

Wide Bay region

Employment in the Wide Bay region is influenced by its position as an important agricultural and tourism region and a regional service centre. While Health Care and Social Assistance is projected to be the largest employing industry by June 2025, the Accommodation and Food Services industry is projected to experience the fastest growth.#



By 2024-25, it is projected that there will be:

129,454 people employed in the Wide Bay region*

+12,605 additional workers since 2020-21

By 2024-25, Wide Bay is projected to experience the 8th fastest increase in employment in Queensland. It is projected to comprise 4.5% of the State’s workforce.

Region	Growth (%) between 2020-21 and 2024-25	People employed in 2024-25
Outback - North	15.1	28,803
Sunshine Coast	13.7	198,273
Ipswich	12.4	154,123
Moreton Bay - North	11.6	95,099
Gold Coast	11.4	344,307
Logan - Beaudesert	11.3	138,679
Moreton Bay - South	10.9	73,470
Wide Bay	10.8	129,454
Central Queensland	10.6	134,829
Cairns	10.6	134,873
Townsville	10.5	129,261
Brisbane	10.5	1,001,615
Mackay - Isaac - Whitsunday	10.4	109,032
Far North	9.3	14,721
Toowoomba	9.0	87,997
Outback - South	7.8	11,735
Darling Downs - Maranoa	6.7	76,257

* The Anticipating Future Skills series provides employment projections for Queensland between 2020-21 and 2024-25, enabling Queenslanders to identify job opportunities across industries, occupations and regions. As these projections are high level and indicative, it is recommended that the focus be on employment trends rather than the numbers in isolation.

The regions used in this project are based on Statistical Area Level 4 (SA4) regions, as defined by the Australian Bureau of Statistics. There are 19 SA4s in Queensland; the five Brisbane SA4s have been combined in this report to take into account the larger natural labour market. Queensland - Outback SA4 has been disaggregated into its SA3 components. Data is based on Place of Work.

By 2024-25, it is projected that the Wide Bay workforce will be employed within:

Industry	People employed	% of regional workforce	% change since 2020-21	Largest occupational groupings
 Health Care and Social Assistance	24,709	19.1	↑16.5	<ul style="list-style-type: none"> ○ Aged and Disabled Carers ○ Registered Nurses ○ Nursing Support and Personal Care Workers ○ Receptionists
 Retail Trade	15,260	11.8	↑12.6	<ul style="list-style-type: none"> ○ Sales Assistants (General) ○ Retail Managers ○ Checkout Operators and Office Cashiers ○ Shelf Fillers
 Agriculture, Forestry and Fishing	11,897	9.2	↑10.3	<ul style="list-style-type: none"> ○ Livestock Farmers ○ Crop Farmers ○ Crop Farm Workers ○ Mixed Crop and Livestock Farmers
 Education and Training	11,008	8.5	↑12.3	<ul style="list-style-type: none"> ○ Primary School Teachers ○ Secondary School Teachers ○ Education Aides ○ Early Childhood (Pre-primary School) Teachers
 Construction	9,824	7.6	↑5.2	<ul style="list-style-type: none"> ○ Electricians ○ Carpenters and Joiners ○ Construction Managers ○ Plumbers
 Accommodation and Food Services	9,665	7.5	↑18.2	<ul style="list-style-type: none"> ○ Waiters ○ Kitchenhands ○ Bar Attendants and Baristas ○ Sales Assistants (General)
 Manufacturing	9,156	7.1	↑3.7	<ul style="list-style-type: none"> ○ Food and Drink Factory Workers ○ Metal Fitters and Machinists ○ Structural Steel and Welding Trades Workers ○ Production Managers
 Public Administration and Safety	7,376	5.7	↑5.7	<ul style="list-style-type: none"> ○ Police ○ General Clerks ○ Security Officers and Guards ○ Contract, Program and Project Administrators
 Other Services	5,444	4.2	↑10.6	<ul style="list-style-type: none"> ○ Motor Mechanics ○ Hairdressers ○ Beauty Therapists ○ Metal Fitters and Machinists
 Transport, Postal and Warehousing	4,783	3.7	↑4.2	<ul style="list-style-type: none"> ○ Truck Drivers ○ Automobile Drivers ○ Bus and Coach Drivers ○ Delivery Drivers
 Professional, Scientific and Technical Services	4,726	3.7	↑9.1	<ul style="list-style-type: none"> ○ Accountants ○ Solicitors ○ Software and Applications Programmers ○ Bookkeepers
 Administrative and Support Services	3,501	2.7	↑4.4	<ul style="list-style-type: none"> ○ Commercial Cleaners ○ Domestic Cleaners ○ Gardeners ○ Garden and Nursery Labourers
 Wholesale Trade	2,628	2.0	↑10.3	<ul style="list-style-type: none"> ○ Storepersons ○ Advertising, Public Relations and Sales Managers ○ Sales Assistants (General) ○ Importers, Exporters and Wholesalers
 Rental, Hiring and Real Estate Services	1,954	1.5	↑12.3	<ul style="list-style-type: none"> ○ Real Estate Sales Agents ○ General Clerks ○ Other Hospitality, Retail and Service Managers ○ Office Managers
 Mining	1,938	1.5	↑14.9	<ul style="list-style-type: none"> ○ Drillers, Miners and Shot Firers ○ Metal Fitters and Machinists ○ Other Building and Engineering Technicians ○ Truck Drivers
 Electricity, Gas, Water and Waste Services	1,907	1.5	↑9.6	<ul style="list-style-type: none"> ○ Electricians ○ Truck Drivers ○ Electrical Distribution Trades Workers ○ Metal Fitters and Machinists
 Financial and Insurance Services	1,645	1.3	↑12.1	<ul style="list-style-type: none"> ○ Bank Workers ○ Financial Investment Advisers and Managers ○ Credit and Loans Officers ○ Financial Brokers
 Arts and Recreation Services	1,133	0.9	↑3.3	<ul style="list-style-type: none"> ○ Sports Coaches, Instructors and Officials ○ Fitness Instructors ○ Amusement, Fitness and Sports Centre Managers ○ Sportspersons
 Information Media and Telecommunications	899	0.7	↑2.4	<ul style="list-style-type: none"> ○ Telecommunications Trades Workers ○ Film, Television, Radio and Stage Directors ○ Journalists and Other Writers ○ Artistic Directors, and Media Producers and Presenters

