COOLOOLA COAST REAL ESTATE REPORT

Cooloola Coast REALTY
RAINBOW BEACH

September 2026 Cooloola Coast Realty Roundup
General report on the Cooloola Coast property market

Property Market update

From 1 July 2027, investors purchasing established residential properties will no longer be able to use negatively geared losses against unrelated income, while changes to the CGT regime will reduce some of the tax advantages associated with long-term property investment. New-build properties will retain more favourable treatment. The Cooloola Coast property market is likely to experience a noticeable shift following the Federal Government's changes to negative gearing and capital gains tax concessions.

Anecdotally, over the past 20 years – approximately 80% of buyers purchasing in Rainbow Beach have been investors – not owner occupiers. With the recent tax changes – there has been a noticeable decrease in enquiry from investors. For a market such as the Cooloola Coast, where a significant proportion of properties are holiday homes, investment properties and short-term accommodation, these changes could have a greater impact than in areas dominated by owner-occupiers. Some investors may reconsider purchasing altogether, while others may demand higher rental yields or lower purchase prices to compensate for the reduced tax benefits. This could result in less investor competition, longer selling periods and increased negotiation, particularly for properties that rely heavily on capital growth rather than strong rental returns.

Property of the Month: Bluewater 8, Rainbow Beach

Near-New Beachside Haven — Private, Low-Maintenance Living on 275m²

Positioned within the complex's peaceful greenbelt, Bluewater Lodge 8 enjoys a private pathway connecting to the main beach track, with the beach less than 5 minutes walk away. Take in the unspoilt coastline, with K'gari to the north and Double Island Point to the south. Custom-built in 2024, this modern and stylish beachside retreat offers relaxed, low-maintenance living just minutes from the ocean.

3 BED, 2 BATH, 2 CAR, POOL $820,000+

Whale watch season

The prime whale-watching season in Rainbow Beach is from June to November, coinciding with the humpback whale migration along the Queensland coast. During this period, whales can often be seen from both the shore and on guided tours, with peak sightings typically in late August to September. Local company, Wolf Rock Dive, are now offering Whale Ocean Safaris. Available June to October, departing Carlo Point, Rainbow Beach.

The Wolf Rock Dive experienced crew set out on board their vessel 'RONA' on an Ocean safari in search of close encounters with Whales and Dolphins. Small group sizes means more personal experience with a maximum of only 12 guests per tour. Explore the Great Sandy Straits and Coloured Sands off Rainbow Beach on the three hour tour.

Besides humpback whales, visitors may encounter bottlenose dolphins, manta rays, stingrays, turtles, and migrating seabirds.

Visit: https://wolfrockdive.com.au for more information.

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