

# Case Study

## Dean Wilson Aviation

### Company Profile

Dean Wilson Aviation is the manufacturer of a new aircraft the Whitney Boomerang. The Whitney Boomerang has been designed from the ground by Australia's leading designer Mr Bill Whitney. This all-metal, utility category, two seat, Lycoming powered aircraft with VFR and IFR capability is set to surpass all competitors, with its combination of traditional construction, established powerplant, and the latest aviation technology.

Dean-Wilson Aviation now incorporates facilities in Melbourne, Brisbane and Kingaroy. Minovation Flying School at Jandakot in WA is set to be the Boomerang's launch customer, and further orders have been received from the Sydney Flight Training Centre at Bankstown, NSW.

A further 10 aircraft have been sold to India bringing much needed export dollars into the area.

Production moved to Kingaroy Airport in April 2006 where the local council has provided suitable facilities to meet the company's expansion plans.

## Dean Wilson Aviation



**Kingaroy, just one great place in the Wide Bay Burnett region to locate your aviation related business.**

# Case Study cont'



## Location Advantages

Kingaroy Shire is the regional capital of the South Burnett region of Queensland and is located north-west of Brisbane and north of Toowoomba. The population of Kingaroy is approximately 13,000 and forecast to grow by 25% by 2026.

Kingaroy has the most cosmopolitan feel of any South Burnett township but it's still a very relaxed, friendly and informal country town at heart. It has the typical low-humidity semi-alpine climate of all South Burnett towns and is surrounded by extensive (and very picturesque) farmlands interspersed with low rolling hills.

All these features make Kingaroy a great place to live and encourage high levels of staff retention among the businesses in the area.



## Low Cost

A major reason that Dean Wilson aviation chose Kingaroy for its head quarters was the low set-up and ongoing costs associated with aviation businesses in Kingaroy.

Managing Director of Dean Wilson Aviation, Steve Wilson stated that,

"The Kingaroy Shire Council and State Government have been extremely helpful towards our business development objectives. This coupled with low transport, land, wage and infrastructure costs help to make Kingaroy an economical location for our business."



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