

Sunshine Coast

INVESTMENT PROSPECTUS



HOTEL EDITION



April 2025 edition

invest.sunshinecoast.qld.gov.au
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Sunshine Coast Council acknowledges the traditional Country of the Kabi Kabi peoples and the Jinibara peoples of the coastal plains and hinterlands of the Sunshine Coast and recognises that these have always been and continue to be places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

ACKNOWLEDGEMENTS

Council wishes to thank all contributors and stakeholders involved in the development of this document.

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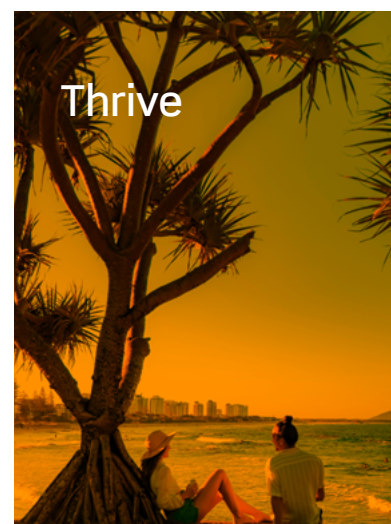
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Welcome to the Sunshine Coast

There has never been a more exciting time to be in business on the Sunshine Coast.

In June 2022, our local government area was officially recognised as a UNESCO Biosphere Reserve, which will help us protect and enhance our region, communities, economy and our natural environment for future generations.

This designation brings opportunity to those already doing business or thinking of investing in our economy by providing a competitive advantage to facilitate sustainable growth along with a range of benefits to our natural environment, our lifestyle and economy.

In addition, Sunshine Coast Council has continued to progress region-shaping projects as we prepare for our exciting role as a Co-Host City of the Brisbane 2032 Olympic and Paralympic Games.

Along with nine Olympic and Paralympic events to be held here, Maroochydore City Centre will continue to be transformed with the construction of a new integrated cultural precinct including Athlete Village and arena.

This \$1 billion investment will deliver economic benefits across the region for decades to come.

As part of its 2032 Delivery Plan, the Queensland Government has expedited construction of 'The Wave', a state-of-the-art public transport solution, extending rail access from Beerwah in the south west to Birtinya on the coast. From there, mass transit will be designed to continue north through a new metro hub in Maroochydore to Sunshine Coast Airport.

As a place to live and work, the Sunshine Coast really is an unbeatable location.

The Sunshine Coast was announced as the third most loved destination on the planet, according to the 2023 Tourism Sentiment Index.

A diverse range of growth industries are boosting employment and contributing to an increasing gross regional product.

Major public and private investment continues to add to the capability of the region, bringing capital city infrastructure to a much loved and envied lifestyle region.

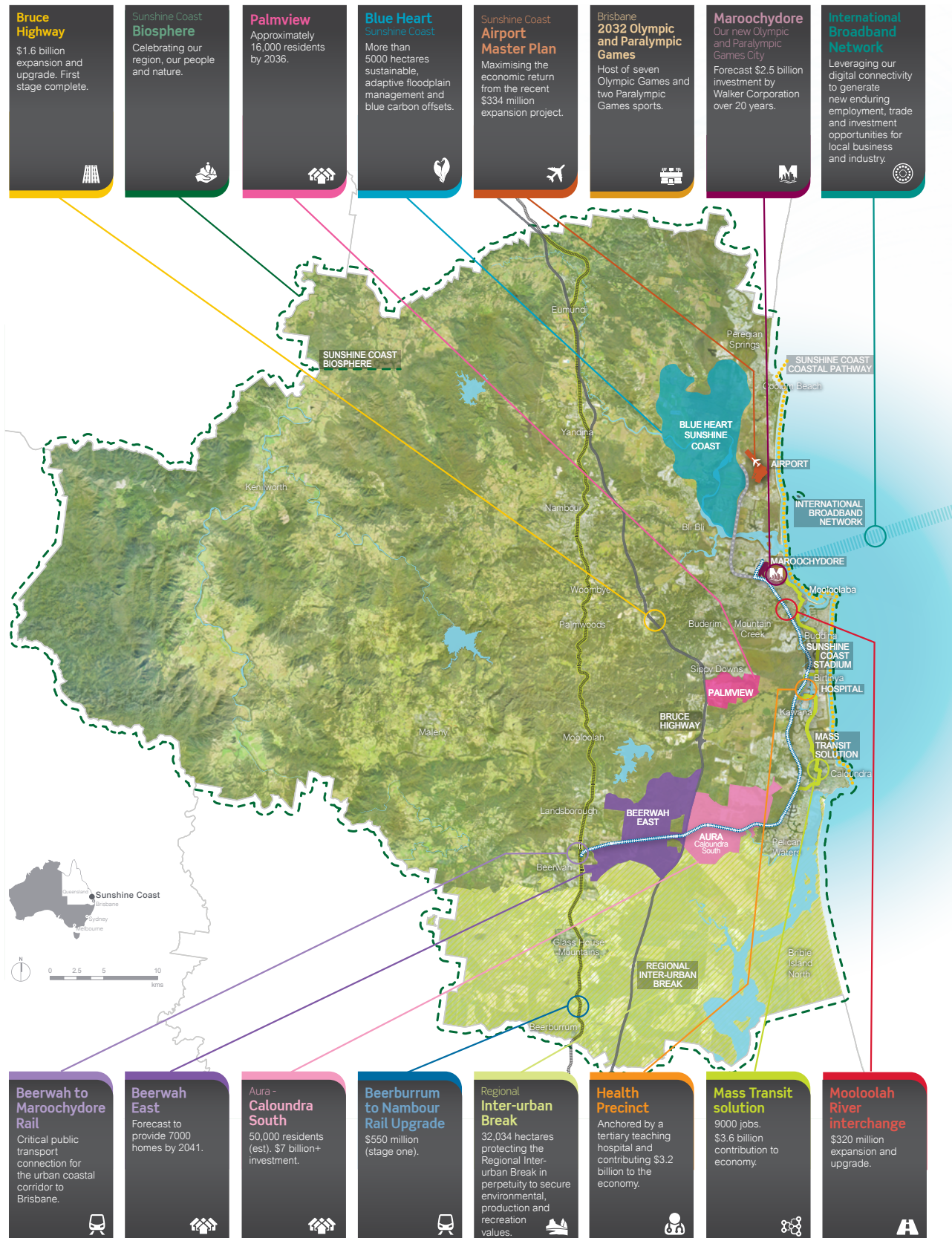
Sunshine Coast Council is driving sustainable growth through its Regional Economic Development Strategy. Key goals include nurturing high value industries, expanding employment opportunities, increasing income levels and growing the value of exports.

Whether your business is establishing, expanding or relocating, now is the time to consider the opportunities available on the Sunshine Coast.



Major Projects

The Sunshine Coast offers businesses and investors the opportunity to be part of a location experiencing some of the most exciting developments in Australia at this time.



Edition: February 2023

Invest

Why Sunshine Coast?

As businesses look outside major cities to establish, relocate or expand, Australia's Sunshine Coast is firmly in the spotlight.

The Sunshine Coast offers opportunities in a diverse range of growth industries, an emerging city centre which is already becoming a vibrant commercial and leisure precinct and a local government that supports new and existing businesses to establish and grow.

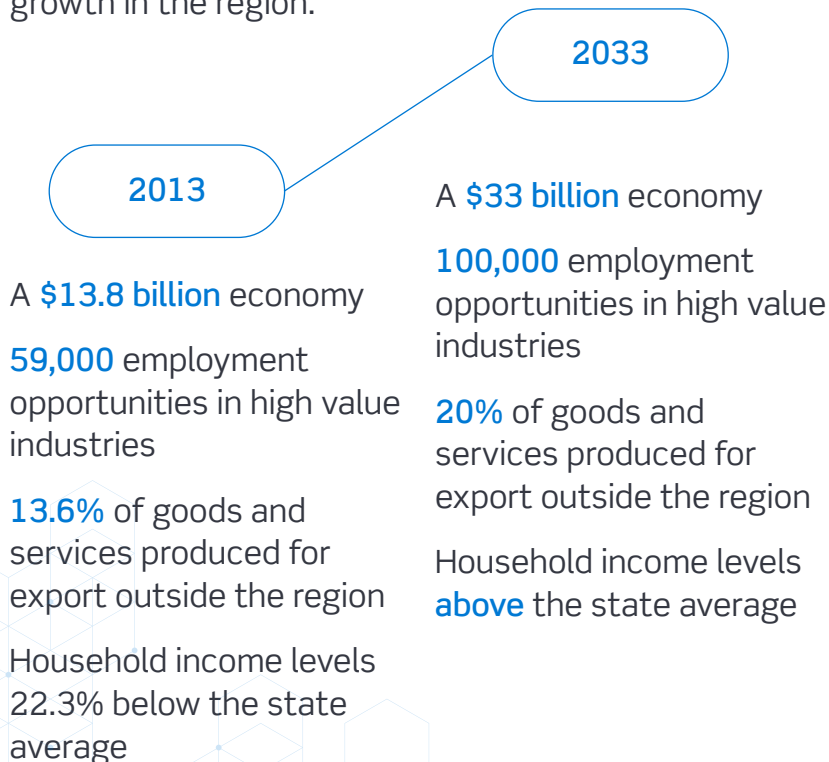
Over the past 15 years, economic growth on the Sunshine Coast has outperformed almost every other regional economy in Australia, sparking a wave of new residential, office and retail development.

The booming economy is being propelled forward by a highly educated, highly motivated workforce and a uniquely entrepreneurial culture.

A nationally recognised lifestyle location with 300 days of sunshine a year, the Sunshine Coast boasts an abundance of outstanding natural assets including 52 kms of beautiful beaches, freshwater rivers and lakes and 39,835 hectares of subtropical forests and national parks.

Regional Economic Development Strategy

The Regional Economic Development Strategy (REDS) was developed in 2013 to provide a 20-year vision and blueprint for sustainable economic growth in the region.





GRP

\$23.73
billion

5.4%

**Annual
GRP growth**
(to end June 2023)

\$19.5
billion

Infrastructure projects
underway or recently
completed

1

CONNECTIONS



New public transport
corridor to Brisbane from
Sunshine Coast Airport



Sunshine Coast
International Broadband
Network



Fastest east coast data
connection to Asia



Sunshine Coast Airport
international runway



An hour north of Brisbane

INVEST / WHY SUNSHINE COAST

MORE FOR YOUR MONEY

A-grade commercial
leasing costs

Sunshine
Coast²

\$432m²

Sydney³

\$1300m²

Brisbane³

\$745m²

The Sunshine Coast is one of only three places
in Australia with an international submarine
broadband cable connection. A-Grade
commercial leasing costs in the other two
locations are up to three times greater.

365,942
people

36,811
businesses

\$7.4
billion
exports

3.2%
unemployment
rate (Dec 2023)



1

1. economy.id, Sunshine Coast Region
2. Savills Research National Office Q1 2021
3. Lucid Economics, Sunshine Coast Economic Profile 2021



Discover opportunities

Maroochydore City Centre

Maroochydore City Centre is Australia's newest greenfield CBD and aims to be Australia's first truly smart city, just 15 minutes from the Sunshine Coast Airport and 20 milliseconds from Asia via the new broadband submarine cable.

Master-planned from the ground up, the new Maroochydore City Centre will offer capital city infrastructure and has been designed for the Sunshine Coast lifestyle, with almost 18 hectares of parklands and waterways. The multi-billion-dollar greenfield CBD will feature a mix of commercial, retail, residential and dining precincts.

In preparation for the Brisbane 2032 Olympic and Paralympic Games and part of the Queensland Government's 2032 Delivery Plan, Maroochydore City Centre will be transformed with a new integrated Athlete Village, arena venue and cultural precinct.

The Queensland Government approved Priority Development Area is being delivered by Walker Corporation, SunCentral Maroochydore and Sunshine Coast Council.

OPPORTUNITIES

- Commercial and mixed-use investment
- Prime office spaces
- Access to the CBD's digital infrastructure to test and trial technology in a real world environment
- Each lot in the new city centre will be connected to 10GB dark fibre
- Retail, dining and entertainment precincts
- Data driven options such as esports, cybersecurity, the internet of things, artificial intelligence and real time monitoring
- Access to the CBD's digital infrastructure to test and trial technology in a real world environment

STATUS

Completed

- The Corso residential tower by Habitat Development Group, opened 2024
- A1 commercial building by Evans Long, opened March 2023
- Sunshine Coast Council's City Hall, opened December 2022
- Market Lane residential towers by Habitat Development Group, opened June 2022
- Holiday Inn Express Hotel and Suites, opened June 2022
- Foundation Place by Evans Long, opened late 2020

Construction underway

- 50 First Ave by Walker Corporation
- Maroochydore Private Hospital

Greenfield CBD with smart city technology

The new Maroochydore City Centre is embedded with smart technology, creating a cleaner, greener, dynamic city.


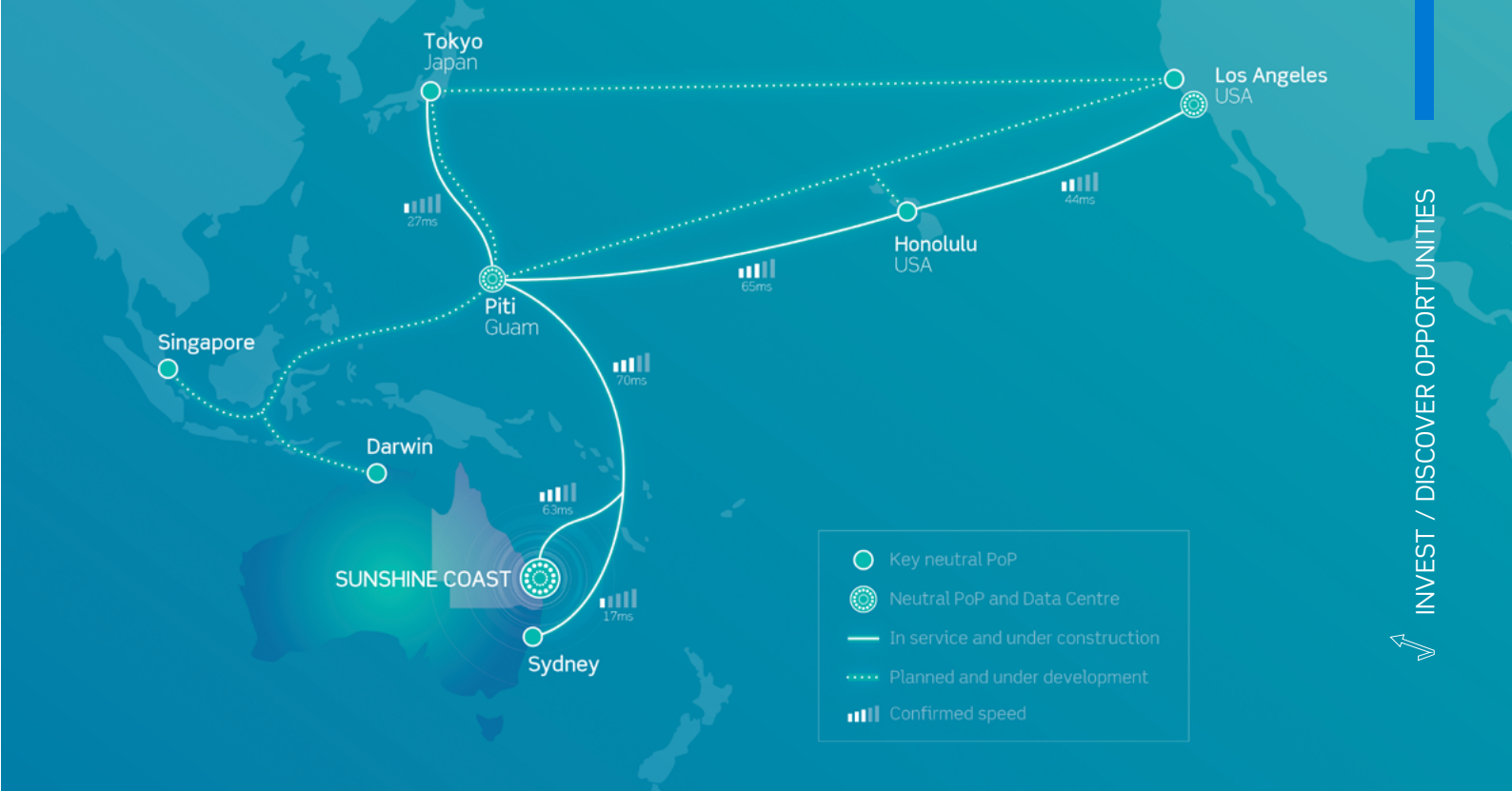
-  Access to free Wi-Fi 6 in streets, parks and plazas
-  Australia's first CBD-scale underground automated waste collection system
-  Conduits and optic fibre providing multi carrier connectivity options
-  Smart signage with live travel information for pedestrians
-  Smartphone apps will guide drivers to the nearest parking space

Image: Maroochydore City Centre artist impression



Sunshine Coast International Broadband Network

Feeding the data hungry

As of 2020 the Sunshine Coast is home to an 18 Tbps submarine data cable providing the fastest east coast connection from Australia to Asia.

Further strengthening the region's digital infrastructure, a new Google undersea cable is set to enhance connectivity, ensuring even greater data capacity and network resilience.

Data hungry businesses of all sizes can benefit from faster data speeds, reduced risk and lower costs.

The Sunshine Coast is also placed at the forefront of the cyber security sector with the establishment of a new national organisation aimed at protecting the nation against cyber criminals.

The Critical Infrastructure - Information Sharing and Analysis Centre (CI-ISAC) is a not-for-profit industry-based organisation which provides comprehensive information analysis advice to assist its membership base to protect Australia's most critical infrastructure.



NEXTDC DATA CENTRE

In late 2021, ASX-listed NEXTDC purchased the Sunshine Coast International Broadband Cable Landing Station from Sunshine Coast Council to create NEXTDC SC1 Tier 3N+1 Edge Data Centre. Located in the heart of Maroochydore, the data centre provides a direct link to high-speed data via the Sunshine Coast's international submarine cable.

With a total planned capacity of 1MW, SC1 supports the highest levels of customer availability and is backed by a service guarantee of 100% uptime.

NEXTDC's national digital infrastructure platform is also home to the largest network of public cloud access points (cloud onramps) across all cloud platforms, which SC1 connects directly to via NEXTDC's AXON Interconnection platform.

To support backhaul requirements from B1 and B2 Brisbane to JGA-S submarine cable, QCN Fibre has 'lit' up 35 Terabytes per second of diverse telecommunications capacity.

Sunshine Coast Health Precinct

The development of the Sunshine Coast Health Precinct will contribute \$3.2 billion to the Sunshine Coast economy and \$447 million each year after completion.

The precinct is anchored by the Sunshine Coast University Hospital, Sunshine Coast Health Institute and Sunshine Coast University Private Hospital and incorporates the adjacent Health Hub and surrounding Birtinya Town Centre offering prime investment opportunities.

The Sunshine Coast University Hospital is a tertiary, teaching hospital and together with the Sunshine Coast Health Institute, boasts world-class research facilities and advanced medical training.

If your health business is looking for opportunities to grow, there are billions of reasons why the Sunshine Coast is a wise choice for health industry businesses, innovators and entrepreneurs.

HEALTH HUB

The 17 hectare Health Hub is a greenfield health and medical precinct offering a strategic opportunity to be located next to two university hospitals and an emerging town centre.

The hub provides up to 32,000m² of dedicated health and medical space, research, allied health, consulting suites, residential accommodation and mixed-use facilities.

Who's the hub for?

- Medical and allied health services
- Research providers
- Accommodation providers

Opportunities

- Purpose-designed premises for lease
- Strata-titled premises for sale
- Sites for custom designed buildings

- **Sunshine Coast University Hospital**
- **Sunshine Coast University Private Hospital**
- **Sunshine Coast Health Institute**

- **Health Hub**
- **Birtinya Town Centre**
- **Sunshine Coast Mind and Neuroscience Thompson Institute**





Public transport project

Sunshine Coast Council is planning for the future to maintain the lifestyle and environment of the Sunshine Coast as the population is projected to increase by around 200,000 people between 2016 and 2041.

To support this growth, sustainable transport options are needed, particularly in the coastal corridor between Maroochydore and Caloundra.

A major new transport initiative is planned for the Brisbane 2032 Olympic and Paralympic Games. 'The Wave' will transform regional travel by creating a direct rail connection from Beerwah to Birtinya, linking seamlessly to a metro hub in Maroochydore that connects passengers directly to the Sunshine Coast Airport.

This modern transport network will not only support the influx of visitors during the Games but will also provide long-term benefits by reducing congestion and promoting efficient, environmentally-friendly travel throughout the region.

The system will support the \$2.7 billion tourism industry by connecting key centres and attractions. The mass transit system aims is set to transform regional mobility. It will reduce car reliance, connect key centres, provide inclusive transport, support local trips, be environmentally friendly and promote vibrant, walkable neighbourhoods.

Sunshine Coast Airport Master Plan

The Sunshine Coast Airport's international runway has elevated the facility to a world-class, fully-serviced aviation precinct.

The expanded airport provides a direct gateway to the region and to a greater range of locations in Australia, Asia and other international destinations.

Further development, to be delivered under the Airport Masterplan, will provide exciting and diverse opportunities in the Australasian aviation market.

In September 2024 the Sunshine Coast Airport Priority Development Area Development Scheme came into effect following a period of public consultation.

The Development Scheme will help create a world-class airport precinct that connects the local community, welcomes visitors and unlocks opportunities to attract investment, drive economic growth and create jobs in a range of sectors.

The expanding precinct will provide prime airside and landside development opportunities for smart and innovative businesses.





SPECIAL FEATURE / HOTEL INVESTMENT


2450

New hotel rooms needed

Demand for hotel development

Sunshine Coast Council has launched a package of incentives as part of its strategy to attract qualified hotel developers, investors and owners.

The opportunity to share in the prosperous future of the region has never been better. This prospectus outlines the possibilities and new opportunities the Sunshine Coast has to offer to potential hotel investors, developers and owners.

However, current hotel supply is unable to satisfy demand. The research shows the demand is especially for new internationally-branded hotels.

The combination of a rapidly growing local population, strong economic growth and infrastructure investment provides a solid platform for a prosperous and exciting future for the region.

The Sunshine Coast has been bolstered by \$19.5 billion in region-shaping projects, is a beneficiary of the South East Queensland \$1.3 billion City Deal and will be an important Co-Host City for the Brisbane 2032 Olympic and Paralympic Games. As a result, there are distinct hotel market opportunities.

The region needs more hotel rooms to support the visitor economy across leisure, business, MICE (meetings, incentives, conferences and exhibitions), health, education and VFR (visiting family and relatives) travellers.

A steady entry of new hotel rooms across key commercial and leisure precincts is required to meet the growth of both domestic and international visitors to the region.

Demand profile

Council has undertaken research into the current supply and future demand for commercial visitor accommodation on the Sunshine Coast.

The research demonstrates the need to attract up to 2450 newly built internationally branded and operated hotel rooms across nine properties, between now and the Brisbane 2032 Olympic and Paralympic Games.

This figure includes the need for 300 boutique hotel rooms across six properties.

Opportunities exist for operators with a proven track record of building high quality, internationally-branded and operate \$50 million.

The Sunshine Coast continues to record year-on-year growth in visitation and has recently posted some of the highest ADRs (average daily rates) in Australia.¹

For the 12 months to 30 September 2024, the region attracted \$4.3 billion in overnight visitor expenditure, an increase of 42.8% since December 2019.²

The delivery of quality, internationally-branded hotels as an integral part of these precincts is required to meet the expectations of a diverse cross-section of modern travellers.

The opportunity to share in this prosperous future by investing in new, internationally-branded hotels has never been better.

Business-oriented hotels

- Maroochydore
- Caloundra
- Sippy Downs
- Nambour

Leisure and VFR hotels

- Mooloolaba
- Caloundra
- Cotton Tree + Maroochydore
- Kawana
- Maleny + Montville
- Peregian + Coolum beaches

Education-oriented hotels

- Maroochydore
- Sippy Downs

Health and medical hotels

- Birtinya
- Kawana Waters
- Maroochydore
- Nambour

Undersupply driving demand

A recent investigation by independent consultant Tourism and Hospitality Services Australia (THSA) into commercial visitor accommodation on the Sunshine Coast estimates that up to 2150 new internationally branded and operated hotel rooms and a further 300 boutique hotel rooms are required to service the needs of the region's growing overnight visitor economy.

The Sunshine Coast has approximately 3590 rooms available across 10 hotels, four boutique hotels, 14 motels and 57 serviced apartments.

More than 70% of the existing market is dedicated to providing self-catering accommodation which is not typically favoured by the business, health and education visitor markets.

Only 34% of all rooms are affiliated with a hotel brand, compared with 62% nationally.

This lack of branded hotel rooms leaves the region significantly undersupplied to meet the needs of a growing overnight visitor economy. The visitor economy generated 15 million visitor nights in the year ending September 2024, which is an increase of 1.7% on the previous year.²

Further, it is estimated that the number of visitor nights will increase to 12.50 million by 2033.

The relative lack of suitable visitor accommodation is suppressing a higher conversion rate of day visitors into overnight visitors.

Sunshine Coast Council is taking the next step in cementing the region's position on the global map. The development of internationally-branded hotels plays an essential part in achieving this position.

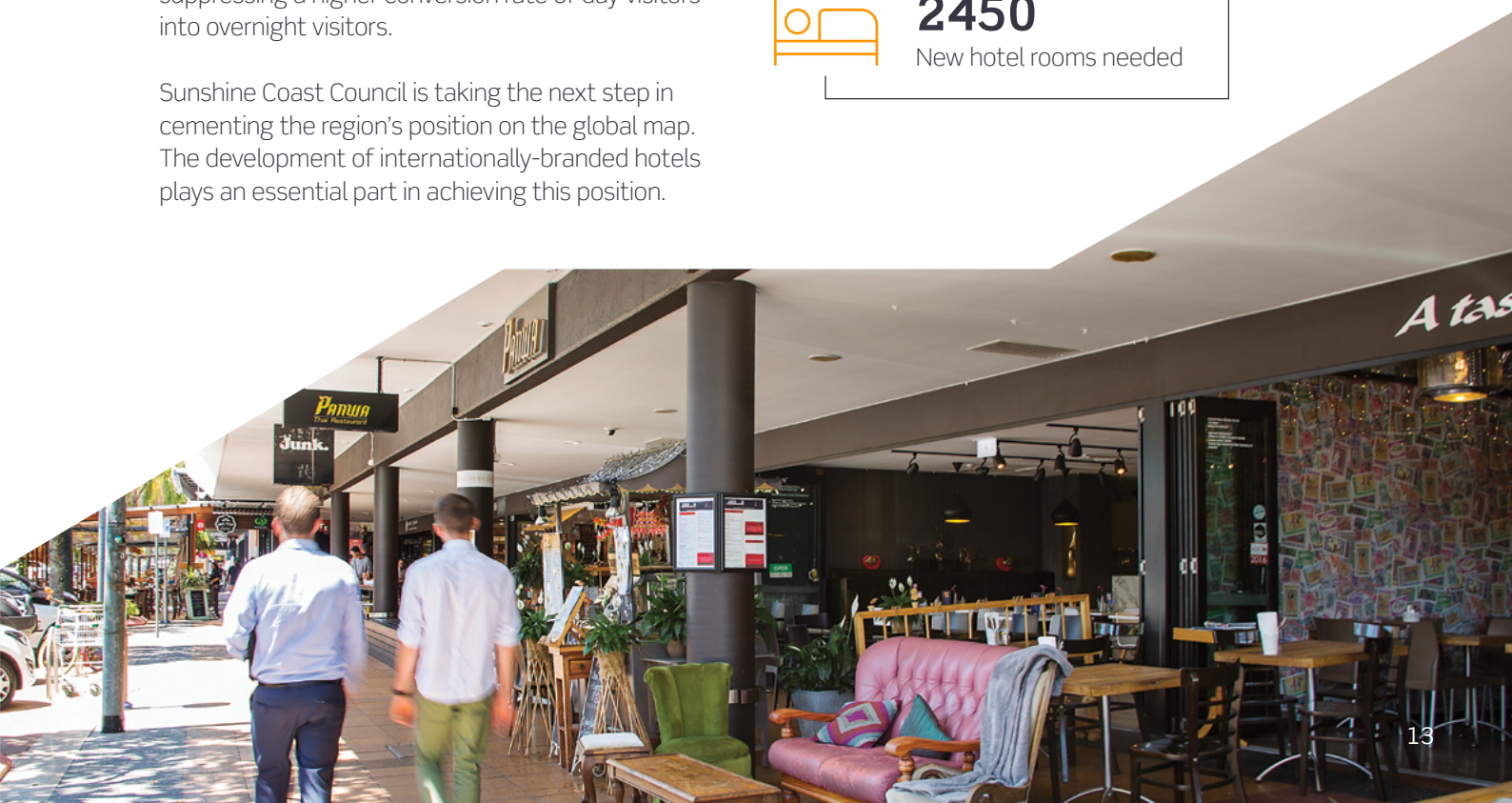
TOP 10 REASONS TO INVEST

1. Council-delivered incentive scheme for hotel developers including investment assistance
2. Co-Host City for the Brisbane 2032 Olympic and Paralympic Games
3. Strong occupancy performance
4. Some of the highest ADRs in the country
5. Demand exceeding supply
6. Diverse sources of demand
7. Strengthening demand from business travellers
8. Long-term investment in region-shaping projects
9. Third most loved destination on the planet (2023)
10. Within a two hour reach of a 4 million+ population



2450

New hotel rooms needed





A strategic location

The Sunshine Coast is located 100 kilometres north of Brisbane and forms part of the wider South East Queensland region. The Sunshine Coast has an international airport, is easy to access and navigate and has a new public transport solution in planning, ahead of the Brisbane 2032 Olympic and Paralympic Games.

Air

Sunshine Coast Airport (MCY) is centrally located just 15 minutes from Maroochydhore City Centre, making it an easy commute for business travellers. The airport is serviced by Qantas, Jetstar, Virgin Australia and Air New Zealand.

Sunshine Coast Airport celebrated a record breaking 1.85 million passengers in 2023 and a record January 2024, with more than 180,000 passengers passing through the terminal.

These incredible figures follow Sunshine Coast Council's investment of \$334 million in the construction of an award-winning new international runway, completed in June 2020.

The airport is a thriving gateway, becoming one of the fastest-growing airports in Australia, forecast to facilitate more than 2.1 million passengers by 2026, 2.6 million by 2030 and 3.5 million by 2040, representing a significant increase in visitation to the region.³

Airport

- 1 hour, 40 minutes to Sydney
- 1 hour, 50 minutes to Canberra
- 2 hours, 45 minutes to Adelaide
- 2 hours, 30 minutes to Melbourne
- 3 hours, 5 minutes to Auckland, New Zealand

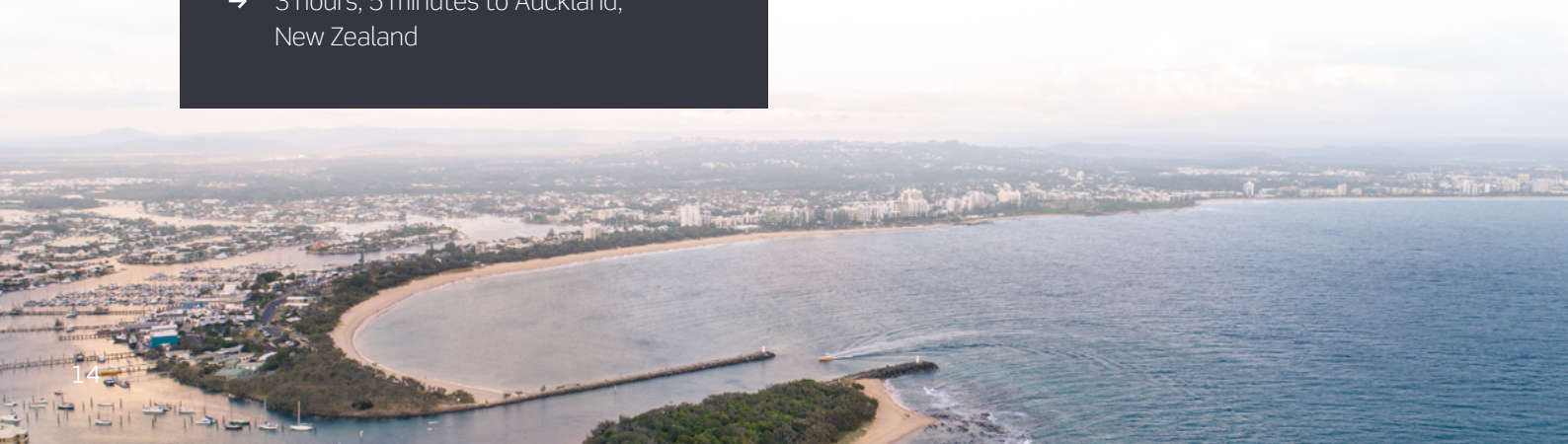
Road

The Bruce Highway (M1) acts as the spine through the region, connecting it with Brisbane and Moreton Bay to the south, Noosa and Gympie to the north and the hinterland to the west. The Sunshine Motorway and David Low Way connect Noosa with the towns and villages along the coastal corridor.

The region has benefitted (and continues to benefit) from multi-billion dollar State Government investment including an upgrade of the Bruce Highway from Caloundra Road to the Sunshine Motorway (completed in July 2021) and the Maroochydhore Road and Mons Road interchange (completed in June 2023). A planned future upgrade will widen the Bruce Highway to six lanes (three in each direction) between the Sunshine Motorway and Maroochydhore Road.⁴

Road travel on the Sunshine Coast (from Maroochydhore CBD)











- 25 minutes to Caloundra
- 30 minutes to Noosa
- 1 hour, 10 minutes to Brisbane International Airport
- 1 hour, 30 minutes to Brisbane CBD
- 2 hours to the Gold Coast



Visitation profile

The Sunshine Coast offers a perfect blend of outdoor adventure, natural beauty, cultural experiences and relaxation, making it a compelling destination for both Australian and international travellers.

The region is currently the second most visited region in Queensland (behind Brisbane). It is in the top five most visited tourism regions in regional Australia and welcomed more visitors than both Adelaide and Hobart in 2023.

-  Safe swimming beaches
-  Nature (UNESCO Biosphere)
-  Outdoor activities
-  Arts and cultural experiences
-  Sport, health and wellness
-  Major attractions
-  Retail and markets
-  Food and beverage
-  Craft breweries
-  Farmgate experiences
-  Adventure and wildlife encounters
-  Events and festivals



10,422,000

total visitors (2024)²

VISITOR GROWTH²

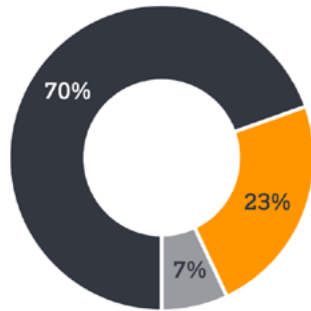
- ↑ Over 4 million domestic overnight holiday visitors
- ↑ 22.5% increase in domestic overnight expenditure over the last 3 years (3.8B in spend)
- ↑ 29.3% increase in international overnight visitor expenditure compared to 2019 (351m in spend)
- ↑ 21.1% increase in visitors from Asia compared to 2019

Domestic visitor nights (year ending September 2024)²

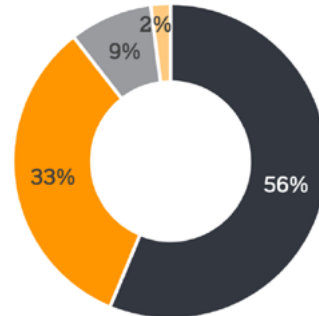
- 15,300,000 visitor nights
- 4 million domestic overnight visitors
- 5.3 nights average length of stay for domestic travelers

International overnight visitors (year ending September 2024)²

- 309,000 international overnight visitors
- 14.1 nights average length of stay
- 4,049,000 visitor nights

Overnight visitors by source market²

■ Intrastate ■ Interstate ■ International

Overnight visitors by purpose of visit²

■ Holiday ■ VFR ■ Business ■ Other

DRIVE MARKET OPPORTUNITIES

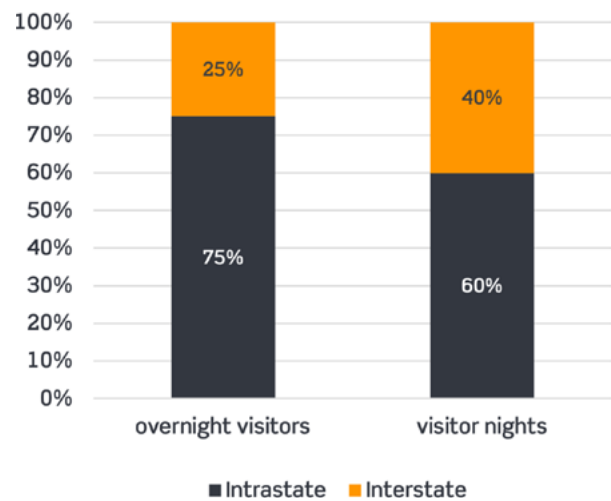
Intrastate visitors make up 72% of all domestic visitor nights.

Of these, 49% are from Brisbane and 25% from regional Queensland.

Strong opportunities exist for new hotel entrants to capture a slice of the South East Queensland drive market throughout the year.

The right product, at the right price point in the right location, will best capture these opportunities.

Domestic overnight visitation breakdown



■ Intrastate ■ Interstate



Current hotel supply and performance

85 total properties

3590 total rooms

10 hotels

1008 rooms

14 motels

236 rooms

57 serviced apartment properties

2345 units

NEW Holiday Inn Express and Suites

181 rooms

Opened May 2022

DEVELOPMENT PIPELINE

Opened May 2022

- Holiday Inn Express and Suites, Maroochydore

Under construction

- Avani Hotel Mooloolaba (180 rooms) (Minor Hotels)

Proposed

- The Esplanade Mooloolaba (139 rooms) (unbranded)
- The Holiday Inn Suites, Caloundra (160 rooms)
- Voco, Maroochydore (153 rooms)

Performance commentary

The Sunshine Coast continued to rebound following subdued visitation due to the COVID-19 pandemic. By the end of September 2024 the region had recorded more than 4.19 million domestic overnight visitors, with a record 15,054,000 nights booked, making the Sunshine Coast the second most visited region in Queensland.

The most recent Tourism Research Australia results also show that for the year ending September 2024, visitors to the Sunshine Coast generated a total overnight visitor expenditure of \$4.3 billion.²

\$4.9 billion

Total overnight visitor expenditure (Year ending September 2024)²



Future demand and opportunities

The Sunshine Coast will require 2150 new internationally branded and operated hotel rooms across nine properties and a further 300 boutique hotel rooms across six properties to meet forecasted demand between now and the Brisbane 2032 Olympic and Paralympic Games.

While there are clear and distinct opportunities to develop hotels that are more oriented to either the business or leisure markets, from a commercial sustainability perspective, the preference is for hotel operators to attract demand from a diverse range of visitor segments.



2450 hotel rooms needed

- 2150 internationally branded hotel rooms
- 300 boutique hotel rooms

What type of accommodation is required?

- Internationally branded, operated and managed hotels
- Range of hotel classes from upper-midscale (3.5 star) to upper-upscale (4.5 star)
- Business-oriented hotels
- Leisure-oriented hotels and resorts
- Lifestyle hotels
- Boutique hotels
- Large format hotels with high quality food and beverage, conference, leisure and spa and wellness facilities
- Hotels with diverse facilities located within easy walking distance of key commercial and leisure precincts

SHORT TERM PRIORITIES

- **Caloundra** | 284 rooms | Upper upscale | **FOR** Leisure, Business, MICE, Weddings, Celebrations
- **Glass House Mountains** | 60 rooms | Upper upscale - luxury | **FOR** Leisure, Celebrations, Corporate retreats, Weddings
- **Maroochydore** | 220 rooms | Upscale | **FOR** Business, MICE, Olympics, Medical
- **Mooloolaba** | 200 rooms | Upper upscale | **FOR** Leisure, MICE, Sport, Celebrations, Weddings
- **Central Hinterland** | 60 rooms | Upperscale - luxury | **FOR** Leisure, Celebrations, Corporate retreats, Weddings, Special interest

MEDIUM TERM PRIORITIES

- **Coolum** | 220 rooms | Upper upscale - luxury | **FOR** Leisure, MICE, Sport, Celebrations, Weddings
- **Eumundi** | 60 rooms | Upper upscale - luxury | **FOR** Leisure, Celebrations, Corporate retreats, Weddings, Special interest
- **Maroochydore Convention Centre** | 325 rooms | Upper upscale | **FOR** MICE, Business, Celebrations
- **Sunshine Coast Airport** | 180 rooms | **FOR** Business, Olympics, MICE, Leisure
- **Bokarina/Kawana Waters** | 180 rooms | Upscale | **FOR** Health, Sport, Education, Business

LONG TERM PRIORITIES

- **Caloundra** | 180 rooms | Upscale | **FOR** Leisure, Business, Celebrations, MICE, Weddings
- **Sippy Downs** | 180 rooms | Upscale | **FOR** Business, MICE, Education
- **Buderim/Central Hinterland** | 60 rooms | Upper upscale or luxury | **FOR** Leisure, Celebrations, Corporate retreats, Special interest, Weddings

Investment opportunities - Business visitor market



Business visitors to the Sunshine Coast help to diversify the market mix away from leisure travellers. This higher spending cohort generates year-round demand and helps to boost mid-week occupancy. Business travellers expand revenue streams through MICE and are often repeat visitors who promote the destination or return as leisure visitors.

The existing limited supply of suitable corporate-oriented hotel accommodation is a significant limitation for the overnight business visitor market. A shortage of large-scale upper upscale and luxury conference hotels limits the size and calibre of events the region can attract.

Opportunities exist for full-service, internationally branded hotels featuring business-friendly amenities such as meeting rooms, high-speed internet and 24 hour business centres.

Locations

- Maroochydore
- Caloundra
- Sippy Downs
- Nambour

Hotel opportunities

- New internationally branded and operated business-oriented hotels in existing, revitalised and expanding commercial precincts.
- Upscale, upper upscale and luxury hotels with business visitor-oriented amenities.
- Hotels with sizeable conferencing and event facilities.
- Demand for full-service hotels is expected to intensify.

Key demand drivers

- Diversified industry attraction strategy means more businesses are choosing to establish on the Sunshine Coast.
- Development of Maroochydore City Centre is expected to accommodate 15,000 new workers over the life of the project.
- The strong leisure appeal of the Sunshine Coast offers the potential to capitalise on the growing bleisure (business and leisure) market.
- Ongoing delivery of Sippy Downs Town Centre Precinct.
- Strong support to fast-track the development of Sunshine Coast Exhibition & Convention Centre in Maroochydore's City Centre.

PRIMARY SOURCE MARKETS

- Business or corporate travellers
- MICE travellers
- Business people attending skills development training
- Developers and prospective investors
- Bleisure travellers



Investment opportunities - Leisure and VFR visitor markets

Leisure visitors are significant generators of direct and indirect economic impact through spending on accommodation, dining, transport, attractions and retail. Internationally branded and managed hotels also have an important part to play in bidding, securing and hosting large, multi-day events.

The region currently offers few full-service hotels to satisfy overnight visitors seeking a hotel (as opposed to a self-catering apartment) experience. A lack of wedding and event venues limits opportunities to attract the VFR market while there are limited luxury and upper upscale hotels to meet the needs of the high-value traveller (HVT) market.

Locations

- Mooloolaba
- Caloundra
- Maroochydore
- Kawana
- Maleny/Montville
- Peregian Beach
- Coolumb Beach

Hotel opportunities

- New full-service hotel experiences delivered by internationally operated hotels with a strong track record of consistent service and a globally recognised brand.
- Convert a portion of the region's two million annual leisure and VFR day visitors into overnight visitors.
- Capitalise on the recent expansion of aviation routes at Sunshine Coast Airport.
- Hotels with sizeable function, event and wedding facilities or destination wedding hotels.

Key demand drivers

- Ongoing investment in new tourism products and experiences.
- Strong regional population growth.
- The growing popularity of boutique, lifestyle and affordable luxury hotels.
- Ongoing delivery of the Sunshine Coast Major Events Strategy 2018-2028 (2023 refresh) will continue to strengthen the region's reputation as a sports event destination.
- Council also encourages major events to be held during off-peak periods to create consistent visitation.
- Award winning destination marketing managed by Visit Sunshine Coast with Sunshine Coast Council support.
- The Maroochydore City Centre will be transformed with new sports infrastructure, including a new integrated Athlete Village, arena and cultural precinct.
- The development of new sports infrastructure ahead of the Brisbane 2032 Olympic and Paralympic Games will enable the region to diversify its sports offering.
- Ongoing delivery of the Caloundra Town Centre Revitalisation Plan.

PRIMARY SOURCE MARKETS

- High-value travellers (HVT)
- Experience seekers
- Independent travellers
- Family market
- Short-break leisure visitors
- Special interest visitors (eg. nature-based and culinary tourists)
- VFR visitors
- Event and festival attendees

Investment opportunities - Education visitor market

Education visitors typically stay for extended periods, allowing them to explore the area, engage in tourism activity and contribute to the local economy. Accommodation located near universities, colleges or research centres is more convenient for educational tourists.

There are currently no hotels within an easy walk of University of Sunshine Coast (UniSC) to capture education-related demand. Minimum night stay requirements, especially during the peak season while some students are still in class, are often cost-prohibitive and accommodation not readily available.

Many education tourists are students or researchers on a tight budget who require affordable accommodation such as economy and mid-scale hotels, extended stay options and fully furnished rooms.

Locations

- Maroochydore
- Sippy Downs

Hotel opportunities

- Offering the right type of accommodation in the right location and at the appropriate price-point to support growth in overnight demand from education-related visitors.
- Hotels offering extended stay options or furnishing rooms to suit students staying for a semester or academic year.
- Hotels that can accommodate group bookings for study or research tours, including common areas for collaboration.

Key demand drivers

- The region is home to 83,000 students across UniSC, two TAFE campuses and more than 400 RTOs.⁶
- Demand for education industry services by Sunshine Coast residents is predicted to grow by up to 50% between 2013 and 2033.
- Increased interest in national and international education-related conferences and seminars as the education sector grows.
- Growing international audience with need for more hotels to satisfy VFR travellers.



PRIMARY SOURCE MARKETS

- Visiting lecturers and professors
- Conference and seminar attendees
- Students and prospective students
- Visiting friends and relatives of students



Investment opportunities - Health and medical visitor market



Health tourists are typically high-yielding as they spend significantly on medical treatments, accommodation, transport and other related services. They often require longer stays for medical procedures and recovery which can lead to higher occupancy rates.

With the exception of the 81-room Mercure hotel at Kawana Waters, there is no full-service visitor accommodation within easy access to the Sunshine Coast's hospitals and large medical facilities. Many self-catering apartments lack the accessibility requirements needed for travellers with mobility challenges.

The primary consideration for medical tourists is proximity to the medical facilities where they are receiving treatment.

Locations

- Birtinya
- Kawana Waters
- Maroochydore
- Nambour

Hotel opportunities

- Sunshine Coast Health Precinct and Health Hub offer clear opportunities to develop as a destination for medical tourism for both national and international visitors from a variety of niche segments.
- Tap into the health and wellness tourism industry.

Key demand drivers

- Established academic credentials supported by UniSC, Sunshine Coast Health Institute and UniSC Thompson Institute.
- The opening of Maroochydore Private Hospital will further cement the region's presence in healthcare, research and innovation.
- Continued growth in the healthcare sector, already the region's largest employer.
- Hotel accommodation leveraging increased activity around the Maroochydore Private Hospital (currently under construction) which will accommodate medical and teaching staff and be a centre for surgical research and innovation.

PRIMARY SOURCE MARKETS

- Pre and post-operative outpatients and their carers
- Visiting doctors, specialists and medical suppliers
- Medical-related meetings, training seminars and conferences

Key drivers of demand

Leisure

The majority of Sunshine Coast visitors are holidaymakers. The domestic overnight holiday visitor market has achieved a 13.1% increase in the past three years and a 17% increase compared to December 2019. There were 2.58 million domestic overnight holiday visitors for the year ending September 2024.²

Sunshine Coast is a product and experience-rich region. Ongoing investment in new tourism products and experiences provides new reasons to visit and helps to stimulate repeat visitation.

A new international runway and increased routes at Sunshine Coast Airport will see increased visitation from new domestic and international markets.

VFR (visiting friends and relatives)

The anticipated growth in population over the next 20 years means the VFR sector will continue to be an important generator of visitation to the region. The domestic overnight VFR market has achieved a 8.4% increase in visitors over the past three years, with 1.27 million domestic overnight VFR visitors for the year ending September 2024.²

A rapidly increasing population has the potential to fuel demand for social functions like private events and weddings, presenting opportunities to stimulate overnight accommodation.

Events and festivals

The Sunshine Coast has well-established credentials in hosting a diverse events and festivals calendar. Iconic and popular events such as Horizon Festival, The Curated Plate food festival and a multitude of sporting events are attracting national and international audiences.

The development of internationally-branded and operated hotels will have an important part to play in bidding for, securing and hosting large-scale, festival-style events.

Business

The Sunshine Coast market is one of the more competitively priced office markets in Australia, with net face rents and capital values one of the most affordable on the east coast.

Demand for hotel accommodation is expected to intensify in existing and expanding commercial hubs (Maroochydore, Caloundra, Sippy Downs) and business, industrial, education and health-related precincts.

The strong level of pent-up demand for suitably corporate-oriented hotel accommodation from the day business visitor market is a strong market opportunity, as is the opportunity to stimulate demand from the business events market.

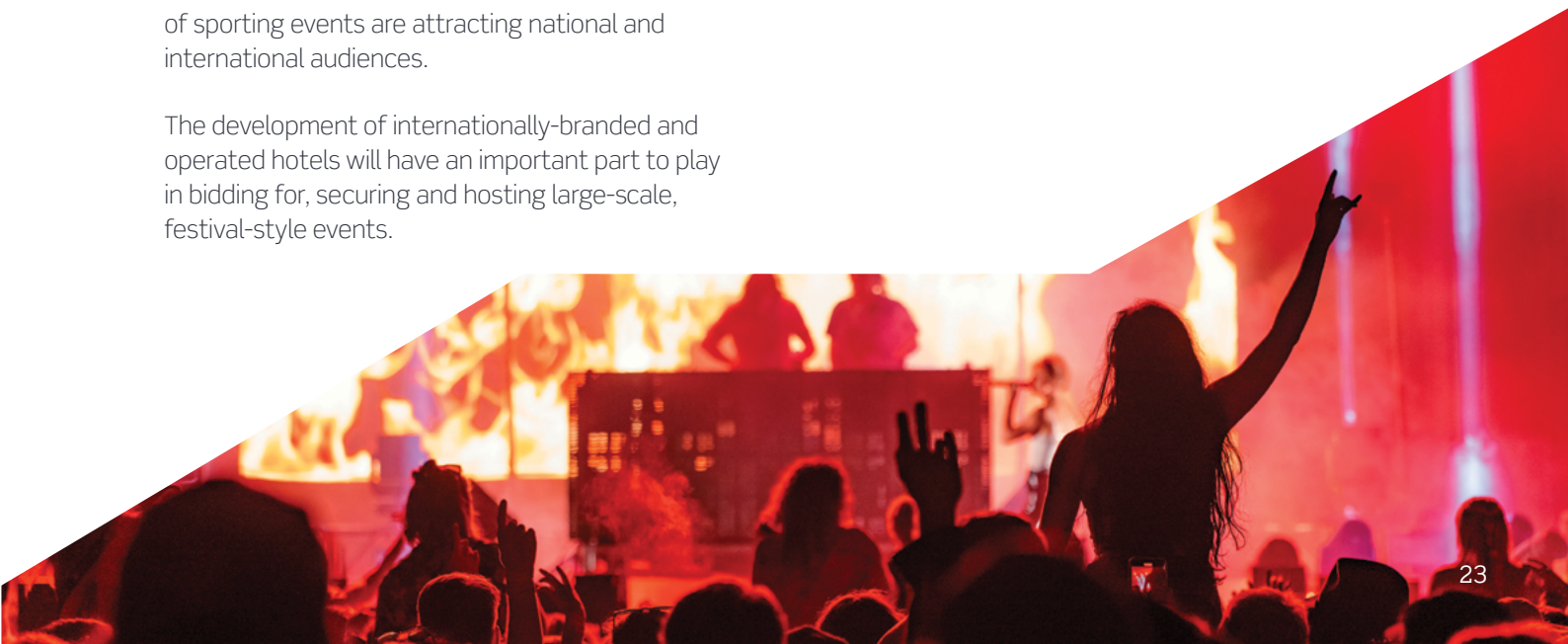
MICE (meetings, incentives, conferences and exhibitions)

The current conference venue infrastructure within the region presents limitations on the potential size of events, as does the lack of luxury, upper upscale, internationally-branded hotels to accommodate delegates.

Additionally, the high proportion of self-catering accommodation (approximately 65% of all commercial rooms) is a limitation when attracting sizeable, high-calibre events.

Business Events Sunshine Coast reportedly loses MICE market business to other destinations due to these limitations and high pricing driven by demand for minimum stays.

The development of high quality, internationally-branded hotels with sizeable conference and event space provides significant potential to attract pent-up demand for MICE-related business.





Sports tourism

The Sunshine Coast regularly hosts several major events and competitions including The Aussies (Australian Surf Life Saving Championships), Ironman 70.3 Sunshine Coast, Mooloolaba Triathlon, NRL qualifying finals and Women's State of Origin.

The combination of the region's high-quality sports facilities and accessibility to more than four million people residing within a two-hour drive makes it a popular destination for sports events of all kinds.

The University of the Sunshine Coast is Australia's only university accredited by the Australian Institute of Sport. The Sports Hub Sunshine Coast offers a range of high-performance sports, training and allied health services.

The Brisbane 2032 Olympic and Paralympic Games will see the Sunshine Coast take an active role as Co-Host City with events across multiple venues. Maroochydore City Centre will be transformed with a new integrated Athlete Village, arena and cultural precinct.

Other proposed venue improvements include a major expansion of the Sunshine Coast Stadium and a significant upgrade to the Sunshine Coast Mountain Bike Centre.

The Stadium is a well-established venue for rectangular sports and will be expanded from 1046 to 10,680 permanent seats so it can better host major sporting, recreational and entertainment events.

The Stadium upgrade will support growing demand for a high calibre sporting venue on the Sunshine Coast, bolstering its use case for community and sporting organisations, including the NRL.

Meanwhile, the upgraded Mountain Bike Centre will enhance facilities and trails, meeting growing demand for nature-based recreation. It will also drive increased tourism and training opportunities across the region.

Sports tourism generates significant accommodation demand from diverse audiences, from school groups to elite and professional athletes.

The lack of suitably scaled and internationally-branded hotel accommodation means the region is losing opportunities to bid for large-scale events.

Health Precinct

The health industry is the Sunshine Coast's largest employer and the region has seen significant investment in a major health precinct over the last decade.

Potential exists to generate room night demand from a variety of health-related segments.

- Pre and post-op outpatients (and their carers)
- Visiting doctors, specialists and medical suppliers
- Medical-related meetings, training seminars and conferences

A new \$100 million surgical and teaching hospital in the Maroochydore CBD, has the potential to generate further health and education-related demand.

Construction began on the Maroochy Private Hospital in September 2023 and is expected to open its doors in the first quarter of 2026.

Education

The University of the Sunshine Coast is one of Australia's fastest growing universities, with around 12,330 students enrolled across its Sippy Down campus, Sunshine Coast Health Institute and USC Thompson Institute.

In 2019 Griffith University's School of Medicine and Dentistry established a Doctor of Medicine program at the Sunshine Coast Health Institute.

Collectively, these institutions and the ongoing investment in tertiary education across the region will stimulate demand for overnight accommodation from:

- Prospective students
- VFR of enrolled students
- Visiting lecturers and professors
- Education-related conferences and seminars





Impact of the Brisbane 2032 Olympic and Paralympic Games

The Sunshine Coast proudly stands as a Co-Host City for the Brisbane 2032 Olympic and Paralympic Games. The region is set to host nine premier events and will feature a newly developed, 1,400-bed Athlete Village in a transformed Maroochydore City Centre - a vibrant precinct that will integrate athlete accommodation, an arena and cultural facilities, ensuring a lasting legacy beyond the Games.

While most spectators at any Olympic Games are domestic, it is assumed by host nations that there will be a substantial influx of international and corporate incentive visitors and that these visitors will saturate the hotel market for the 18 nights of the event.

The Olympic Games competition will showcase a diverse range of events - including marathon, race walk, road and mountain bike cycling, kiteboarding, football and basketball - while also hosting the Paralympic marathon and cycling events. These competitions will provide a global stage to highlight the Sunshine Coast's rich tourism experiences, from its stunning coastal landscapes to its dynamic cultural offerings.

Development of new hotels will support the region's growing sports tourism industry to meet current and future anticipated demand from all sports events, in addition to the 8-10 week Olympic event.

Direct Olympic visitors

Accommodation demand will be drawn from a large number of people who are directly involved with the Olympic Games. While athletes and team officials will mainly be accommodated at the Olympic Village, other participants needing accommodation may include sponsors, guests of sponsors, media and relatives of participants.

- These visitors are reasonably constant in their attendance regardless of where the Games are held and stay for the entire duration.
- The total size of this Olympic family is estimated to be between 55,000 and 70,000 visitors.
- The accommodation requirement will be up to 1 million nights evenly distributed over the 18-night event, with approximately 40,000 to 60,000 rooms per night.
- In addition to the Games schedule, there is also a requirement for room nights pre and post-Olympics.
- Largely corporate in behaviour, direct visitors exhibit a high preference for internationally branded and operated full-service hotels, mainly occupy single rooms and require various standards of accommodation (eg. midscale through to luxury hotels).

Indirect Olympic Games visitors

Indirect visitors include domestic and international visitors who watch the Games as spectators. This includes international visitors who come to spectate a particular sport, patriots who come to support their national athletes and Olympic enthusiasts who come to experience the Games.

While the total numbers fluctuate from day to day and from city to city depending on the schedule, their total number is expected to be nearly double those of the "Olympic community".

GAMES DEMAND

Research shows that to accommodate just 5% of the total number of rooms required by the Olympic Community (49,920 rooms), an additional 1155 internationally branded and operated rooms are needed.



Artist impression

Never a better time

The Sunshine Coast boasts one of Australia's leading regional economies, having almost doubled its gross regional product during the last decade to \$23.73 billion.

The region's population is estimated to increase by nearly 3% annually to 2041 to reach over 500,000.

Greenfield CBD

Foundation Place, the CBD's first commercial office development, was officially opened in 2020, followed by the 10-storey Sunshine Coast City Hall in 2022 and the 5-storey A1 commercial building in 2023.

When complete in 2035, the CBD will become the major service centre for a population catchment of more than 1.5 million people, home to more than 15,000 permanent jobs and inject more than \$4.4 billion into the local economy.

In addition, the 2032 Delivery Plan will see the Maroochydore CBD transformed with an integrated Athlete Village, arena and cultural precinct - further energising the region and establishing a dynamic hub for sports, culture and community connection.

Diversified economy

The region's \$23.73 billion economy is growing at three times the average annual rate of Australia's, showing increased diversification of the region's economic base. Strong year-on-year economic growth is also evident with an average increase of 5.7% from 2020 to 2023, compared to Australia's growth of 2.3% for the same period.

Public transport project

The Sunshine Coast public transport project aims to provide a sleek and modern rapid transit system as the backbone of the region's future public transport network and connect the region's key leisure, business, health and education hubs.

As a centerpiece of this initiative, 'The Wave' will introduce a direct rail link from Beerwah to Birtinya, seamlessly integrating a metro hub that connects to the Sunshine Coast Airport through Maroochydore - further enhancing regional connectivity.

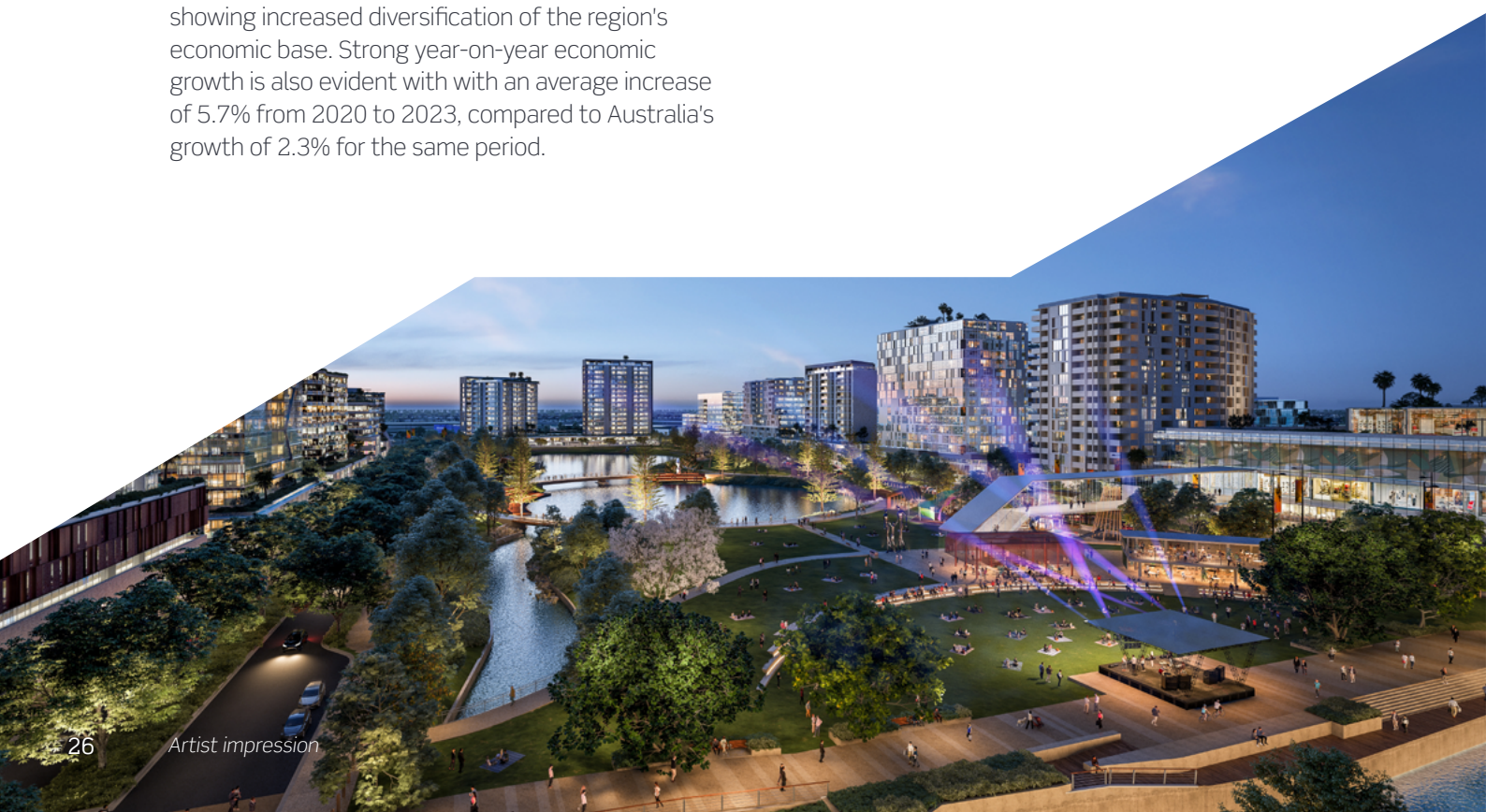
A highly accoladed destination

The Sunshine Coast was announced as the third most loved destination on the planet, according to the 2023 Tourism Sentiment Index.

Airport masterplan

An international runway was completed at the Sunshine Coast Airport in July 2020. A project to double the size of the airport terminal and improve passenger experience is expected to begin in 2024 and is due for completion in early 2027.

Future investment will be guided by the Sunshine Coast Airport Master Plan 2040, a blueprint to shape the future of the airport to meet the needs of a thriving region.





New tourism products

Existing, planned and proposed million-dollar investments in new visitor attractions, products and experiences will continue to stimulate visitation, visitor spend and demand for overnight accommodation.

Examples include Surf Parks Australia, Palmview Cultural Ecovillage, Pelican Waters Marina, Australia Zoo and Crocodile Hunter Lodge, and Aussie World.

Additionally, the Horizon Festival stands out as a flagship event, showcasing the region's vibrant arts and culture scene to attract visitors both nationally and internationally.

Place enhancement

Multi-million-dollar investment in streetscape beautification, placemaking and revitalisation of existing precincts will elevate visitor experiences and create vibrancy and sustainable commercial opportunities.

Brisbane 2032 Olympic and Paralympic Games

The Sunshine Coast will play a key role in the Brisbane 2032 Olympic and Paralympic Games which will raise the profile of the region on the global visitor map.

Maximising this opportunity, however, will necessitate the development of more internationally-branded hotels both during and after the Games.

Investment support

If you are looking to investigate hotel opportunities further or expand your brand presence on the Sunshine Coast, a Sunshine Coast Council investment specialist would be delighted to meet and discuss these opportunities with you.

Sunshine Coast Council can support your hotel development in a variety of ways.

- Providing you with incentives to support your development.
- Providing you with access to market data, demand studies and industry insights to help you make informed decisions.
- Assisting you with links to tertiary education facilities to help access apprentices and workers across the hospitality sector.
- Providing you with support for upgrading or repurposing buildings for hotel use.
- Helping you to find the right site/location.
- Helping you to identify partners and local developers who have an intimate knowledge of the Sunshine Coast and who have proven capabilities in delivering highly successful projects in the region.
- Facilitating introductions to council's planning team to help you in securing approvals for your development.
- Making introductions and connections with government and industry bodies.

Reference list

1. Queensland Accommodation Report January 2023
2. Sunshine Coast Regional Snapshot, Tourism and Events Queensland, year ending September 2024
3. Sunshine Coast Airport soars to new heights as it celebrates record passenger growth, Sunshine Coast Airport, 1 September 2023
4. Bruce Highway Upgrade-Sunshine Motorway to Maroochydore Road, Department of Transport and Main Roads, 21 November 2023
5. Sunshine Coast hotel market: 10-year outlook, Tourism and Hospitality Services AustralAsia, November 2023
6. Study Sunshine Coast

Innovate

Where innovation thrives

The Sunshine Coast is a tech-savvy region with a reputation for innovation. Businesses are supported by a strong entrepreneurial, collaborative and digitally oriented ecosystem.

The region is recognised as a place where world-first ideas flourish, innovation thrives and startups prosper.

Accelerators, coworking spaces, incubator events and meetups foster a culture of collaboration and partnerships that develop fresh perspectives and solve problems.

Innovation in action

Many businesses on the Sunshine Coast have continued to adapt and innovate despite the challenges and impact of the COVID-19 pandemic.

REDIROOM

A ground-breaking patient isolation technology developed on the Sunshine Coast and helping to save lives across the world was named one of TIME magazine's Best Inventions of 2022.

Rediroom is a mobile, single patient isolation room that can be installed in five minutes. It addresses a global shortage of healthcare isolation spaces, equipping hospitals to rapidly respond to outbreaks of infectious diseases.

INNOVATION EXCELLENCE

Top7 Intelligent Communities of the Year

2023 | 2022 | 2020 | 2019

Smart21 Communities of the Year

2023 | 2022 | 2021 | 2020 | 2019
| 2018 | 2017 | 2015 | 2014





Innovation highlights



The Sunshine Coast has been selected as the location for a new national organisation aimed at protecting the nation against cyber criminals. The **Critical Infrastructure – Information Sharing and Analysis Centre (CI-ISAC)**, has started operations from Maroochydore.



Sunshine Coast Tech Industry Alliance (SCTechIA) has been established to provide ICT businesses with an opportunity to collaboratively drive industry growth and leverage the Sunshine Coast's digital infrastructure.



Australia's fastest growing food industry group, **Food and Agribusiness Network (FAN)** connects and grows the region's food and agriculture businesses by creating a culture of collaboration, accelerating innovation and promoting trade.



Sunshine Coast Creative Alliance connects the dots between creative thinkers, businesses, places, supporters, target markets, audiences and key stakeholders. It supports creative enterprise and artistic expression as catalysts for innovation, culture and regional identity.



Silicon Coast has almost 2000 members and is the leading representative body for entrepreneurship, innovation and technology on the Sunshine Coast. The group aims to ignite collaboration, facilitate introductions and share knowledge.

Click or scan the QR for more Sunshine Coast innovation stories.



46%

Sunshine Coast businesses say they have implemented new to the firm innovations

29%

Sunshine Coast firms introduced new to the industry product innovations

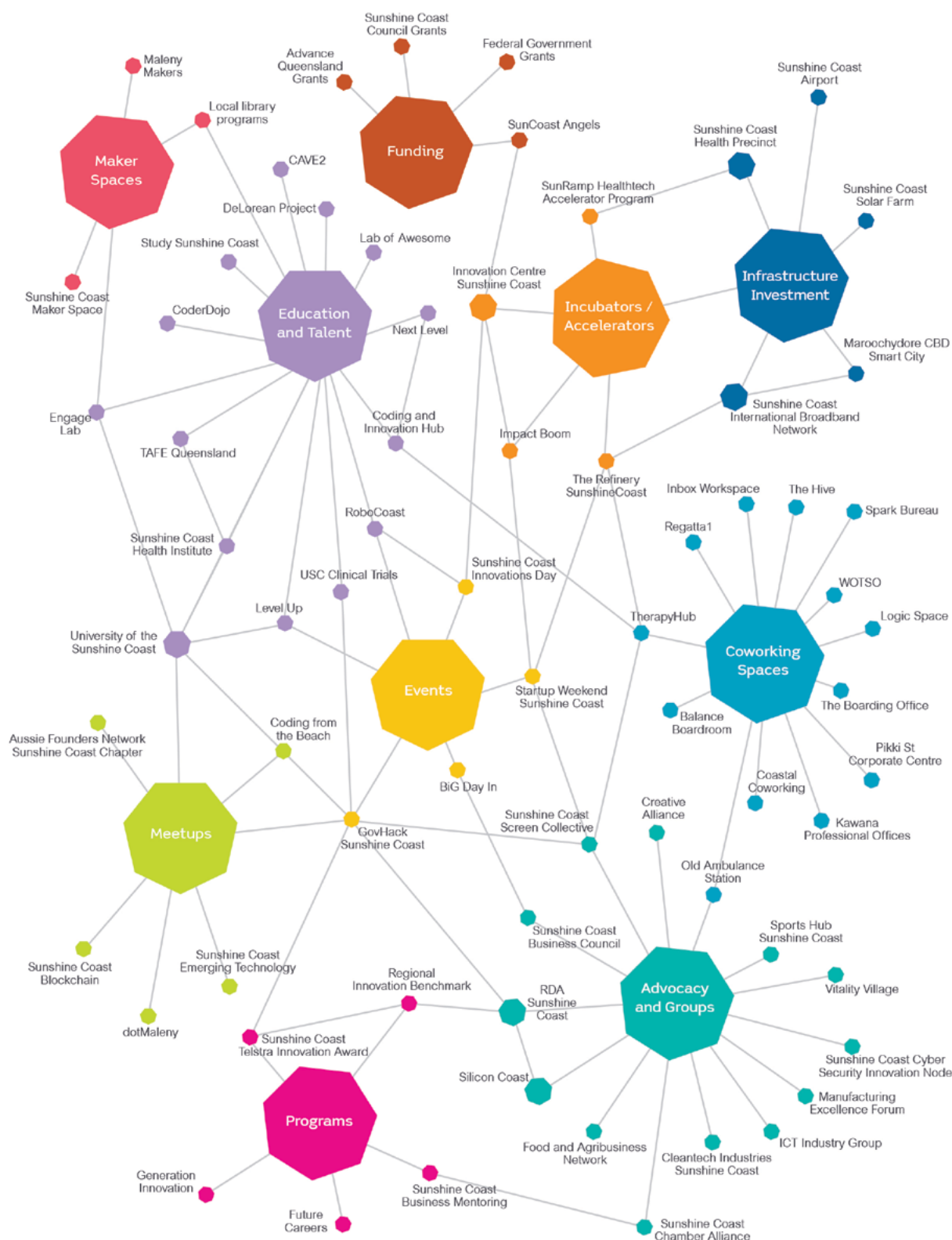
90%

Innovators report embracing digital business practices, using an innovation strategy, website and e-commerce

Source: Queensland Regional Innovation Benchmark Report 2021

The Sunshine Coast boasts a community of like-minded people who swiftly embrace new businesses and enthusiastically welcome new entrepreneurs. That community is known as the Sunshine Coast Innovation Ecosystem.

Sunshine Coast Council has developed a visual representation of the ecosystem to represent its interconnected and dynamic nature.



High value industries

Sunshine Coast Council has a 20-year blueprint for developing a prosperous, high value economy.

Key pathways to achieve economic development goals by 2033 (see page 6) include investment and growth in high value industries, innovation and entrepreneurship.

Sunshine Coast Council has identified seven high value industries to support economic growth and facilitate new investment opportunities, along with six key and emerging economies.

Businesses in these high value industries and emerging economies are at the forefront of innovation in the region. It's within these industries that local, domestic and global businesses can look for investment opportunities on the Sunshine Coast.



Aviation and aerospace
Where smart businesses are taking off



Health and wellbeing
A wealth of health opportunities



Clean technologies
Innovators for the environment



Food and agribusiness
A land of opportunity



Tourism, sport and leisure
A world-class destination



Knowledge industries and professional services
The smart place for business



Education and research
The smart place for living and learning



Aviation and aerospace

Where smart businesses are taking off

The Sunshine Coast provides exciting and diverse opportunities in the Australasian aviation and aerospace market and is already home to a thriving aviation industry.

The region has two key aviation and aerospace precincts providing a unique competitive advantage of complementary investment opportunities.

SUNSHINE COAST AIRPORT

Sunshine Coast Airport Master Plan provides prime airside and landside development opportunities for smart and innovative aviation businesses and related facilities.

The airport's international runway has elevated the facility to a world-class, fully-serviced aviation precinct.

The expanded airport is providing more ways for businesses to thrive, such as:

- Increased domestic and international routes
- Prime airside and landside development opportunities
- New freight facilities for Sunshine Coast agribusinesses and producers

CALOUNDRA AERODROME

The newly established Caloundra Aerospace Park - a 6.3 hectare precinct within the aerodrome - serves as a dynamic hub in South East Queensland's aviation network. This innovative development offers prime airside and landside opportunities for aviation and aerospace businesses, including maintenance and advanced manufacturing.

Caloundra Aerodrome is an important aviation facility for general aviation and a fast-growing Australian

Image: HeliMods mission ready aircraft

regional airport. Primarily catering for light aircraft operations, the aerodrome supports 40,000 aircraft and helicopter movements each year.

The aerodrome is a vital cog in south east Queensland's general aviation network and is ideally placed to play an important role in the aviation industry's development.

Demand for aviation and aerospace leaders

- Sunshine Coast Airport (SCA) is one of Australia's leading regional airports and a focal point for passenger traffic and medium to larger scale businesses
- SCA provides prime airside and landside sites for aviation-related businesses as well as world class facilities and best practice infrastructure solutions
- Substantial opportunities exist at SCA to develop domestic and international flight services as well as aviation and aerospace industries
- Caloundra Aerodrome accommodates a diverse range of highly rated businesses, catering for the needs of light aircraft operations on the Sunshine Coast

Opportunities

- Flexible airside sites are available for maintenance and repair organisations, hangarage or other aviation support industries
- Landside sites are available for aviation training and other aviation support industries
- Sites are now available for long-term lease, with flexibility in block size
- Airside and landside sites suitable for development opportunities



Health and wellbeing

A wealth of health opportunities

Is your health business looking for opportunities to grow?

The health and wellbeing industry is booming on the Sunshine Coast, propelled by the \$5 billion Sunshine Coast Health Precinct, which is Australia's largest health infrastructure project currently being developed.

Add an ideal climate and natural environment and you have the ideal location for clever health-related businesses.

Emerging opportunities

Key capital investment projects are changing the face of the Sunshine Coast and paving the way for a stronger economy.

Emerging opportunities include:

- Research centres of excellence
- Wellness in aged care: programs, research, education, technology and facilities

MAROOCHY PRIVATE HOSPITAL

The Maroochy Private Hospital is a \$100 million development in Maroochydore's greenfield CBD, offering multiple surgical specialties and multi-disciplinary healthcare services.

It will feature six operating theatres and luxurious inpatient accommodation, and has acquired a 4-star green certification integrating sustainable design elements, aligning with the Sunshine Coast's vision for sustainability.

World-class healthcare facilities

SUNSHINE COAST MIND AND NEUROSCIENCE THOMPSON INSTITUTE

Provides a clinical, research and teaching facility focusing on mental health and neurological diseases.

VITALITY VILLAGE

This integrated community health space in the Sunshine Coast Health Precinct, links community service providers, industry leaders and change-makers for collective impact.

UNIVERSITY OF SUNSHINE COAST (UniSC) CLINICAL TRIALS CENTRE

A world-class clinical trials centre working to advance healthcare outcomes and improve access to cutting-edge medicine.

SUNSHINE COAST HEALTH INSTITUTE

A dedicated education, training and research facility.

FAST, HEALTHY FACTS

- The health industry is the Sunshine Coast's largest employer
- \$1.8 billion Sunshine Coast University Hospital
- \$150 million Sunshine Coast University Private Hospital
- \$60.8 million Sunshine Coast Health Institute
- \$830 million masterplan development adjacent to the Sunshine Coast Health Precinct





Clean technologies

Innovators for the environment

Become part of a region that is leading the way in clean technologies.

With a 20-year blueprint for sustainable economic development and one of the highest concentrations of clean technology businesses in Australia, the Sunshine Coast is the ideal location for clean technology and clean energy pioneers and innovators.

Demand for clean technology solutions

The Sunshine Coast's fast-growing economy and increasing population is generating demand for clean technology solutions.

University of the Sunshine Coast (UniSC) hosts the Sustainability Research Centre, providing access to contemporary research that supports the growth of the clean technologies industry.

The Sunshine Coast Airport is the first and only Australian airport to achieve and retain Level 3+ Neutrality under the Airport Carbon Accreditation program.

Sunshine Coast Council is Australia's first local government to offset its entire electricity consumption across all its facilities and operations from renewable energy generated at the 15MW Sunshine Coast Solar Farm (pictured below).

GreenX Talks conference

Last held on the Sunshine Coast in March 2023, the GreenX conference brings together business leaders, sustainability experts, innovators and educators with the common aim of making sustainability easier to implement in businesses and organisations.

Cleantech Sunshine Coast

The region is home to one of Australia's only dedicated clean technologies business associations, Cleantech Industries Sunshine Coast, which connects, educates, informs and celebrates, Sunshine Coast businesses that are on the sustainability journey.

Smart cities

Digital and clean technology solutions support local business growth and attract foreign investment. With digital in its DNA, smart opportunities abound with the international broadband network, Smart City Framework and a dedication to innovation.

FAST, CLEAN FACTS

- \$228 million industry value
- 150+ businesses
- 1500 jobs
- 7+ hours of sunshine, 300 days per year
- Caloundra ranked #3 rooftop solar postcode in Australia in 2022





Food and agribusiness

A land of opportunity

The Sunshine Coast is one of Australia's most dynamic locations for new food and agribusiness investment opportunities.

Located just over one hour's drive from Brisbane, the region has easy access to ports, airports, major road networks and rail.

Demand from Asian markets for local niche artisan produce continues to grow, particularly with our continued free trade agreements which include Singapore, Korea, Japan, and China.

Why the Sunshine Coast?

The Sunshine Coast offers favourable sub-tropical climate, rich soils, clean water and some of the world's highest food safety and security standards, ideal ingredients for innovators seeking investment opportunities in agribusiness and food.

A winning combination of location advantages, lower cost of doing business, economic resources and government support makes it a prime location for agribusiness in Australia, home to a growing number of food and agribusiness innovators and entrepreneurs.

Sun, soil and a subtropical climate

Productive soils nurtured by a subtropical climate with high rainfall and more than 300 days of sunshine each year.

Recognised as one of Australia's most pristine sustainable environments that regularly produces high quality product for national and international markets.

Strong innovation culture and an experienced agribusiness workforce.

Range of programs for companies wanting to export, including networking events, Sunshine Coast Export LinkedIn Group, workshops and introductions to export specialists.

FAST FACTS

- \$925 million+ industry value
- 16.2% increase since 2019
- 900+ businesses
- 5000+ jobs
- Australia's fastest growing food industry group: Food and Agribusiness Network (FAN)
- Strong focus on innovation



WALKER SEAFOODS

Walker Seafoods Australia is a Marine Stewardship Council (MSC) certified tuna company that supplies to some of the most prestigious restaurants in the country.

2021 State Winner, Delicious Produce Awards for MSC Certified Bigeye Tuna.

2019 and 2018 Gold Medals, Delicious Produce Awards for MSC Certified Swordfish.



Tourism, sport and leisure

A world-class destination

The Sunshine Coast is one of Australia's top tourism markets.

The region's natural assets combined with designated tourism investment areas and national-standard sporting facilities mean excellent opportunities for tourism, sport and leisure businesses.

The tourism industry is represented and promoted by Visit Sunshine Coast (VSC), a membership based destination marketing organisation.

#3 most loved destination in the world

2023 Tourism Sentiment Index

Major events and event tourism

- The Sunshine Coast has long been a proven destination for event promoters, participants, their families and friends.
- All kinds of major events can be accommodated along the beaches, roads, pathways, stadiums and venues.
- As the region continues to grow, the Sunshine Coast Airport will be adding new domestic and international routes.
- Sunshine Coast Council invests strategically and financially in major events that attract tourists during the low seasons and generate media and brand exposure.
- Sponsorship of major events is open all year round.

BRISBANE 2032 OLYMPIC AND PARALYMPIC GAMES

With a strong reputation for hosting major sporting events, the Sunshine Coast has been chosen as a Co-Host City to some amazing events as part of the Brisbane 2032 Olympic and Paralympic Games. Sports will include Marathon, Cycling (road and mountain biking), Football, Kiteboarding and Basketball.

Key venues include the expanded Sunshine Coast Stadium and the upgraded the Sunshine Coast and the upgraded Mountain Bike Centre.

A satellite Olympic Village will also be developed in the heart of Maroochydore's CBD, along with an arena and cultural precinct, which will integrate with broader infrastructure upgrades to benefit the region long-term.

GOOD TO KNOW

The \$8 million Crocodile Hunter Lodge at Australia Zoo opened in June 2022.

Surf Parks Australia gained approval to build a world-class wave pool at Glass House Mountains, including a wellness centre, paddock to plate food and beverage, learn to surf classes and surf coaching.

An \$8 million upgrade to the Convention Centre at Novotel Sunshine Coast Resort has expanded capacity to 1400 delegates.

A \$9 million redevelopment of the UniSC Stadium has expanded its capacity to 3000.





Knowledge industries and professional services

The smart place for business

The Sunshine Coast is a tech-savvy region with a reputation for innovation. The region is home to a wide range of knowledge-based businesses and is regarded as one of Australia's Smart Cities and a national hub for entrepreneurs.

Knowledge and professional service businesses are well supported by a strong entrepreneurial, collaborative and increasingly digitally oriented ecosystem.

Sunshine Coast business investment opportunities

The Sunshine Coast is being positioned as a leading location for innovation, entrepreneurialism and creativity, underpinned by its connectivity with the global economy and supported by a community which can experience an array of opportunities locally.

The knowledge sector currently provides approximately 21,400 jobs, with employment growth in managerial and professional services expected to exceed 135% over the next 20 years.

Investment in co-working centres, maker spaces and business accelerators drives growth across the region.

GOOD TO KNOW

The region is home to a wide range of businesses which are leaders in their field.

Youi, one of the fastest growing general insurance companies in Australia, has its global headquarters on the Sunshine Coast.

The Sunshine Coast International Broadband Network is already acting as a catalyst for technology businesses and associated high value jobs.

Sunshine Coast Council has been delivering a Smart City Program since 2016 to improve infrastructure and quality of life, stimulate economic growth and ensure environmental sustainability.





Education and research

The smart place for living and learning

A world-class education sector, outstanding research facilities and a reputation for innovation makes the Sunshine Coast the smart place for education and research investment.

The Sunshine Coast has an award-winning university, a growing international education market, extensive vocational education and training facilities and a high performing school system.

The education and research sector is predicted to become the region's second largest employer by 2033 and is a key driver of economic growth.

WHY THE SUNSHINE COAST?

Major capital investments will drive demand for a highly skilled and educated workforce across all of the region's high value industries.

Demand for education industry services by Sunshine Coast residents is predicted to grow by up to 50% between 2013 and 2033.

SUNSHINE COAST EDUCATION INVESTMENT OPPORTUNITIES



Up to 60,000 more cyber security professionals will be needed in Australia by 2030. The UniSC Institute for Cyber Investigations and Forensics is equipping a new generation of specialists to forge a career in this fast-growing field.



The \$60.8 million Sunshine Coast Health Institute assists students to transition into healthcare and provides a research link between universities and the healthcare sector.



A strategic research partnership between council and UniSC fosters collaborative research that promotes regional and economic development.



The Australian Industry Trade College is equipping year 10 to 12 students with an industry apprenticeship while they complete their secondary education to fuel the \$19.5 billion in project investment across the region.

Thrive

Work-life balance

One of Australia's most desirable lifestyle locations, the Sunshine Coast offers an enviable work-life balance for business owners and workers.

It's not uncommon for Sunshine Coast locals to rise with the sun.

However, the early start is not to beat commuter traffic, as is often the case in the city.

Rather, Sunshine Coast locals – from the beach to the hinterland – love getting out to take advantage of the big blue skies and beautiful natural environment.

And there is so much to explore on the Sunshine Coast – from the relaxed main street of Caloundra to the European-style cobblestone streets of Montville and the famous Eumundi Markets – each area offers its own unique shopping and dining experience.



Arts and culture

The Sunshine Coast provides a richly creative environment for artistic enterprise.

The arts sector is supported by Sunshine Coast Council in a diverse range of ways.

- Horizon Festival
- Creative spaces
- Regional Arts Development Fund
- Arts plan, policies and partnerships
- ArtsCoast creative arts journal
- Caloundra Regional Gallery
- Sunshine Coast Film Festival

The peak creative arts and industry group, Sunshine Coast Creative Alliance, also supports the sector through its Signature Program series.

- The Refinery
- Sub Tropic Studio
- The Design Series
- Good Chats Series



Healthcare

Sunshine Coast residents have access to world-class healthcare services.

The region is home to approximately 2000 healthcare businesses, 300 private specialists and more than 110 primary care practices, with more than 500 general practitioners.

The Sunshine Coast is also home to Australia's largest health precinct development project, which has seen the construction of two new hospitals in the past decade, each providing state-of-the-art healthcare.

Key hospital and specialist facilities are located at Caloundra, Kawana, Birtinya, Nambour, Buderim and Maroochydore.

Traditional Custodians

Sunshine Coast Council acknowledges the Sunshine Coast Country, home of the Kabi Kabi and the Jinibara peoples, the Traditional Custodians, whose lands and waters we all now share.

We recognise that these have always been places of cultural, spiritual, social and economic significance. The Traditional Custodians' unique values, and ancient and enduring cultures, deepen and enrich the life of our community.

We commit to working in partnership with the Traditional Custodians and the broader First Nations (Aboriginal and Torres Strait Islander) communities to support self-determination through economic and community development.

Truth telling is a significant part of our journey. We are committed to better understanding the collective histories of the Sunshine Coast and the experiences of First Nations peoples. Legacy issues resulting from colonisation are still experienced by Traditional Custodians and First Nations people.

We recognise our shared history and will continue to work in partnership to provide a foundation for building a shared future with the Kabi Kabi and the Jinibara peoples.

Read more in the Sunshine Coast Reconciliation Action Plan, found online at sunshinecoast.qld.gov.au

PLACE OF THE BLACK SWAN

The first inhabitants of the Maroochy district of the region were the Aboriginal people of the Kabi Kabi peoples, whose lands stretched from Burrum River in the north, to Pine River in the south and west to the Conondale Ranges.

For over 20,000 years, the Kabi Kabi people lived in the surrounding ranges, fished the rivers and gathered seafood from the ocean.

Mooroo-kutchi *meaning red-bill, the name of the black swan Moorookutchi-dha *meaning the place of the black swan Maroochy and Maroochydore are place names derived from the Yaggera (Brisbane River) language group.

The names were recorded by Andrew Petrie, during a trip to the coast in 1842.

Petrie obtained the names from two Brisbane River First Nations men who were travelling with him. The local name for the swan is Kuluin. The name Maroochydore came into general use in 1884.

* Place names as told by Lyndon Davis, Kabi Kabi First Nation

Horizon Festival Sunshine Coast, opening ceremony



Education

The Sunshine Coast has a full range of high quality education and training facilities including the University of the Sunshine Coast, a multi-campus vocational education and training institute (TAFE Queensland), over 400 Registered Training Organisations, English Language colleges and more than 80 private and public schools.

Approximately 98% of year 12 school leavers graduate with a Queensland Certificate of Education, vocational education and training qualification or International Baccalaureate Diploma.

The University of the Sunshine Coast (UniSC) is one of Australia's fastest growing universities and offers more than 120 undergraduate and postgraduate study programs.

UniSC actively partners with local industries and businesses to provide important links between students and the workforce.

It also partners with local high schools to prepare students for university.

The Sunshine Coast Health Institute is a partnership between Griffith University, UniSC, TAFE Queensland and the Sunshine Coast Hospital and Health Service.

This important venture allows Griffith University medical students to study in the environment they will work in, collaborating with various health industry professionals.



An investment in knowledge

The Sunshine Coast boasts some of Queensland's best schools and the impressive \$300 million in education infrastructure investment currently underway is expected to provide a major boost to the region's educational offering.

Find more
information online

studysunshinecoast.com.au

Major events

The Sunshine Coast is the major events capital of regional Australia and is home to a range of annual events.

These events span various interests, including sports, music, food and culture.

- Horizon multi-arts festival
- The Curated Plate culinary festival
- Mooloolaba Triathlon
- Ironman 70.3 Sunshine Coast
- Queensland Garden Show
- Four national outrigger titles
- High performance sports training

Besides venues and natural assets, the region boasts world-class high performance training facilities. Many of these facilities support para-sports.

An Australian Institute of Sport accredited facility is at the University of the Sunshine Coast. It is the training base for many visiting elite international athletes.

High performance gym facilities are situated in The Sports Hub, Bokarina. They include a state-of-the-art testing lab and world class equipment.

A concentration of high calibre health and wellbeing practitioners are located at the health precinct adjacent to the Kawana Sports Precinct.

Environment

ROLLING HILLS AND WAVES

Sunshine Coast beaches are some of the best in the world. Mostly patrolled by surf lifesavers, the beaches feature wide stretches of clean, white sand and sparkling warm water. With an abundance of surf or calm bays on offer, you are spoilt for choice.

Mooloolaba Beach has made TripAdvisor's list of top 25 Australian beaches while Kings Beach (Caloundra) and Coolool Beach rank highly on Surf Life Saving Queensland's best and safest beaches. There are many dog-friendly beaches too.

Beyond the beaches is the Sunshine Coast hinterland where you'll find charming villages, ancient sub-tropical rainforests and waterfalls, rolling country hills and breathtaking scenery.

The mountain towns of Maleny, Mapleton and Montville are not to be missed, with cobblestone streets and artisan shops. The spectacular Glass House Mountains have stunning walking trails with awesome views at every turn.

A SPECIAL PLACE

The Sunshine Coast has officially been recognised internationally as a UNESCO Biosphere Reserve. The region now proudly stands as an international site of excellence and an area of natural beauty.

Being a biosphere gives the Sunshine Coast further national and international recognition as well as generate niche markets for products, services, facilities and practice.

ADVENTURE SUNSHINE COAST

Sunshine Coast Council has created Adventure Sunshine Coast to give residents and visitors inspiration on new ways to explore the region's great outdoors.

With a growing list of free, self-guided activities the Adventure Sunshine Coast website is the ultimate guide to your next outdoor adventure.

Search the map to choose from more than 150 walking, cycling, mountain biking, horse riding and canoeing activities, from the hinterland to the coast.

- Online adventure guidebook provided by Sunshine Coast Council
- Discover all the great trails and view interactive trail maps
- 150+ walking, cycling, mountain biking, horse riding and canoeing activities
- Relax, discover and be active in a beautiful and unique natural environment
- See other people's impressions and photos before you head on your adventure
- Find out if your dog can come along

Visit adventure.sunshinecoast.qld.gov.au



Incentives and funding

Sunshine Coast Council has dedicated client managers who provide free assistance with site selection, relocation advice, navigating planning and regulatory requirements and introduction to the local business community.

A single entry point to Sunshine Coast Council

- A personal interface with a specialist investment team council staff
- Introductions, access to industry networks, potential suppliers, supply chain contacts
- International market information
- Access to a wide array of information online

Customised site selection assistance

- Preliminary analysis of potential site options
- Site visits and contact with commercial agents
- Specialist relocation advice

Financial incentives

Available to eligible applicants to help speed up project timelines and help in offsetting certain expansion, establishment or relocation costs.

- Talk to a specialist for site selection assistance and relocation advice
- Ask for connections with government and industry bodies and access international market information

Business case assistance

- Tailored information packages to help with investment decisions
- Access to economy.id, development.i

Data connect service

- Connections to the local telco community

Testing Tech in Paradise

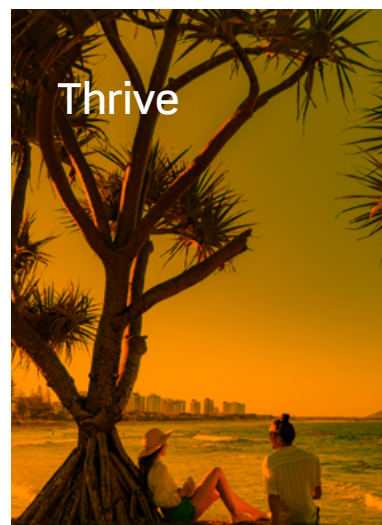
The Sunshine Coast is uniquely positioned to allow companies to come and test and trial new tech in the real world.

The Sunshine Coast International Broadband Network (SCIBN) provides the fastest connection from the east coast of Australia to Asia and second fastest to the USA.

Ask about incentives available under council's Testing Tech in Paradise program.



Find more
information online



Contact an investment specialist

For a confidential discussion about the opportunities available, contact an investment specialist at Sunshine Coast Council.

Email: invest@sunshinecoast.qld.gov.au

Phone: +61 407 753 645

Access a wide array of information online, including local success stories, programs available to local businesses and the latest in local industry news.

invest.sunshinecoast.qld.gov.au

