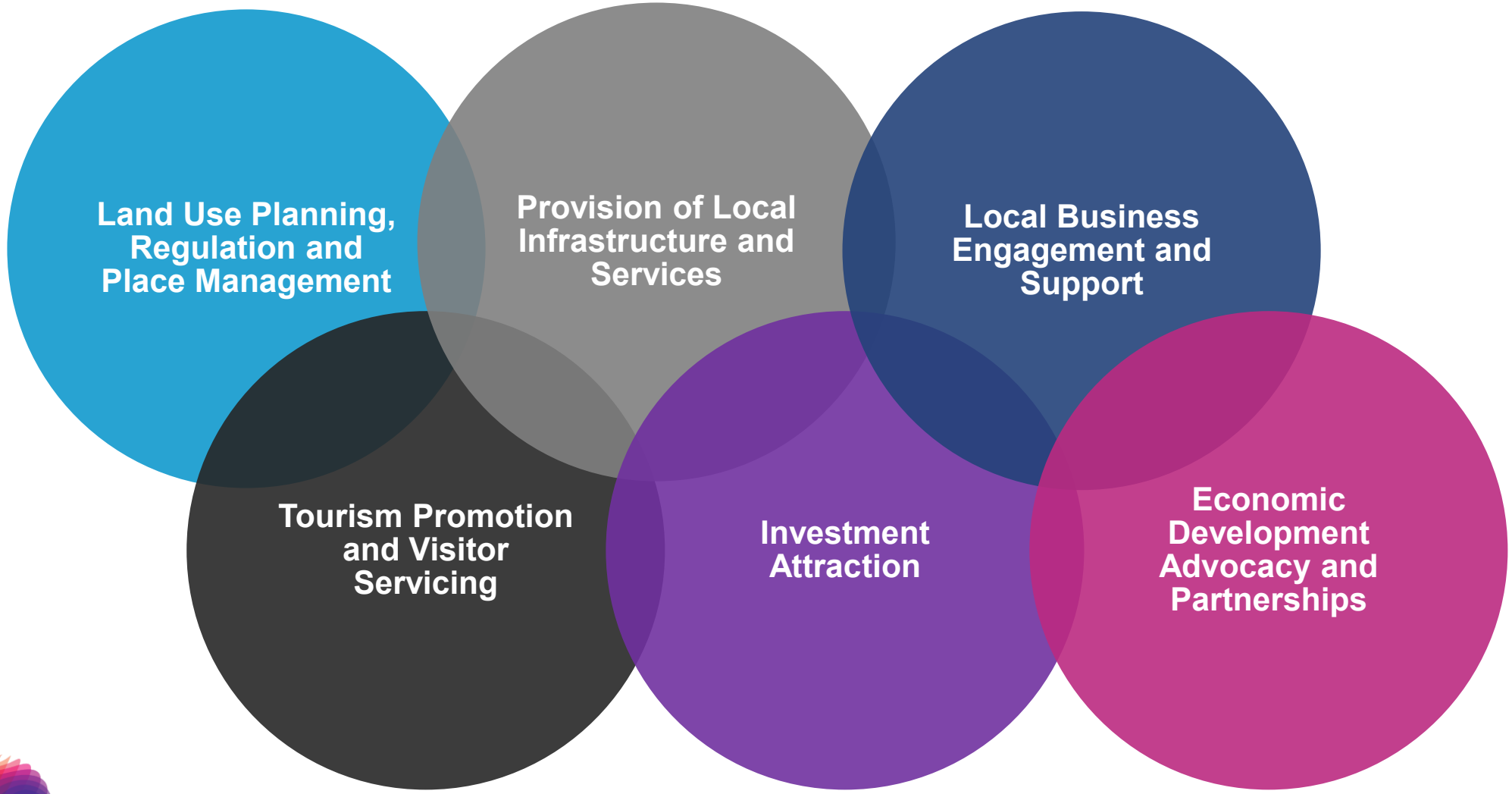
Investment Attraction: A Core ED Function (one of six)



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The Investment Attraction Rationale

Investment attraction is an important economic development activity that is fundamental to a region's prosperity.

Throughout Australia, efforts to promote or attract investment feature prominently in the economic development planning and delivery functions of Councils and regional development agencies.

As well as providing much needed dollars in a region, investment can also **stimulate jobs**, **innovation** and **local value chains**.

Direct local investment and foreign direct investment (FDI) usually provide **access to international, national and regional markets**.

Investment is a **key determinant of prosperity and wellbeing**.

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The Role of an Investment Prospectus

An investment prospectus is essentially a **marketing tool** designed to target a particular audience, and there are different audiences:

1. Attract **new business** and industry to a region or LGA.
2. Encourage more **investment from within** (existing businesses).
3. Attract people (**liveability prospectus**).
4. Attract **government funding** for key infrastructure and services.

Some are a mix of a strategy (an investment attraction strategy) and a marketing document.

In many cases, the primary role of an investment prospectus is to **advocate** for government and private sector investment in the region concerned.

In most cases, an investment prospectus will have **multiple audiences**.

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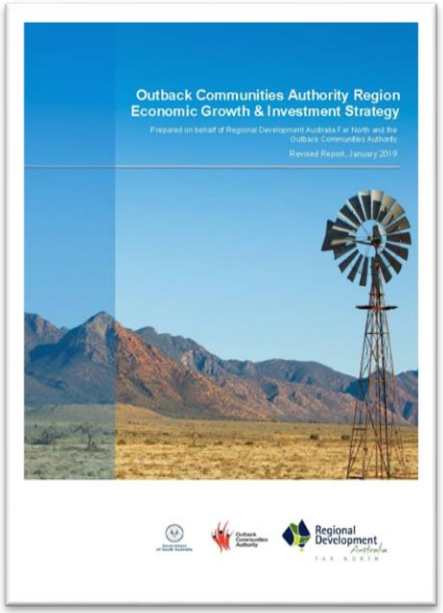
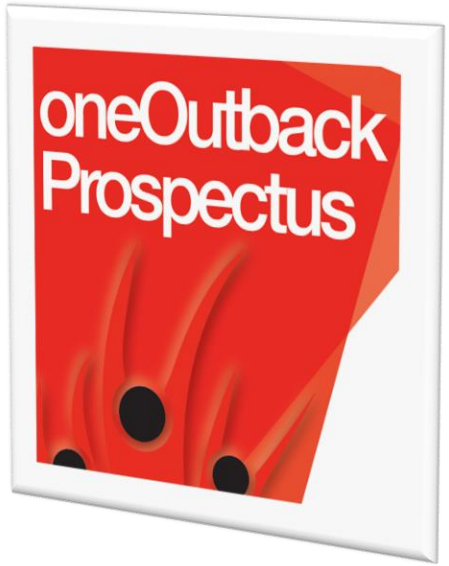
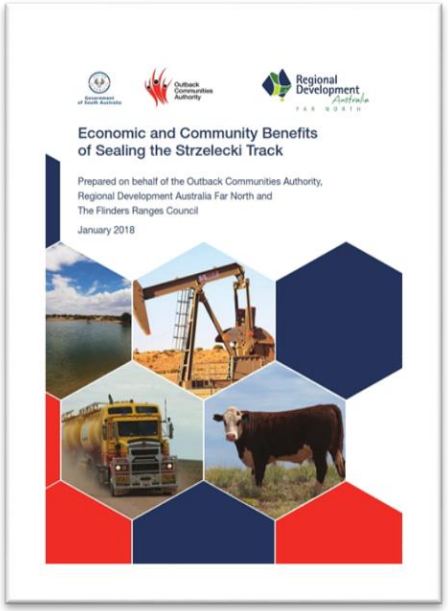
A Strategic and Informed Approach

In South Australia's Far North Region, State and Federal Government investment in major upgrades to the Strzelecki Track, a key transport link for the mining, cattle and tourism sectors, were secured on the back of a well-researched and informed approach to investment promotion and advocacy.







The Australian and South Australian governments jointly funded a **$215 million upgrade and sealing of the Strzelecki Track**, a vital supply line for the nationally significant oil and gas extraction operations in the Cooper Basin.

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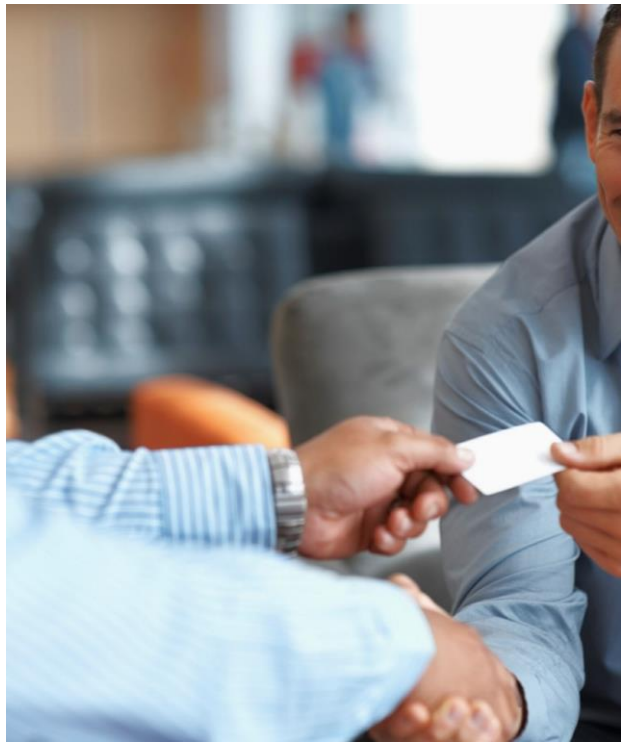
The Role of an Investment Prospectus

Investors will not commit to a region based on the contents of an Investment Prospectus alone.

The purpose of a prospectus is to **whet an investor's appetite** to delve deeper and learn more about the area concerned and what it has to offer as a place in which to live, learn, work and invest (and visit).

A prospectus should **establish a level of confidence** in a region and its future by demonstrating the Council's and other key agencies' commitment to a prosperous future by investing in the enablers of economic development.

A good prospectus will clearly present **major industry and project investments** (including government-led investments) taking place or planned in the region that existing businesses, incoming businesses and job seekers could leverage / take advantage of.



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A Strong Investment Prospectus Will…

- Use visuals and data.
- Have a strong narrative underpinned by persuasive copy.
- Be strategic, informed and targeted underpinned by a **clear vision**: It may focus on, for example:
  - Industry sectors or businesses that can build on or leverage the region's existing comparative advantages and **'driver' industries**.
  - **Emerging industry sectors** that can diversify the economic base driven by local or imported innovation.
  - Opportunities created by **societal and economic shifts / emerging global trends and industries** (e.g. renewables, bio-industries, agribusiness, new minerals, geo-tourism, etc.).
  - Industries needed to serve a critical mass and **population change** (e.g. the care economy).

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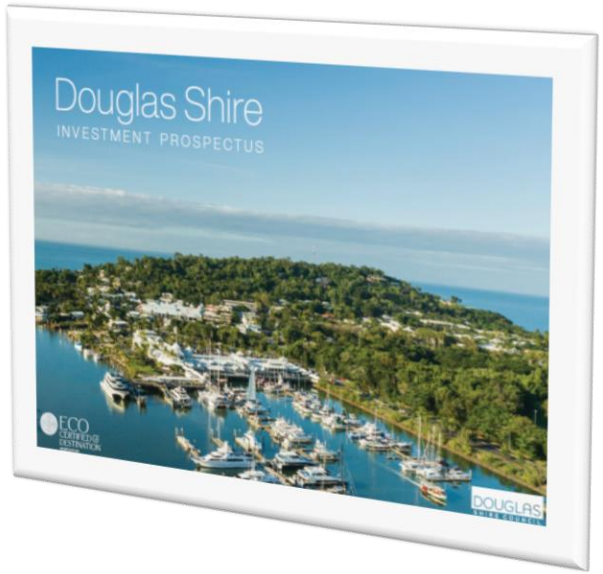
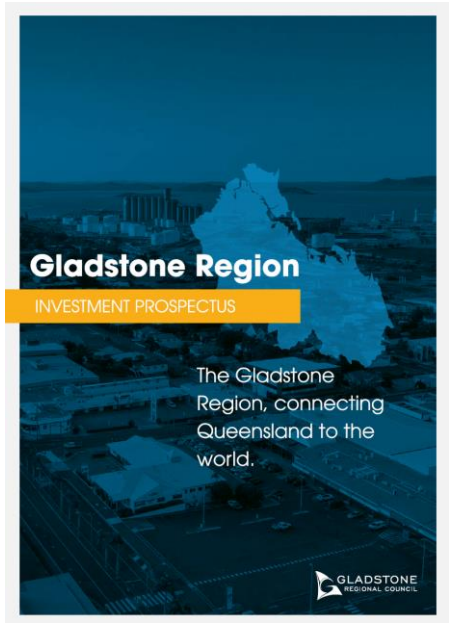
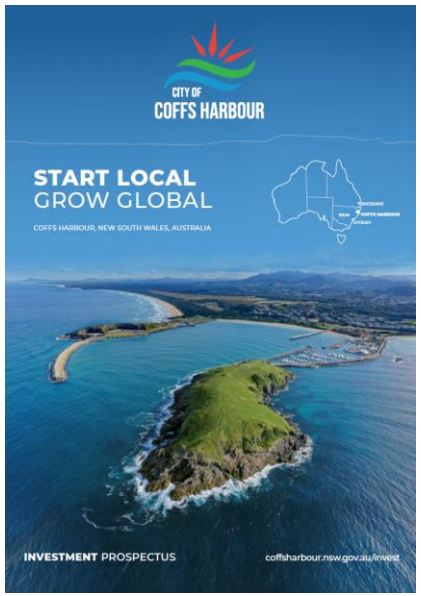
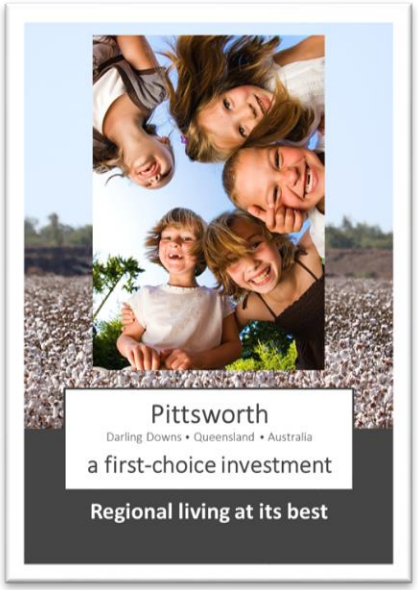
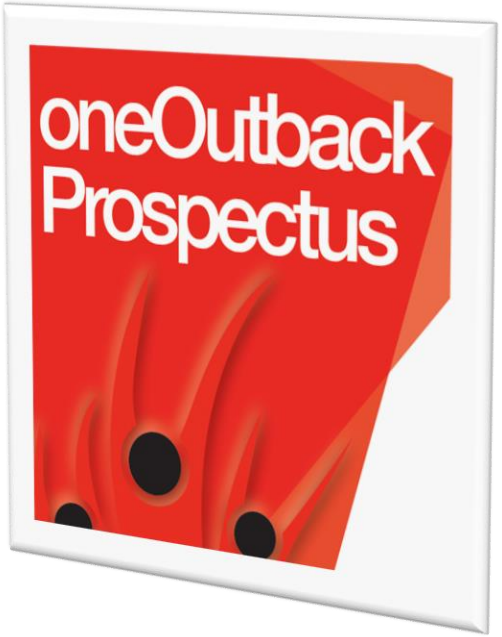
Blueprint 2030:
Livingstone Shire Council
Economic Growth and Investment Strategy
Livingstone
SHIRE COUNCIL

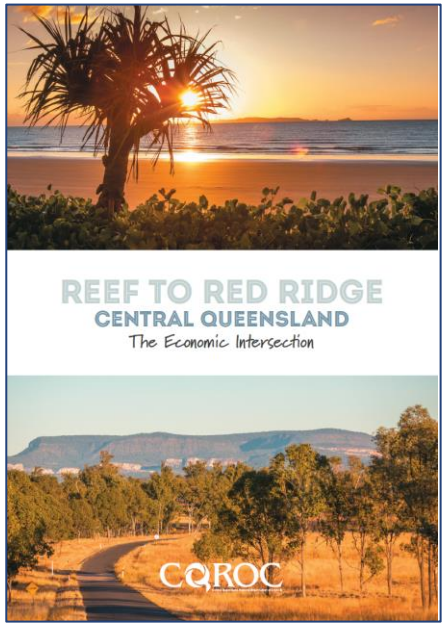

Douglas Shire
INVESTMENT PROSPECTUS
DOUGLAS

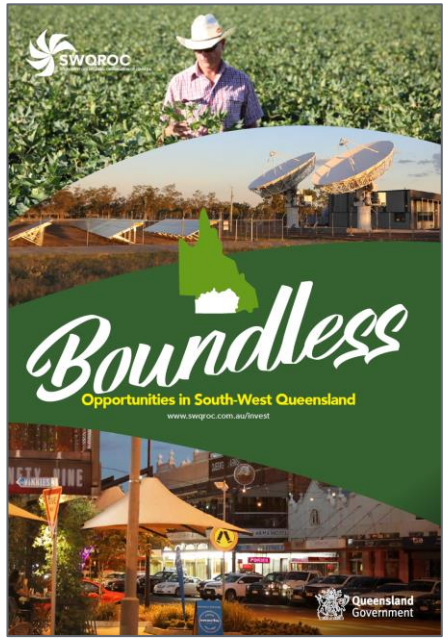

Gladstone Region
INVESTMENT PROSPECTUS
The Gladstone Region, connecting Queensland to the world.
GLADSTONE
REGIONAL COUNCIL


CITY OF
COFFS HARBOUR
START LOCAL
GROW GLOBAL
COFFS HARBOUR, NEW SOUTH WALES, AUSTRALIA
INVESTMENT PROSPECTUS
coffsharbour.nsw.gov.au/invest


Pittsworth
Darling Downs • Queensland • Australia
a first-choice investment
Regional living at its best


oneOutback
Prospectus


REEF TO RED RIDGE
CENTRAL QUEENSLAND
The Economic Intersection
CQROC


SWQROC
Boundless
Opportunities in South-West Queensland
www.swqroc.com.au/invest
Queensland Government

What Are Investors Looking For?

It depends on who you ask or who the prospective investor might be. This depends in large part on the type of business or industry.

For example, a medical equipment manufacturer (and their staff) will have some different needs to a food producer, a prospective tourism attraction operator, a café owner or a freight transport operator.

There will nevertheless be some common needs and interests. These can be classified as either **Economic** considerations or **Social / Community** considerations.

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Economic Considerations Include…

- Existing industry mix, structure and dynamics (comparative advantages and competitive profile)
- Proximity to markets
- Proximity to suppliers
- Strong industry supply chain links / opportunities to supply (e.g. in the resources sector)
- Transport connectivity (road, rail, ports and airports)
- Digital connectivity
- Water and power
- Access to both skilled and unskilled labour (and education and training infrastructure)
- Proximity / access to non-labour inputs (e.g. natural resources)
- Serviced employment land (industrial land and commercial floorspace)
- Productive agricultural land (in some cases)
- Supportive governance / policy settings

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Social / Community Considerations include…

- Housing (and house price data)
- Health Care (general, specialist and allied health, aged care, childcare)
- Education (especially secondary schooling)
- Safety and Security
- Retail and Personal Services
- Arts & Culture
- Sport & Recreation
- Parks & Gardens and the Natural Environment (natural assets)
- Places of Worship
- Transport (physical connectivity), particularly air transport connections
- Digital connectivity

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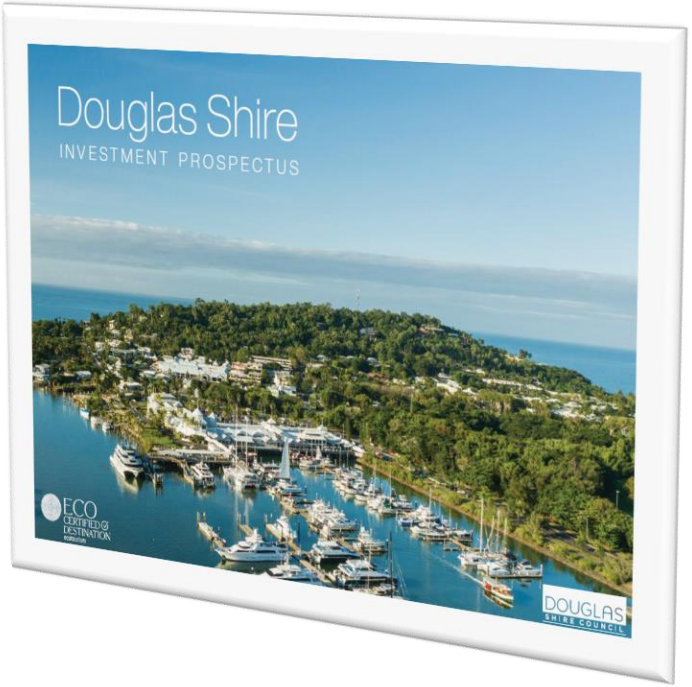
Key Elements of a Strong Investment Prospectus

- Strategic, Informed and Targeted (Focussed)
  - Data
  - SWOT
  - Broader economic trends and influences
  - EDS or similar
- Visual with Beautiful Presentation (capture the imagination)
- Clear Messaging
- Multi-channelled:
  - Hard copy (glossy)
  - Online (multiple formats)
  - Social media (regular, consistent programming)



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Watch the videos and discover the stories about doing business in Douglas.

"The Douglas region is on the cusp of a boom. For anyone who's looking to move to the area and invest in business here, there are tremendous opportunities that both make sense economically and for restoring work-life balance."

Brad Reilly, Pharmacist and Principal,
Live Life Pharmacies Port Douglas.

"It's the combination of the weather, the tropics, the people and actual infrastructure that's here at the moment. It's a destination that's growing, and that's what's exciting."

Steve Molnar, General Manager,
Sheraton Mirage Resort Port Douglas

"We have the opportunity to play a part in disrupting the food industry one category at a time, and reintroduce regenerative crops. Our breakthrough was developing a product based on an abundantly available regenerative crop, sugar cane."

Lucas Van der Walt, Managing Director,
CocoNutZ Australia

"I'm overwhelmed by the amount of people that genuinely look you in the eye and say 'what a refreshing lovely change you have bought to Port Douglas – welcome,' and it's completely heartfelt. It's incredible."

Marlene Erard, Co-founder,
Epicurean

"It's the pressures of life that you don't get up here that actually makes it easier to exist. You don't need too many clothes. You definitely don't need shoes."

Byron Kurth, Principal,
Managing Australian Destinations

"We don't have the stresses of the lifestyles of people living in Sydney and Melbourne, and at the same time through the technology we have and our incredibly talented team, we can offer projects that are every bit as sophisticated as anyone else in Australia, and for that matter the world."

Gary Hunt, Architect and Principal,
Hunt Design

DO IT IN
DOUGLAS

DOUGLAS
SHIRE COUNCIL

https://douglas.qld.gov.au/business/investment-prospectus/

Cairns International Airport connects the region to 17 domestic and 6 international destinations

Douglas Shire's agricultural sector will benefit from rapid airfreight access to key international export markets, with the opening of the Cairns Regional Trade Distribution Centre.

The ideal tropical climate

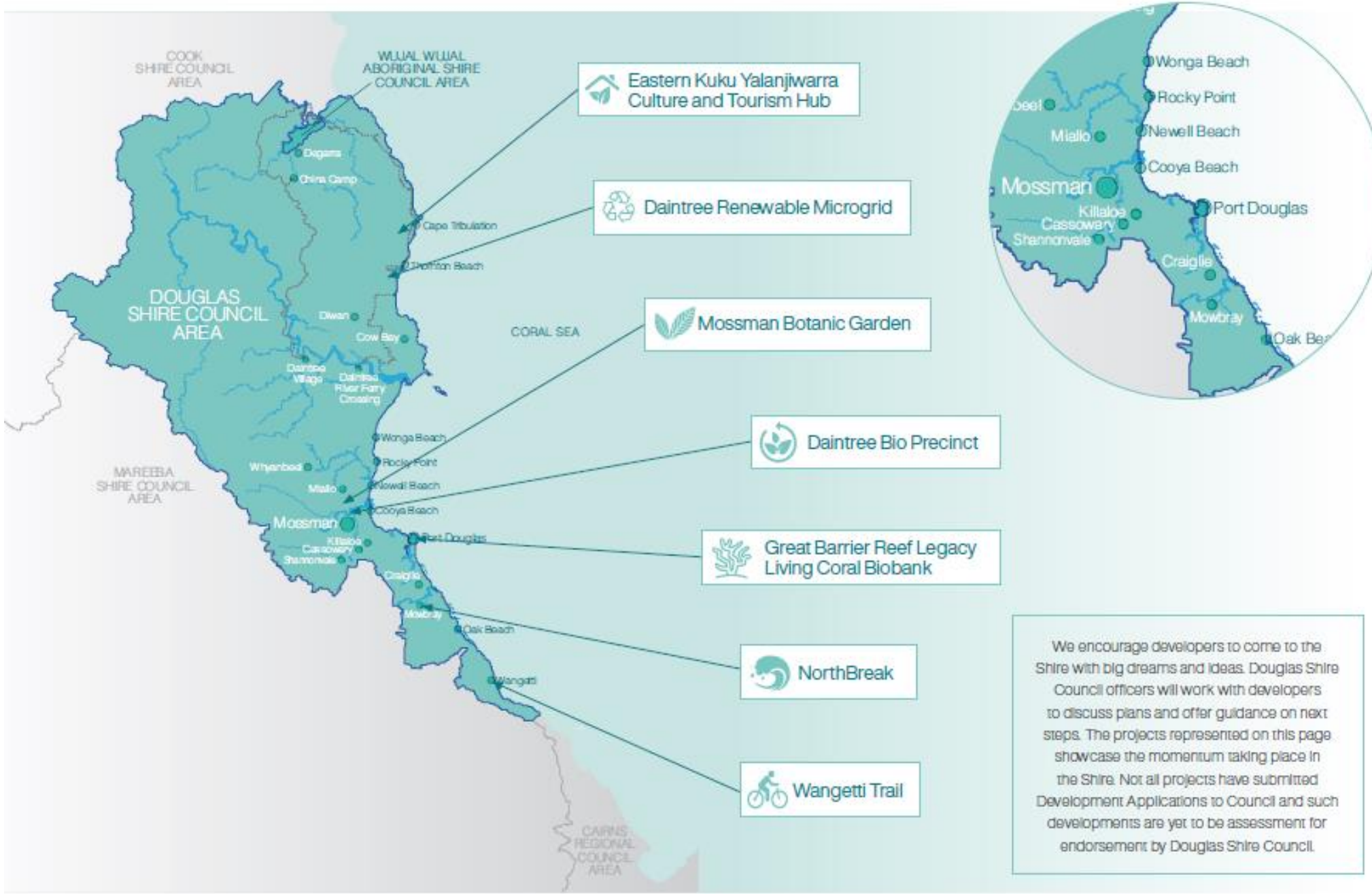
Average annual rainfall:	2,028mm (Port Douglas)[1]
Average temperature:	20-27°C (Port Douglas)
Average daily sunshine:	7.45 hours[2]

Export Potential

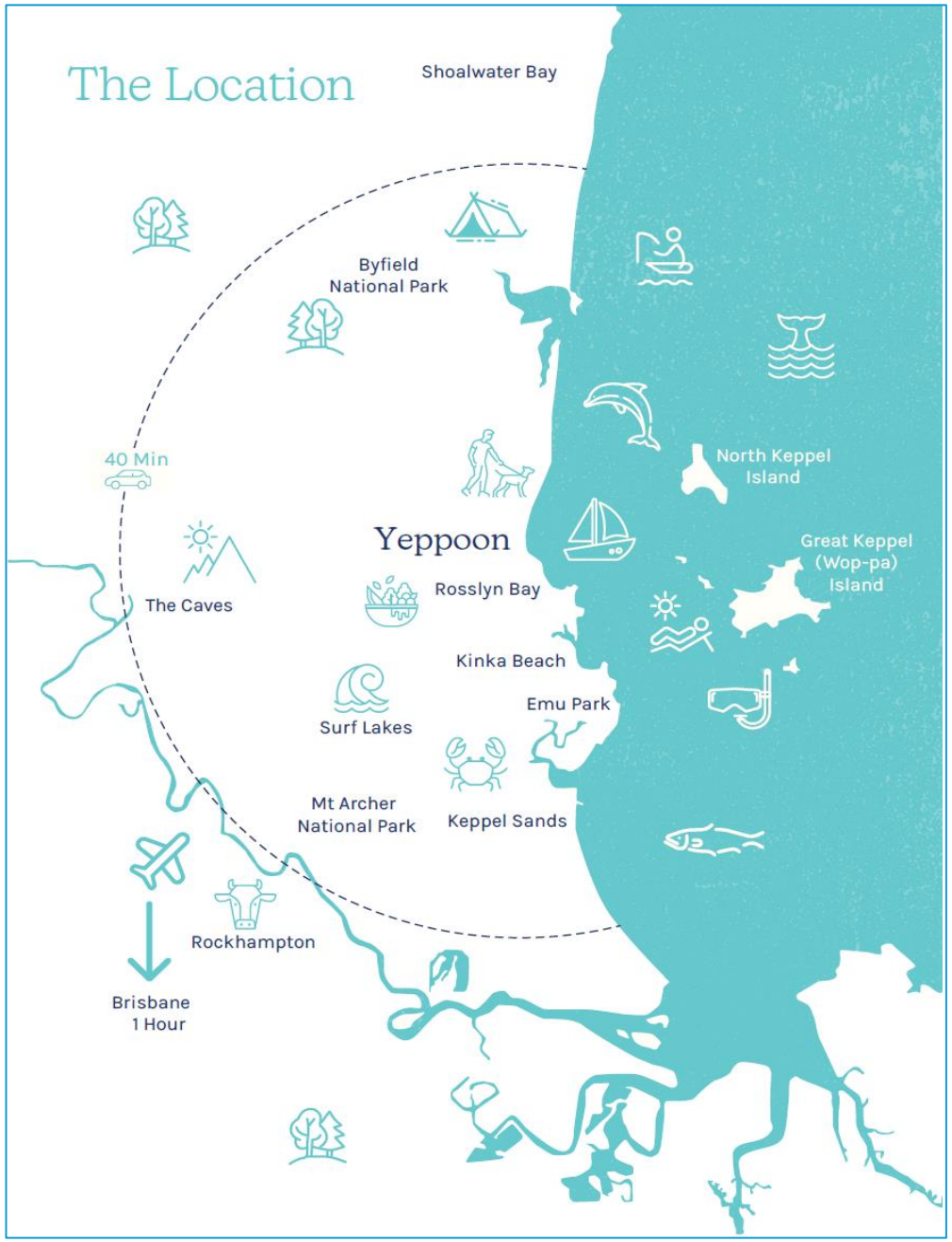
The tropical climate for growers combined with international regional connectivity creates unique export potential for the region's tropical fruits, seafood, indigenous foods, sugar cane, and value-add products.

Sources

1. Bomgovau
2. Weather-and-climate.com



We encourage developers to come to the Shire with big dreams and ideas. Douglas Shire Council officers will work with developers to discuss plans and offer guidance on next steps. The projects represented on this page showcase the momentum taking place in the Shire. Not all projects have submitted Development Applications to Council and such developments are yet to be assessment for endorsement by Douglas Shire Council.



The Economics

$1.6B
Gross Regional Product

3.8%
Economic growth annually, with continued strong growth forecast

39,125
Population, increasing to 55,740 by 2041

11,500
jobs

3.6%
unemployment

3,000+
Local small businesses

Land & property
Abundant affordable quality serviced industrial land and comparatively low property costs

17.8°C to 27.1°C
Average daily temperature range

938mm
Average annual rainfall

Locally based construction
capability and a track record in delivering major projects.

A coastal lifestyle
with pristine beaches, tropical islands, rainforest, national parks and vibrant urban communities.

Connected
by road, rail, sea and air to major Australian and international markets

The Priorities

Agriculture & food technology

Livingstone Shire will become the Central Queensland Hub for agriculture and value-added food product manufacturing. Growth in farmgate, farmtoplate food and agritourism experiences will increase visitation..

Modern manufacturing

Manufacturing is one of the largest industry valueadd contributers to our economy. Council continues to enable industry growth via its investment in The Gateway and Industry Park, which is fast becoming the preferred location for new industries and modern manufacturing enterprises to establish and grow.

Tourism

Livingstone Shire has a reputation as a 'must experience' destination based on its diversity in tourism product/experiences? The realisation of gamechanger projects such as the revitalisation of Great Keppel Island and Surf Lakes will increase accommodation options a nd experiences for any taste and budget.

Construction and infrastructure services

Livingstone Shire plays an enabling role in the attraction of major national and global companies by providing concierge services for investment inquiries, ensuring adequate land is available, zoned and serviced and partnering to provide business capacity building opportunities.

Defence and military training

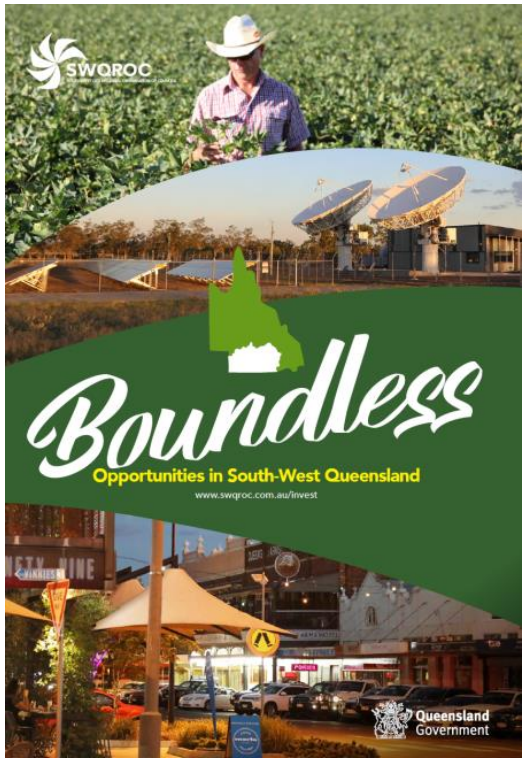
The Shoalwater Bay Military Training Area, already a world class training facility, has significant opportunity to scale to support an ADF School of Armour, combat supply storage and maintenance hub and advanced training, experimentation and mission staging with allied forces.

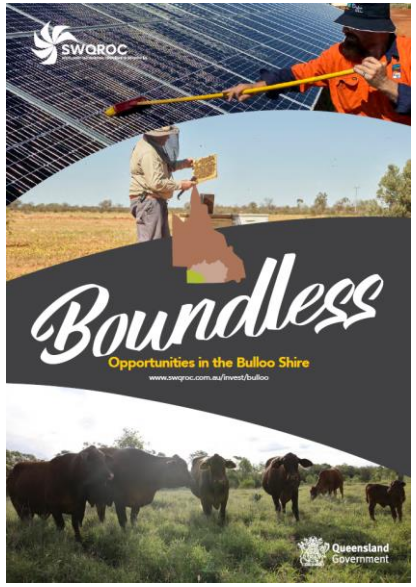
Energy transition

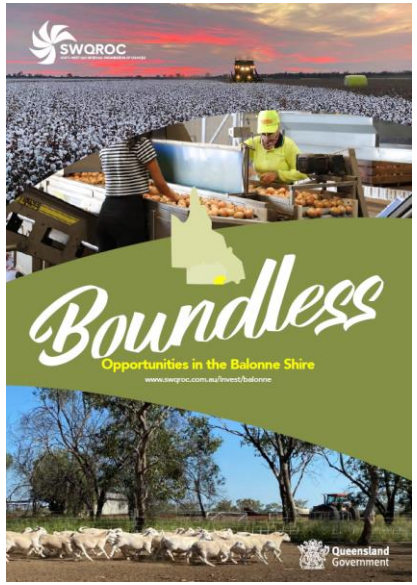
Livingstone Shire is home to many specialist mining workers. As the transition to the new generation of renewable technologies occurs we will aggressively pursue these opportunities to establish in region. Constituting a diversified energy economy and ensuring a future for our specialist workers.

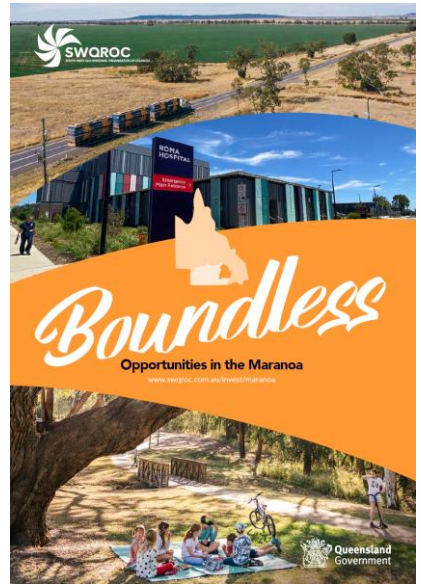
A regional approach focussed on:

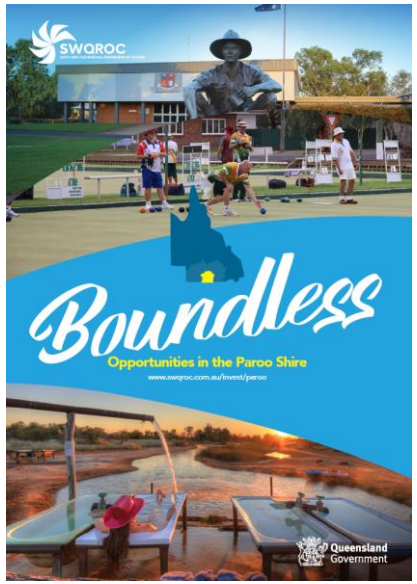
- Liveability and lifestyle
- Land
- Transport and connectivity
- Human capital
- Local industries and economy

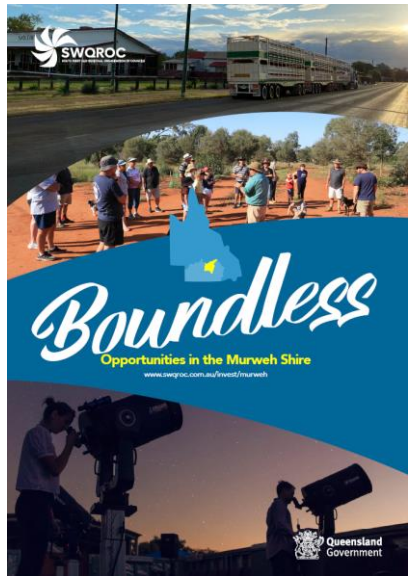


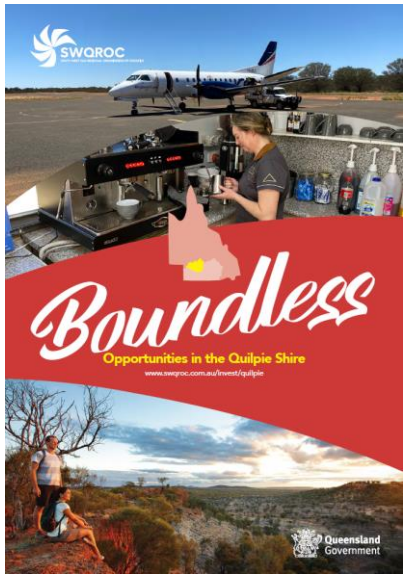












https://www.swqroc.com.au/opportunities

SWQROC
SOUTH WEST QLD REGIONAL ORGANISATION OF COUNCILS

For the People
Balonne Shire Council

Australian Super Cotton

Rogan Pastoral Company is a third-generation family cotton farming operation and is the home of Australian Super Cotton. Growing upland cotton at St George since 1976 Super Cotton is Australia's only remaining dedicated grower of Australia's Long Staple (ALS) cotton since its inception in 2007.

Australian Super Cotton was launched and trademarked in 2012 and can value add to brand owners via "ingredient marketing". The brand has multiple layers including the Australian family farming story, high quality and care for the natural environment and was designed to position Australian cotton against other competing nations such as America and Egypt.

"We do everything here to grow and promote this extraordinary crop, from bed renovation to fertilising, planting, cultivation and harvesting, and we're continually looking at ways to add further value within the region. We know from CSIRO research that ALS cotton can go into many high-quality yarns and fabrics"

Glenn Rogan,
Owner/Manager Australian Super Cotton & Rogan Pastoral Company

Boundless Opportunities in South West Queensland

South West Queensland, a place of immense natural resource, talent and enterprise, a place that people and businesses are proud to call home. A place of boundless opportunity.

Discover our Accessibility

- Unrivalled access to regional Queensland, New South Wales, South Australia and Northern Territory.

Discover our Affordability

- Lower costs of living and doing business.

Discover our Amazing Lifestyle

- Infinite possibilities to explore the expansive landscape, and thrive in a unique and supportive environment.

Stratospheric Growth

"We were brought to the region by the soil and growing conditions, and we expect the area to continue to evolve as a mega hub for horticulture."

David Moon
Co-owner, Moonrocks

Moonrocks is a family owned, Australian business, operated by fifth generation farmers Andrew and David Moon. Built on a strong foundation of consistent quality through environmentally sustainable farming practices and attention to detail, the Moonrocks farms are located in St George.

Moving to the region over 40 years ago the family has been farming there ever since. Known for growing rockmelons in their early days, the brothers ventured into onions over 20 years ago, with garlic following shortly after.

With a predominantly hot and dry climate the region provides the perfect environment for high quality produce to be grown. By continually investing in the latest technology, Moonrocks has added value to its staple product lines of onions, garlic and broccoli, producing peeled onions and dried garlic, and demonstrating the enormous opportunity for continual refinement and innovation within horticulture in the region.

Boundless Opportunities for Investment

Housing	Housing shortage with demand exceeding supply - requirements for various housing types including 2, 3 and 4 bedroom homes and opportunities to expand housing stock (units, worker accommodation). Median house prices are $183,500 with rent at $300 per week (3-bedroom home).
Industrial space	Variety of industrial areas available in St George Airside development at St George Airport will allow for further industrial space.
Agriculture	Range of opportunities within agriculture, including: • Top producing cotton region and opportunities (value-add, waste) with 3 cotton ginneries • Feedlots (cattle and sheep) • Small Livestock supply chain (sheep and goat meat processing, wool) • Animal feed processing • Trialling and adoption of new AgTech related technologies • AgBiotech development • Education
Recycling	Potential to manage regional waste.
Horticulture	Prospects for corporate investment in food production with the region tipped to be mega horticulture hub in the future. • Table grapes, carrots, broccoli, onions, garlic, blueberries, and citrus • Food and beverage processing opportunities • Seasonality opportunities for southern and northern region growers • Native bush foods and nutraceuticals • Further value-add opportunities
Environmental	• Energy including renewable, alternative and hydrogen • Waste recycling and energy recovery • Water saving technologies • Animal and plant-based waste and by products
Tourism	As a gateway to the outback, Balonne has opportunities to develop tourism further: • Farmstays and Agritourism • Opportunities on the Balonne River (water activities, tourism facilities, iconic structures) • Indigenous tourism • Space and science tourism opportunities • Corporate Tourism

Activating Your Prospectus

- Providing information of **'where to' for investment enquiry assistance** will be helpful in engaging prospective investors.
- Establish an **investment enquiry protocol** within your organisation and across partner organisations in your region (make it easy for prospective investors to get the information they need and ensure consistency in messaging / information delivery).
- Be clear on **roles and responsibilities** within the organisation and ensure a whole-of-organisation approach to investment promotion is established and supported.
- **Engage your politicians** to champion your LGA or region in line with your strategy.
- **Engage your existing business and industry stakeholders** so that they too 'own' the investment attraction strategy and are well-placed to promote the prospectus and its contents.

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Activating Your Prospectus

- **Leverage your partners** including your State Investment Agency and Austrade offices.
- Pro-actively identify and **target prospective investors** (in collaboration with partner agencies).
- Maintain an **investment enquiry register** and follow-up as necessary.
- Look to **host inward visits** from prospective investors / investor or industry interest groups.
- Represent your region at **seminars and investment events** in your State, nationally, overseas.
- Consider **incentives** to 'sweeten the deal' (but don't rely on them).
- Utilise the investment prospectus as an **advocacy tool** when seeking State and / or Federal Government funding for key projects.
- Utilise **multiple channels of distribution** including hard copy (glossy), web, social media.
- **Review and update** the prospectus on a regular basis (e.g. annually).

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Want to Know More?

Contact:

p: (07) 3312 2375

m: 0410 550 272

e: sasha@sashalennon.com.au

w: www.sashalennon.com.au

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