

KEY INDUSTRIES



CAIRNS & GREAT BARRIER REEF AT THE FOREFRONT

The Cairns & Great Barrier Reef region attracts thousands of thought leaders, innovators and high achievers who influence and inspire colleagues across a range of diverse industries.



AGRICULTURE

The agriculture industry in the Cairns & Great Barrier Reef region contributes \$863 million to the regional economy, with a proven track record in areas like coffee, fishing, food processing, horticulture and dairy. The region offers a large supply base for the products and services required for agriculture, along with many service providers experienced in tropical agriculture and food processing.



BIOTECH

The Cairns & Great Barrier Reef region is the ideal location for tropical forest science, biopharmaceuticals, tropical health, tropical foods and natural resource management. James Cook University, home of the Australian Institute of Tropical Health and Medicine, the Australian Tropical Forest Institute and the Australian Tropical Herbarium, conducts internationally acclaimed research into such areas.

CONSTRUCTION

The construction industry is one of the destination's most productive sectors accounting for 9.1% of the total regional economy and generating over \$1 billion yearly revenue. Environmental considerations inherent to life in the tropics makes the region's construction industry a trusted authority in tropical architecture and engineering design.



EDUCATION & TRAINING

From primary to tertiary, Cairns & Great Barrier Reef is perfectly positioned for education. The region boasts world-class facilities including James Cook University, ranked in the world's top 4% tertiary institutions, Central Queensland University, Great Barrier Reef International Marine College and TAFE North. Apprenticeships, traineeships, industry-based training and courses for domestic and international students cover a wide range of topics and areas of expertise.



TOURISM

With dual World Heritage areas of the Wet Tropics rainforest and the Great Barrier Reef, tourism management and training is naturally one of the region's areas of expertise. Our well-trained professionals provide accommodation, entertainment, activities and experiences to 2.7 million visitors per year, generating 24,000 jobs and contributing \$3.1 billion to the economy.

TROPICAL HEALTH & MEDICINE

Cairns & Great Barrier Reef is home to the Institute of Tropical Health and Medicine. Research is conducted across several James Cook University centres exploring key areas including tropical infectious diseases, health security and biosecurity, chronic disorders with high prevalence in the tropics, genetic diseases and health services in regional and remote communities.

