

The OBSERVER

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\$1

We're rated

No.2

IN AUSTRALIA FOR A

seachange destination



Find out why - Page 4

Heidi Bergqvist and Lauren Collins love living at Tannum Sands so close to the beach.
Picture by TIM MARSDEN beac010206-1

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Gladstone is voted second top place for sea change

By NATALIE PEUT

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"GLADSTONE is the rich city."

These were the words of KPMG demographic researcher Bernard Salt yesterday.

Mr Salt said the Australian's Wish Magazine story was based on 50 towns which looked at their rate of population growth and what they had to offer, with the Gladstone region rated Number Two behind Byron Bay.

"Gladstone was in the top 10 towns chosen for the desirable destinations," he said.

"Although Gladstone hasn't been that strong in population growth over recent years, it was one that is expected to pick up.

"For income per person, Gladstone rated extremely well, because Gladstone is a very rich town."

Mr Salt said he provided the magazine with information on the unemployment rate and the number of people over the age of 60.

"Gladstone is at 11 per cent in the unemployment rate compared to the Australian average of 40 per cent," he said.

"Gladstone is a very rich working community.

"The city provides opportunity

WHY CITY IS GREAT

- Unemployment Rate: 11 per cent
- Populations of over 60's: 7 per cent.
- Number of unoccupied dwellings: 7 per cent.
- Who city was rated with
 - Cairns
 - Buderim
 - Runaway Bay
 - Byron Bay

for 'sea change' and prospects for employment and money people can earn.

"Although a number of them probably don't think it's a wealthy town, compared to a lot of other towns it certainly is."

Mr Salt said he had always got behind Gladstone and the prospects it had to offer.

"The vital money, job prospects and a town by the beach was the reason why Gladstone was named in the top 10," he said.

"Gladstone was with a number of other towns such as Cairns, Buderim, Runaway Bay and Byron Bay.

"Gladstone is definitely going to have the positive growth over the next 30 years."

BERNARD Salt is a property adviser with KPMG, assisting companies with purchasing and developing property.

He has also published a book about Australian cultural trends, and the impacts of the sea change phenomenon and the baby-boomer generation on Australian society.

Mr Salt is also a renowned business analyst, media commentator, consumer and cultural trends commentator and public speaker.



Fareen Jalal, Rohaan, Saleh and Zariya Ramswarup moved to Gladstone not only for business but as a great place to raise a family.

Picture by CRAIG CHAPMAN

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Relaxed lifestyle led to move for city businessman's family

LIVING in a relaxed lifestyle with good business prospects was the reason why Saleh Ramswarup moved to town in 2004.

After living in Brisbane for many years, Saleh's family moved to Gladstone to open 'The Coffee Club'.

Saleh said they moved to Gladstone for business opportunities.

"Gladstone had plenty of vacancies, and the rate the

town was growing it was ideal for my business," he said.

It was not only the business that kept the Ramswarup family to Gladstone but also the relaxed lifestyle.

Saleh said Gladstone was the perfect place to bring up our children.

"It's a small city," he said.

"The kids can ride around the block on their

bikes and go over to their neighbour's house, which is something they wouldn't be able to do in Brisbane.

"The lifestyle there is too rushed and it was simply too dangerous for them to do the things they do here in Gladstone.

"The size of the town was definitely a bonus.

"It is a five-minute drive everywhere, there is no sitting in traffic for hours."

From bleak to investor's paradise

JUST over 12 months ago, Gladstone was labelled as being a "bleak-looking industrial town", but today it's being heralded as an investor's paradise.

Back in October 2004, a travel guide for medical professionals described Gladstone in an unflattering light,

leaving locals and medical professionals hot under the collar and questioning the authenticity of the handbook, "The Medics Guide to Work and Electives Around the World".

But just 14 months later Gladstone was being cited as one of the hottest property markets in the country.

Social commentator Bernard Salt described Gladstone as a "town with muscle" in December last year, in his research publication "Australians on the Move".

And in his latest article, Mr Salt names Gladstone as one of the best locations to choose for a sea change.

