

Sunshine Coast

INVESTMENT PROSPECTUS 2022



HOTEL EDITION

Invest
Sunshine Coast
Australia



Sunshine Coast
COUNCIL



October 2022 edition

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ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

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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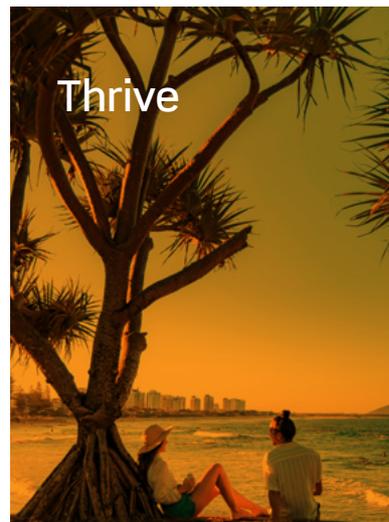
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SUNSHINE COAST

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Message from the Mayor

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 Key Delivery Partner of the Brisbane 2032 Olympic and Paralympic Games.

Along with eight Olympic and Paralympic events to be held here, the Maroochydore City Centre will be the home of this region's Athletes Village.

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

In January 2022, the Sunshine Coast was announced as the #1 most loved destination on the planet, according to the inaugural Tourism Sentiment Index.

A new greenfield city centre is being built from the ground up, designed especially for the Sunshine Coast lifestyle.

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.

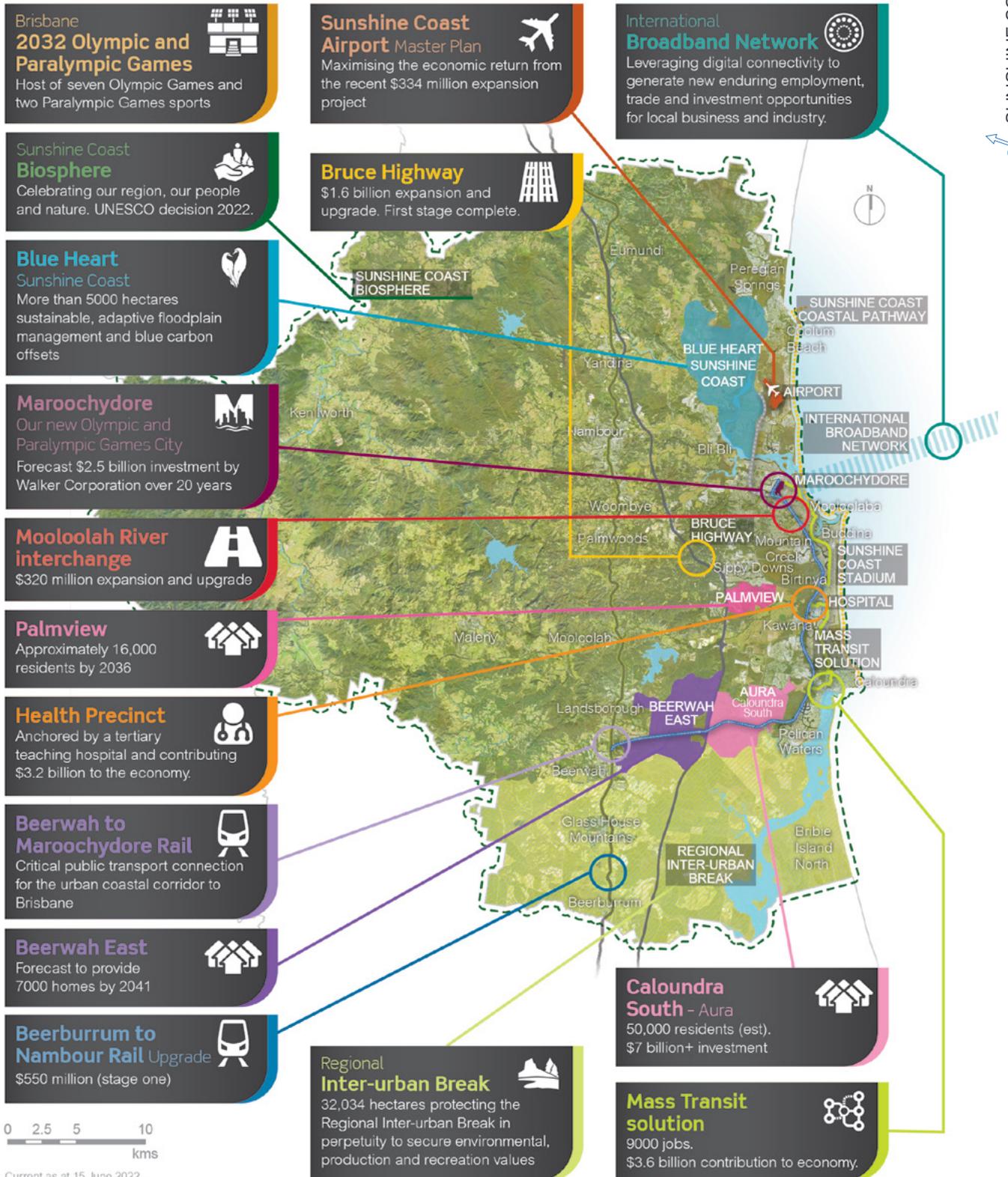


Mayor Mark Jamieson



Region-Shaping 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.



Invest

Why Sunshine Coast

As Australian businesses look outside major cities to establish, relocate or expand, Queensland'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

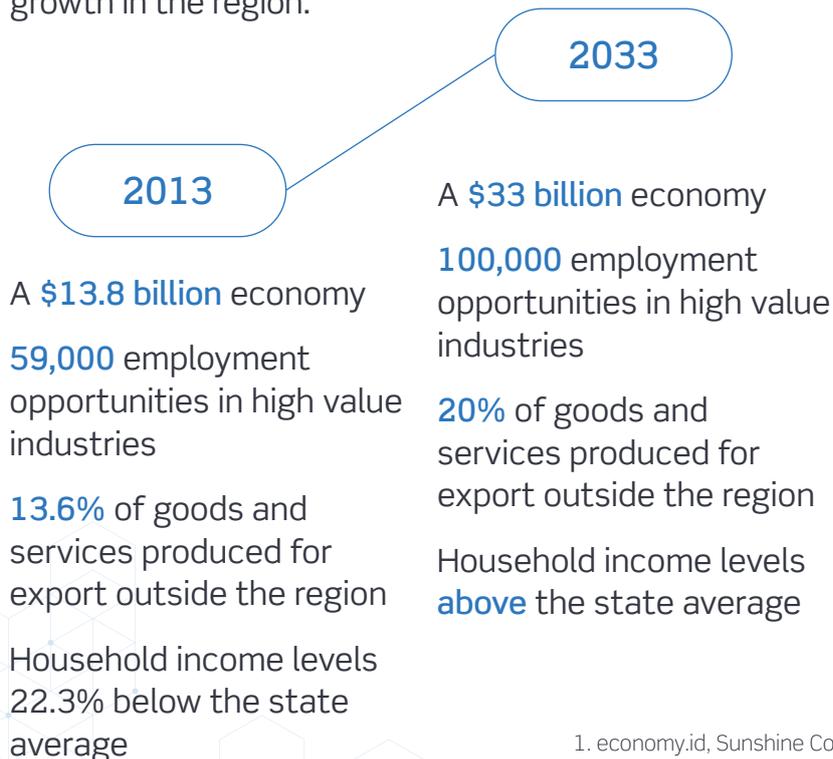
other regional economy in Australia, sparking a wave of new residential, office and retail development.

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.



1. economy.id, Sunshine Coast Region
 2. CBRE Sunshine Coast (August 2022)
 3. Tenant CS - Australian CBD Leasing Markets Q2 Office Snapshot (July 2022)
 4. Lucid Economics, Sunshine Coast Economic Profile 2021
 5. QGSO Source: ABS 6291.0.55.001, released 21 July 2022



GRP

\$18.5
billion¹

4.4%

Average
GRP growth
(2002 - 2020)¹

\$19.5
billion

Infrastructure projects
underway or recently
completed

CONNECTIONS



Sunshine Coast
International Broadband
Network



Fastest east coast data
connection to Asia



Sunshine Coast Airport
international runway



Mass transit solution
detailed planning
underway



An hour north of Brisbane



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.

Lowest payroll tax⁴

4.75% payroll
tax

Compared with national average
5.23% and 6.85% in ACT.

346,000+
people

33,400+
businesses

\$4.67
billion
exports

3.4%⁵
unemployment
rate

↓3.1%
decrease



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 CBD 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.

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

STATUS

Completed

- Foundation Place, first commercial building completed and fully tenanted
- Holiday Inn Express Hotel and Suites, opened May 2022

Construction underway

- Sunshine Coast Council's City Hall
- A1 commercial building by Evans Long
- Market Lane residential towers by Habitat Development Group
- The Corso residential tower by Habitat Development Group
- 50 First Ave by Walker Corporation

OPPORTUNITIES

- Commercial and mixed-use investment
- Prime office spaces
- Each lot in the new CBD will be connected to 10GB dark fibre
- Retail, dining and entertainment precincts
- Data driven options such as esports, cyber security, the internet of things, artificial intelligence and real time monitoring

Greenfield CBD with smart city technology

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

-  Australia's first CBD-scale underground automated waste collection system
-  Energy-saving LED lights throughout the CBD
-  Free Wi-Fi in streets, parks and plazas
-  Smart signage with live travel information for pedestrians
-  Smartphone apps will guide drivers to the nearest parking space



Sunshine Coast International Broadband Network

Feeding the data hungry

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

Data hungry businesses of all sizes are expected to 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 cyber security node.

The node is part of a nation-wide network designed to fast-track the development of a globally competitive Australian cyber security sector.

Brisbane CBD. With the lowest latency path to east Asia from Brisbane, this network provides unparalleled speed and is ushering in a new era of internet connectivity.



NEXTDC DATA CENTRE

In late 2021, ASX listed NEXTDC purchased the Sunshine Coast International Broadband Cable Landing Station from Sunshine Coast Council to create the SC1 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



Sunshine Coast Airport

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.

It is now the HQ for Bonza, Australia's newest airline, which will soon fly to 13 domestic routes.

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

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

- **HQ for Bonza, Australia's newest airline, now established at Sunshine Coast Airport**
- **2040 Masterplan includes terminal expansion and new aviation and commercial precincts**
- **Supports \$56.3 million in industry exports**
- **Australia's first carbon neutral airport**
- **Plans for new composting, rainwater harvesting and solar projects**
- **Airside and landside sites available now**

Mass transit planning

To protect the Sunshine Coast's enviable lifestyle as it grows, a high-quality mass transit system will be essential.

Sunshine Coast Council has undertaken detailed planning for a mass transit solution over many years.

In a major milestone for the project, a detailed report of mass transit options, informed by extensive community feedback, was approved by council in October 2021.

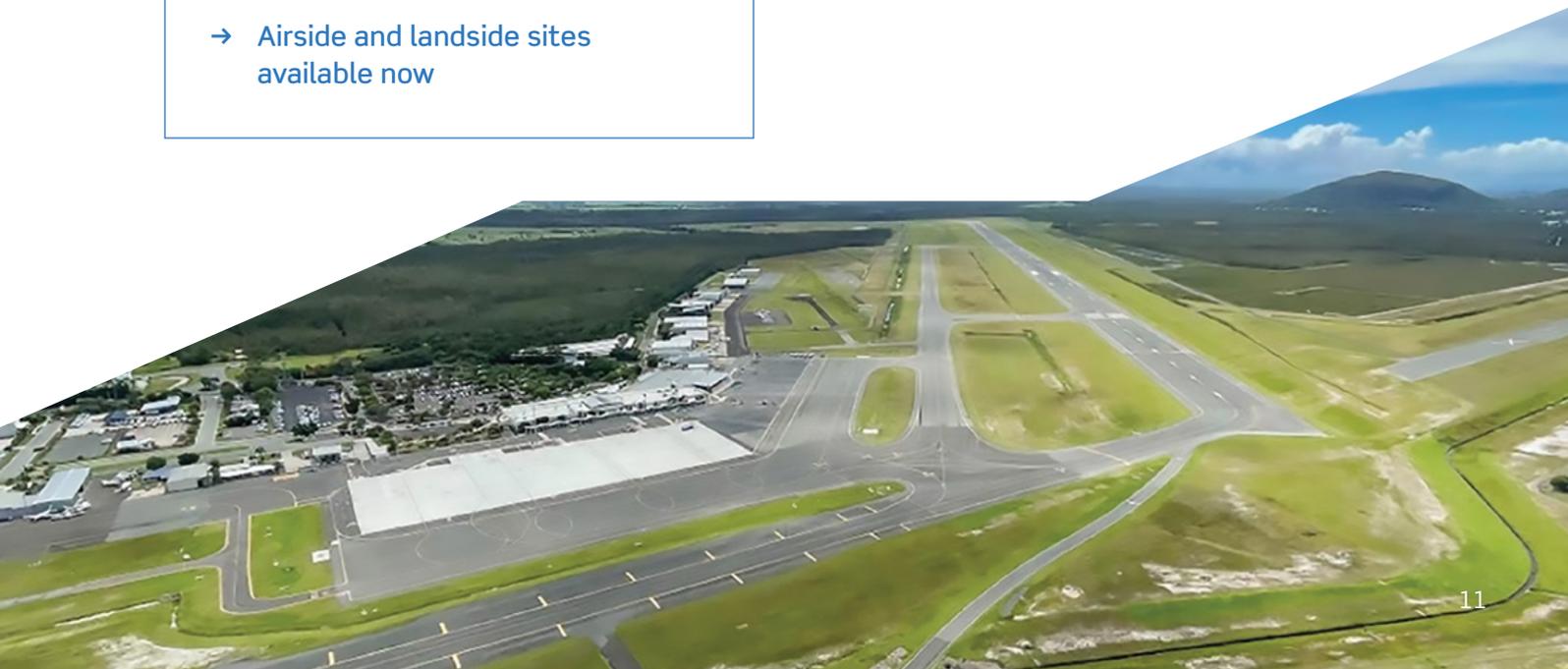
The Queensland Government reviewed the options presented by council and released a Draft Southern Sunshine Coast Public Transport Strategy in February 2022. Public consultation has been undertaken and feedback is currently being reviewed.

WHAT IS IT?

Mass transit is a system of public transport that concentrates on moving large numbers of people over a fixed route or network.

It includes:

- **Buses**
- **Trams or light rail**
- **Passenger trains**





SPECIAL FEATURE / HOTEL INVESTMENT

Demand for hotel development

Sunshine Coast Council is actively seeking to attract up to 1800 new-build internationally-branded and operated hotel rooms over the next decade.

This prospectus invites you to explore the possibilities and new opportunities that the Sunshine Coast has to offer to potential hotel investors, developers and owners.

The Sunshine Coast has recorded year-on-year growth in visitation and has recently posted some of the highest ADRs in Australia, however current hotel supply – especially internationally-branded hotels – is unable to satisfy demand.

The combination of a rapidly growing local population, strong economic growth and investment and region-shaping projects provide a solid platform for a prosperous and exciting future for the region.

Bolstered by \$19.5 billion in region-shaping projects, a beneficiary of the South East Queensland

\$1.3 billion City Deal (announced in March 2022) and an important host region to the 2032 Olympic and Paralympic Games, the Sunshine Coast needs more hotel rooms to support the visitor economy across a range of market segments including leisure, business, MICE (meetings, incentives, conferences and exhibitions), sport, health, education and VFR 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, and 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
- Maroochydore Convention Centre
- Caloundra
- Sippy Downs
- Birtinya

Leisure-oriented hotels

- Marcoola / Mudjimba
- Mooloolaba
- Alexandra Headland
- Caloundra
- Existing private sector proposals

Boutique hotels

- Eumundi
- Yaroomba
- Buderim
- Beerwah
- Glass House Mountains

Undersupply driving demand

A recent investigation into the current supply of, and future demand for, commercial visitor accommodation on the Sunshine Coast estimates that 1800 new internationally-branded and operated hotel rooms are required to service the needs of the region's growing overnight visitor economy.

With 70% of the market already dedicated to providing self-catering accommodation, and with only 709 international hotel rooms available across four properties, the region is significantly undersupplied to meet the needs of a growing overnight visitor economy that generated 10.23 million visitor nights in 2019 (up 11.6% on that recorded in 2018).

Sunshine Coast Council is firm in its stance to attract internationally-branded and operated hotels due to their recognised importance in driving global distribution, certainty of hotel performance, conformance to brand standards, access to an international pool of skilled expertise and resources and proven ability in delivering exceptional guest experiences.

Sunshine Coast Council is ready to take the next step in cementing its positioning on the global map, and the development of internationally-branded hotels plays an essential part in achieving this position.

1800

New hotel rooms needed

TOP 10 REASONS TO INVEST

1. Strong occupancy performance
2. Some of the highest ADRs in the country
3. Demand exceeding supply
4. Diverse sources of demand
5. Strengthening demand from business travellers
6. Possible incentives and council assistance
7. Host to 2032 Olympic and Paralympic Games
8. Long-term investment in region-shaping projects
9. Voted number 1 tourist destination in the world
10. Within a 2-hour reach of a 4 million+ drive market population

Source: Sunshine Coast Visitor Accommodation Future Demand & Needs Assessment: 2021-2031 Summary Report, Tourism and Hospitality Services Australia (THSA), April 2022



A strategic location

The Sunshine Coast is located 100km north of Brisbane and forms part of the wider south east Queensland region. It has an international airport, is easy to access and navigate and is planning a new mass rapid transit system ahead of the 2032 Olympics and Paralympic Games.

Air

Sunshine Coast Airport (MCY) is centrally located just 15 minutes from Maroochydore, making it an easy commute for business travellers. The airport is serviced by Qantas, Jetstar, Virgin Australia and Australia's newest airline Bonza will commence routes to 13 regional destinations by the end of 2022.

Pre Covid, the airport was Australia's fastest growing airport, recording a financial year 2019 passenger growth of 5.7% to a record 1,263,731.

Sunshine Coast Council's recent investment of \$334 million in the construction of an award-winning new international runway was completed in June 2020.

Now that domestic and international travel has resumed, the airport is well positioned to meet pent-up demand for travel.

By 2041, the airport is estimated to welcome 3.3 million passengers a year, representing a significant increase in visitation to the region.

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.

To the east, 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 Caloundra Road to Sunshine Motorway (completed in July 2021) and the Maroochydore Road and Mons Road interchange (scheduled for completion in late 2022).

Road travel on the Sunshine Coast (from Maroochydore)

- 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

MASS TRANSIT SYSTEM

A mass transit system - whether bus or rail or both - is currently being considered as part of a more comprehensive integrated transport network for the region.

Mass transit solutions will play a critically important role in supporting large-scale events and the 2032 Olympic and Paralympic Games.

For more details please see page 11.



Visitation profile

The Sunshine Coast is a naturally beautiful region providing a wide range of high-quality visitor experiences.

-  Nature and outdoors
-  Arts and culture
-  Health and wellbeing
-  Retail and markets
-  Food and beverage
-  Craft breweries
-  Farmgate experiences
-  Sporting precincts
-  Diverse calendar of events

The Sunshine Coast is consistently the third most visited region in Queensland (behind Brisbane and the Gold Coast). It is consistently in the top five most visited tourism regions in regional Australia and welcomes more visitors than Adelaide annually.



GROWTH (2018 TO 2019)

- ↑ 15.1% visitation
- ↑ 12% domestic overnight and international visitors
- ↑ 17% growth in day visitors
- ↑ 11.6% increase in visitor nights year on year

Visitors

- 7.7 million total visitors
- 2.73 million overnight visitors
- 10.3 million visitor nights
- 4.97 million day visitors
- Average length of stay = 3.7 nights

Domestic visitors

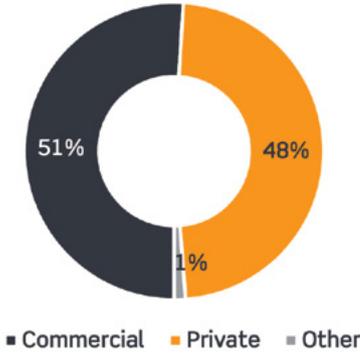
- 2.59 million domestic overnight visitors
- 8.7 million visitor nights
- Average length of stay = 3.4 nights

International visitors

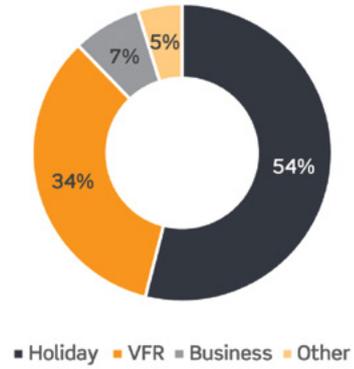
- 140,800 international visitors
- 1.53 million visitor nights
- Average length of stay = 10.9 nights

Visitation figures are for 2019 Source: Tourism Research Australia

Type of visitor accommodation used (visitor nights)



Visitation by purpose of visit (visitor nights)



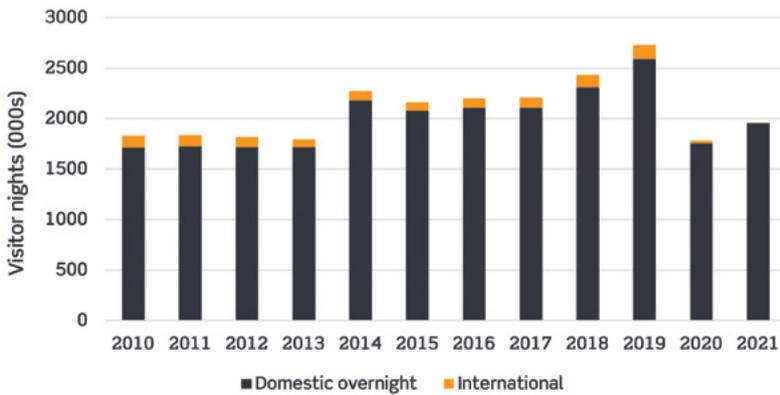
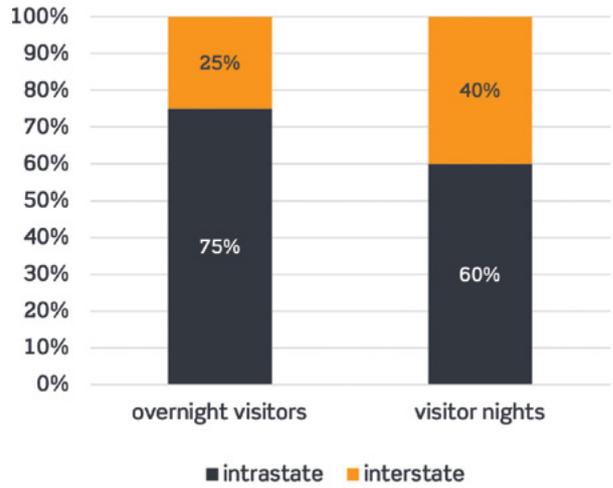
DRIVE MARKET OPPORTUNITIES

Intrastate visitors make up 60% of all leisure visitor nights.

Of these, 70% are from Brisbane and 6% from the Gold Coast.

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.



7.7 million
total visitors

2.73 million
overnight visitors

10.3 million
visitor nights

4.97 million
day visitors

Visitation figures are for 2019 Source: Tourism Research Australia



Current hotel supply and performance

78 total properties

3608 total rooms

12 hotels

790 rooms

Including Novotel Twin Waters with 361 rooms

12 motels

192 rooms

53 serviced apartment properties

2445 units

NEW Holiday Inn Express and Suites

181 rooms

Opened May 2022

DEVELOPMENT PIPELINE

Opened May 2022

- Holiday Inn Express and Suites, Maroochydore

Approved

- The Esplanade Mooloolaba (139 rooms) (unbranded)
- Mooloolaba Hotel (182 rooms) (Minor Hotels)
- Barns Lane Farm, Coolum Beach (26 rooms)

Proposed

- The Lauris Hotel, Maroochydore (49 rooms)
- Paloma Paloma, Caloundra (77 rooms)
- Meridan Plains (93 rooms)

Source: Sunshine Coast Council Development.i (2022)

Performance commentary

Prior to COVID-19, Sunshine Coast room occupancy remained fairly static at around 63%, which is indicative of a strong seasonal leisure market.

As commercial activity has started to intensify, this figure has grown steadily.

ADR has posted steady year-on-year increases over the last decade, averaging 7% growth over the period 2015 to 2019. This growth signalled strong demand fundamentals, combined with limited supply.

The region outperformed Brisbane, the Gold Coast, Greater Sydney and Melbourne in 2021.

In January 2022, the Sunshine Coast was one of the top performing hotel markets in Australia, posting an average room occupancy of 80.4% and an ADR of \$528.11.

January 2022

Average room occupancy 80.4%



Future demand and opportunities

According to the 2021 Sunshine Coast Hotel Demand Study, the Sunshine Coast will require an additional 1800 rooms in the next 10 years in order to meet forecasted growth in visitor nights.

A mix of business and leisure-oriented hotel rooms are required, located in key commercial and leisure precincts.



1800 business and leisure rooms
+ 250 boutique rooms

Leisure oriented internationally branded hotels

Business oriented internationally branded hotels

Caloundra
Eumundi
Glass House Mountains

Maroochydore
Caloundra

SHORT TERM
PRIORITIES
2022 - 2025

Mooloolaba or Alexandra Headland
Marcoola or Mudjimba

Maroochydore Convention Centre

MEDIUM TERM
PRIORITIES
2026 - 2029

Beerwah or Buderim (existing opportunities)
Yaroomba (boutique oriented hotels)

Maroochydore
Birtinya
Sippy Downs

LONG TERM
PRIORITIES 2030
AND BEYOND

Investment opportunities – business hotels



Maroochydore

Hotel opportunities (up to three opportunities):

- Upscale full-service hotel
- Upper upscale hotel
- Upscale full-service hotel (alongside proposed convention centre)

Key demand drivers:

- Development of Maroochydore City Centre as the Sunshine Coast's new CBD (Sun Central)
- Ongoing activities associated with the University of Sunshine Coast and related research and innovation hubs
- Strengthening commercial base driven by increased uptake of tenancies at Sippy Downs Business and Technology Park
- Ongoing delivery of masterplan for Sippy Downs Town Centre

Primary source markets:

- Corporate travellers
- MICE travellers
- Education-related travellers

Caloundra

Hotel opportunities:

- Upscale full-service hotel (Caloundra) or
- Upper midscale select service (Aura)

Key demand drivers:

- Ongoing MICE related activity at the recently redeveloped Caloundra Events Centre
- Ongoing delivery of the Caloundra Town Centre Revitalisation Plan will have a positive impact on activating visitor and commercial precincts
- Completion of the Aura master planned community (which includes two business parks) may necessitate the development of an additional hotel

Primary source markets:

- MICE visitors attending events at The Events Centre
- Bleisure travellers
- Education-related travellers



Sippy Downs

Hotel opportunities:

- Upscale full-service hotel (including meeting facilities) or upper midscale select service

Key demand drivers:

- Ongoing activities associated with the University of Sunshine Coast and related research and innovation hubs
- Strengthening commercial base driven by increased uptake of tenancies at Sippy Downs Business and Technology Park
- Ongoing delivery of masterplan for Sippy Downs Town Centre

Primary source markets:

- Corporate travellers
- Education-related travellers

Birtinya

Hotel opportunities:

- Upscale full-service medihotel

Key demand drivers:

- Sunshine Coast Health Precinct
- Kawana Sports Precinct

Primary source markets:

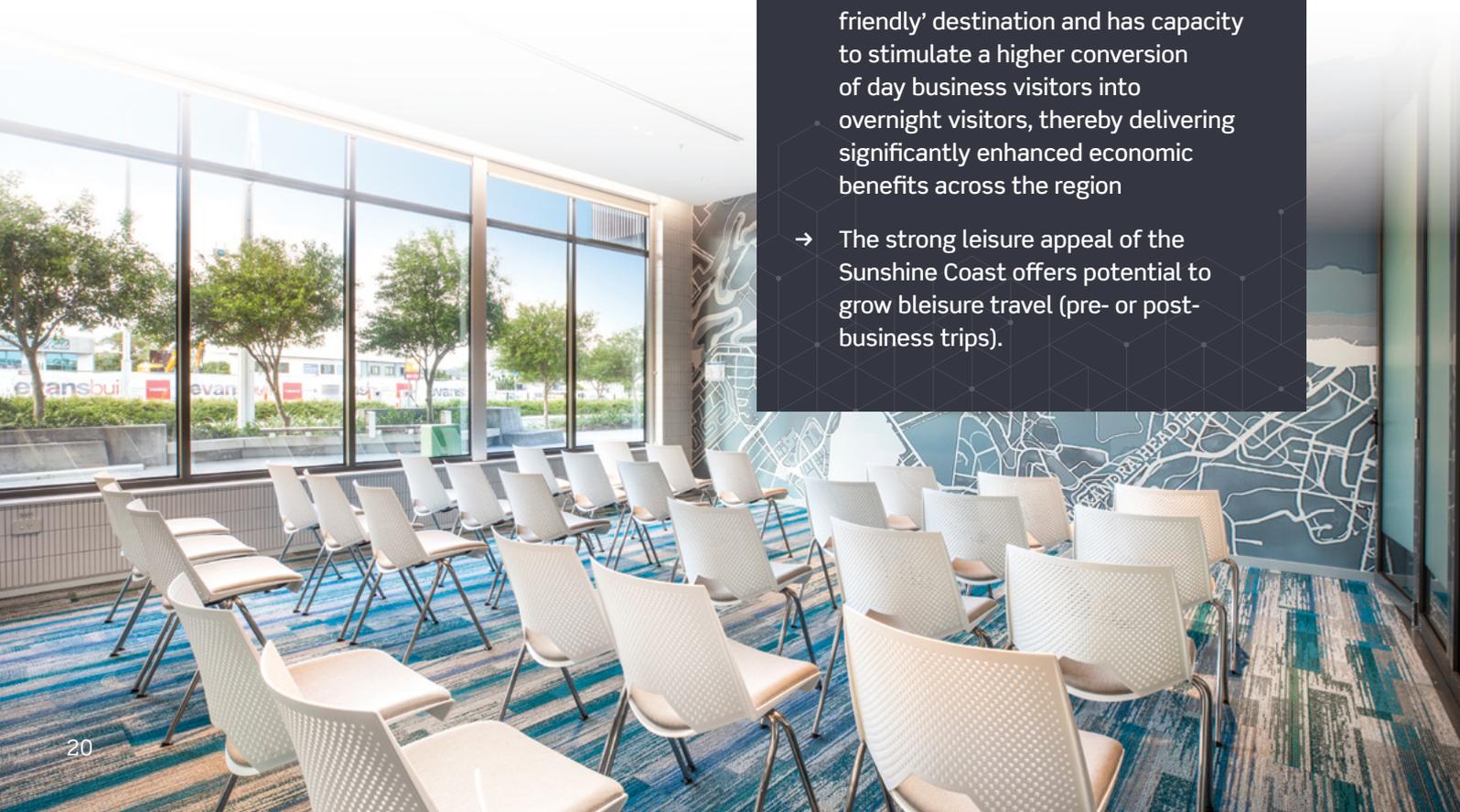
- Health-related visitors including outpatients (pre & post-op), visiting doctors/surgeons, training seminars, etc. as well as corporate travellers associated with health related R&D, medical reps, etc.
- Sports visitors

OPPORTUNITIES

- Limited supply of suitably corporate-oriented hotel accommodation across the region

What's needed?

- Business-oriented hotels will enable the region to firmly establish credentials as 'business traveller friendly' destination and has capacity to stimulate a higher conversion of day business visitors into overnight visitors, thereby delivering significantly enhanced economic benefits across the region
- The strong leisure appeal of the Sunshine Coast offers potential to grow bleisure travel (pre- or post-business trips).



Investment opportunities – leisure hotels



Caloundra

Hotel opportunities:

- Upscale or upper upscale full-service hotel located within easy walking distance of the beach, dining and entertainment precincts
- Mix of rooms including standard rooms and suites will enable the hotel to maximise yield and service diverse visitor markets
- Reasonable level of interconnecting rooms will support and satisfy accommodation preferences of the family and group (incl. sports) markets
- Inclusion of a spa & wellness facility as part of the overall facilities mix has potential to stimulate the High Value Traveller (HVT) market and tap into new wellness-centric markets

Key demand drivers:

- Well-established leisure and events destination
- Proximity to sport and commercial precincts will stimulate demand from a diverse audiences throughout the week
- Ongoing delivery of the Caloundra Town Centre Revitalisation Plan will have a positive impact on activating visitor and commercial precincts

Primary source markets:

- Traditional leisure visitors
- Short-break travellers from SEQ and other capital cities
- Leisure events and festival goers
- Sport visitors
- Leisure travellers

Mooloolaba or Alexandra Headland

Hotel opportunities (one or two opportunities):

- Upscale or upper upscale full-service hotel located in a premium location with respect to the beach, dining and entertainment options. Facilities at the hotel could include a mix of room types, spa & wellness facility and function centre
- Upper midscale full-service hotel with interconnecting rooms to accommodate the needs of family leisure and sporting groups

Key demand drivers:

- Well-established leisure and sports events destination
- Ongoing revitalisation of the Mooloolaba Foreshore
- Ongoing redevelopment of the Sea Life precinct in Mooloolaba
- New investment in large-scale mixed-use developments

Primary source markets:

- Traditional leisure visitors
- Short-break travellers from SEQ and other capital cities
- Wedding guests
- Leisure events and festival goers
- Sport visitors
- Leisure travellers

Marcoola or Mudjimba

Hotel opportunities:

- Upscale or upper upscale full-service destination hotel located in a premium location with easy/direct access to the beach. Recommended facilities include a mix of rooms including standard rooms, executive rooms and suites, conference/private function facilities, gym & wellness studio, rooftop pool & bar, café and all-day dining restaurant

Key demand drivers:

- Quiet, uncrowded beaches, popular with individual leisure travellers (in contrast to mass leisure family market)
- Excellent accessibility to Sunshine Coast Airport

Primary source markets:

- HVT leisure market
- Wedding and private events markets
- Aircrew
- Spa and wellness travellers
- Leisure travellers

OPPORTUNITIES

- Limited number of full-service hotels available across the region to satisfy overnight visitors seeking a hotel (as opposed to self-catering) experience
- Limited presence of internationally-branded hotels when compared to other destinations, such as the Gold Coast that offer a similar beach and hinterland experience within close proximity to a major capital city (Brisbane)
- Limited wedding venues in the region with sufficiently high room counts to accommodate guests requiring overnight group accommodation
- Limited luxury and upper upscale hotel products available to attract HVT market and stimulate visitor spend

What's needed?

- Internationally-branded and operated leisure-oriented hotels have an important role to play in satisfying demand by visitors seeking a hotel (as opposed to a self-catering experience which is available in abundance on the Sunshine Coast)
- Hotels in prominent and well-connected destinations also provide opportunities to stimulate midweek corporate and MICE demand and weekend demand from spa & wellness-focused guests and those hosting or attending a private event, be this a wedding, special occasion or milestone event



Investment opportunities – boutique hotels



Boutique hotel opportunities

Hotel opportunities:

- A mix of hinterland and coastal properties will ensure wide market appeal at different times of the year
- 50 rooms suggested ave size
- Varied market positioning between luxury (most preferred) to upscale
- Architecture, design, storytelling and food & beverage offerings will be essential in delivering successful and sustainability commercial operations

Primary source markets:

- Short-break leisure market
- HVT leisure market
- Special/celebratory events market
- Visitors seeking exclusivity and privacy
- Wedding market
- Bleisure travellers
- Corporate retreats

Unique locational advantages

Glass House Mountains:

- Nature-based experiences
- Outdoor activity enthusiasts

Eumundi:

- Arts, crafts and markets
- Farmgate and artisanal food experiences
- Health and wellness visitors

Buderim or Beerwah:

- Nature-based experiences
- Art and culture enthusiasts

OPPORTUNITIES

- Limited luxury and upper upscale hotel products available to attract the HVT market

What's needed?

- Development of new luxury accommodation experiences that are currently in short supply across the Sunshine Coast (and Noosa)
- Boutique, lifestyle and affordable luxury hotels are an increasingly popular choice of accommodation as travellers – particularly HVT travellers - actively seek out new and engaging experiences in exclusive or unique locations such as rainforest, beaches, wineries, historic farms, etc., all of which are plentiful on the Sunshine Coast



Key drivers of demand

Leisure

Growth in demand for hotel accommodation by leisure visitors increased by 44% (almost 604,000 nights) between 2018 and 2019 (equivalent to an additional 1655 per day), signalling a strong appetite and preference for hotel accommodation (where it exists).

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 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.

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 the Horizon Festival, The Curated Plate food festival, the Caloundra Music 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 in 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 70% 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 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 2032 Olympics & Paralympic Games will see the Sunshine Coast take an active role in hosting events across multiple venues and the new Maroochydore CBD will be home to a satellite athletes' village.

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

Additionally the imminent construction of a new \$100 million surgical hospital in the Maroochydore CBD has the potential to generate further health and education-related demand.

Education

The University of the Sunshine Coast is one of Australia's fastest growing universities, with around 15,420 students enrolled across its Sippy Down campus, Sunshine Coast Health Institute and USC Thompson Institute.

Central Queensland University also has a campus in the region and in 2019 Griffith University established a new School of Medicine at the Sunshine Coast University 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

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 \$18.5 billion.

The region's population is estimated to increase by nearly 3% annually to 2040 to reach over 500,000 and 15,000 new jobs expected to be created in the new Maroochydore CBD alone.

Greenfield CBD

Early site works on construction of the 53 hectare Maroochydore City Centre commenced in 2015. 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.

Diversified economy

The region's \$18.5 billion economy is growing at four times the average annual rate of Australia's.

Strong year-on-year economic growth (averaging 4.4% per annum, 2002-2020) has stimulated increasing diversification of the region's economic base.

Mass transit planning

A proposed rapid mass transport system is currently being designed to connect the region's key leisure, business, health and education hubs with each other.

HQ for Bonza

Australia's newest airline Bonza is set to operate 39 flights a week on 13 routes from the Sunshine Coast to regional destinations in Queensland, Victoria and NSW.

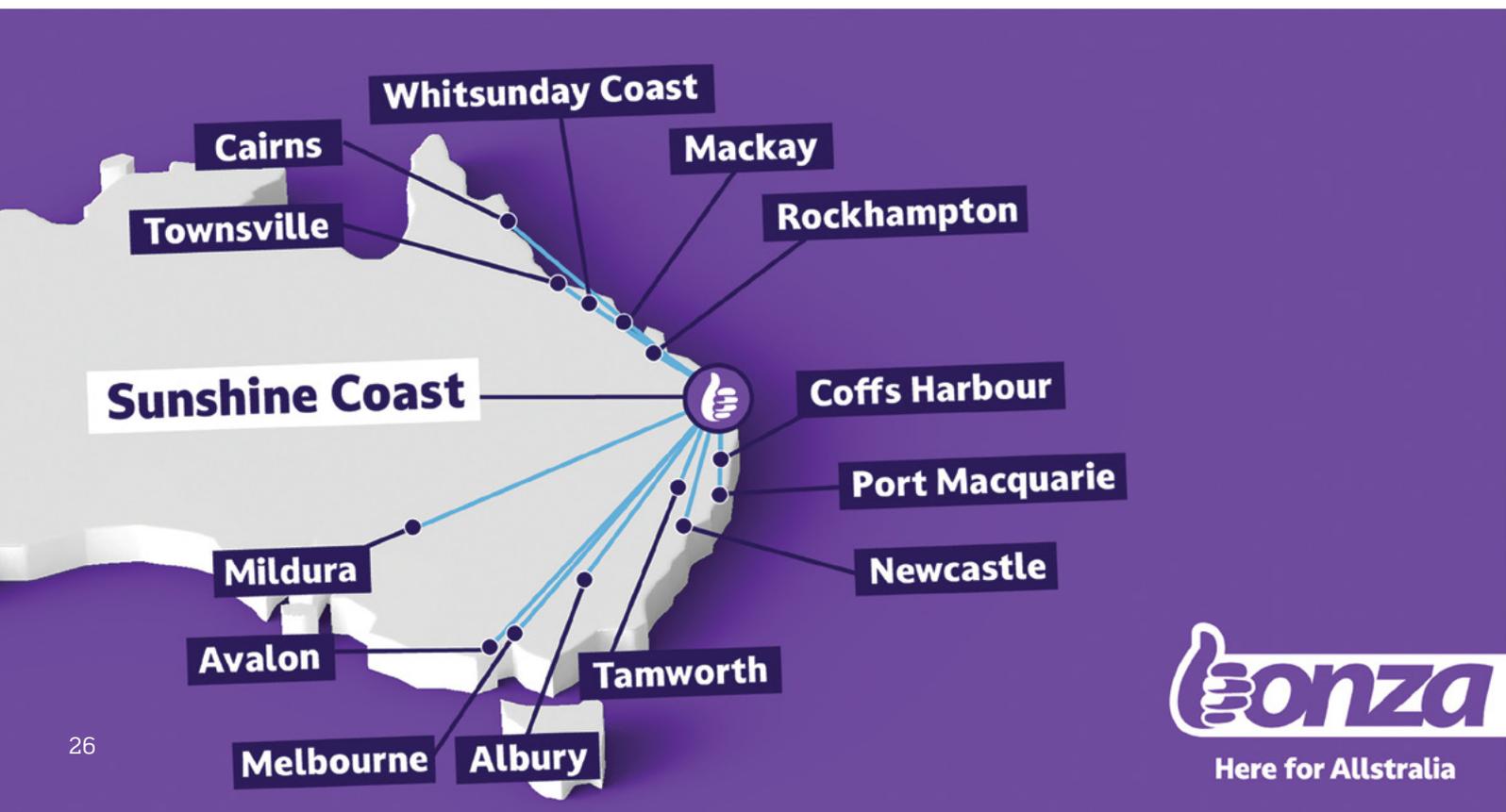
Destinations soon to be available with low-cost fares include Albury, Avalon, Cairns, Coffs Harbour, Mackay, Melbourne, Mildura, Newcastle, Port Macquarie, Rockhampton, Townsville, Tamworth and the Whitsundays Coast.

It is estimated that Bonza's presence on the Sunshine Coast will generate \$86 million in visitor expenditure for the region during the first 12 months of flights and add an additional 386,000 airline seats directly into the Sunshine Coast.

Bonza will also increase the region's domestic connectivity, taking it from the tenth to the second most connected airport in Queensland.

Source: Bonza (2022)

Bonza routes subject to regulatory approval



Here for Allstralia



A highly accoladed destination

The Sunshine Coast was recently voted the #1 most loved destination in the world (2021 Tourism Sentiment Index), testament to the high visitor appeal of the region.

Airport masterplan

An international runway was completed at the Sunshine Coast Airport in June 2020.

Ongoing investment at the airport and surrounding aviation precincts is continuing, including a proposed terminal expansion and the establishment of a food manufacturing and research hub, Turbine.

New tourism products

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

Examples include Surf Parks Australia, Actventure Waterpark and Resort, Palmview Cultural Ecovillage, Barns Lane Farm, Pelican Waters Marina, Australia Zoo and Aussie World.

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.

2032 Olympic and Paralympic Games

The Sunshine Coast will play a key role in the 2032 Games as host to events including marathon running, soccer, kiteboarding, road cycling, mountain bike riding and basketball.

The Games will have a profound impact on raising 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 post 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.

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.

A major survey of Sunshine Coast innovators found that almost half (46%) introduced new innovations in 2020.

The Queensland Regional Innovation Benchmark Report identifies current practices and performance to determine how businesses across the region perform comparatively year on year.

INNOVATION EXCELLENCE

**Top7 Intelligent
Communities of the Year**
2022 | 2020 | 2019

**Smart21 Communities
of the Year**
2022 | 2021 | 2020 | 2019 | 2018
2017 | 2015 | 2014



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



Innovation highlights



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.



The **Manufacturing Excellence Forum** Sunshine Coast is a dedicated industry group that enables local manufacturers to connect, network and explore opportunities together including best practice implementation. The industry led forum provides a centralised channel for support, which helps reduce the barriers to accessing vital resources and information.



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.



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.



Sunshine Coast Chamber Alliance is the peak business and industry group that aims to drive better economic outcomes and opportunities for members, business, and the community.



Digital Sunshine Coast aims to connect high value industries with digital champions, local business and government leaders to create further digital awareness, adoption, expertise, investment and culture.



A new accelerator program was unveiled in 2021 supporting home-grown entrepreneurs working on innovative and tech-based solutions to global health challenges. The **SunRamp Health Technology Accelerator** program provides education, training and support to late-stage health tech startups.

40%

Sunshine Coast innovators collaborate, a significant increase from 29.8% in 2019 and higher than the rest of the country

29%

Sunshine Coast firms reported new or significantly improved manufacturing processes

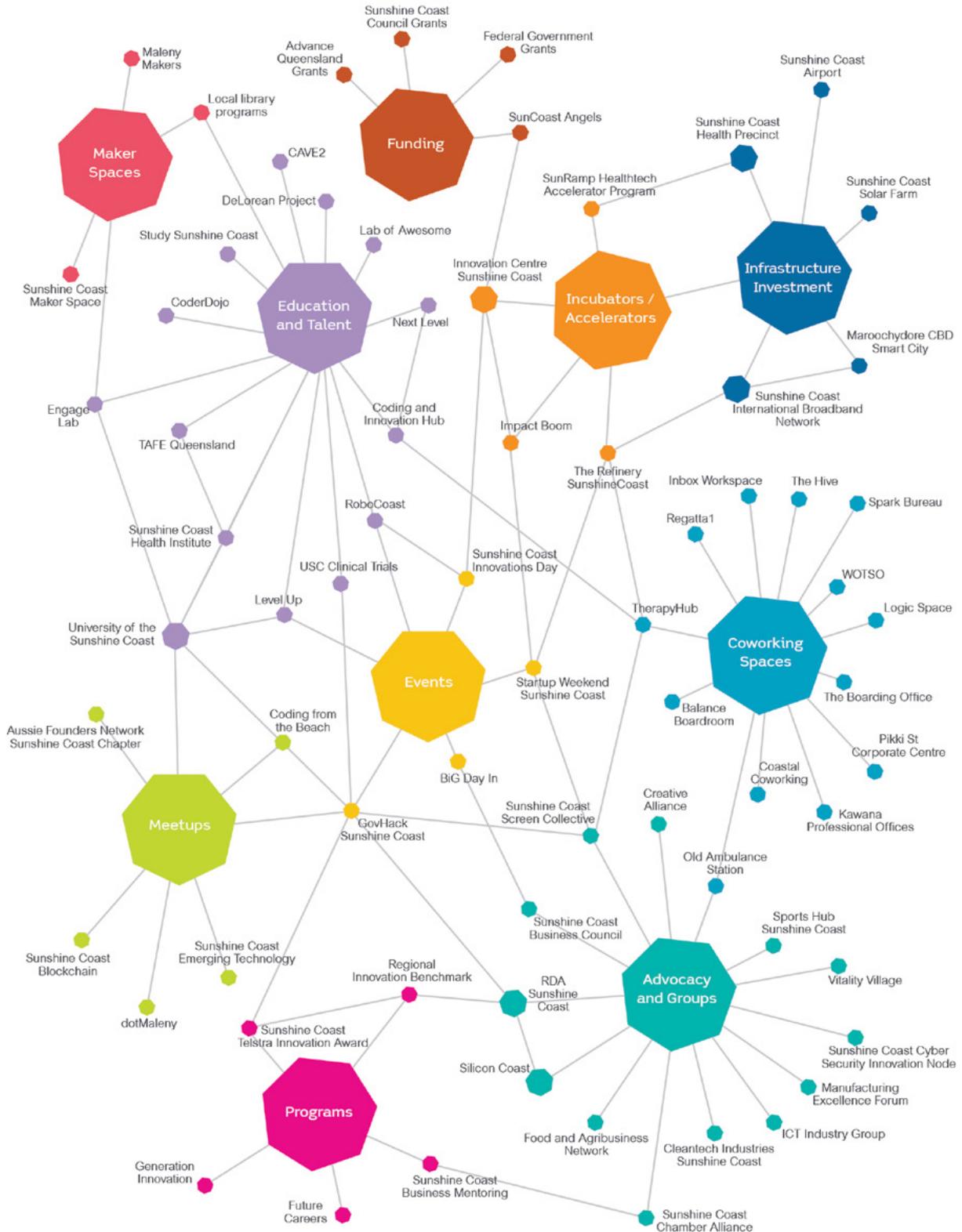
Source: Queensland Regional Innovation Benchmark Report 2020

Innovation Ecosystem

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.

The ecosystem is a continually evolving and growing collection of businesses, government agencies, industry groups and community members, all dedicated to growing innovation and business capacity.

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.

Businesses in these high value industries 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



Image: HeliMods mission ready aircraft

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 provides prime airside and landside development opportunities for smart and innovative aviation related businesses.

The airport's new 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

AIRPORT FOOD HUB

The Sunshine Coast Airport is slated as the home of Australia's first purpose built, end-to-end food and beverage manufacturing hub - the Turbine Precinct.

CALOUNDRA AERODROME

Caloundra Aerodrome is an important aviation facility for general aviation. 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.



BONZA

Australia's newest airline Bonza is set to operate 39 flights a week on 13 routes from the Sunshine Coast to regional destinations in Queensland, Victoria and NSW.

It is estimated that Bonza's presence on the Sunshine Coast will generate \$86 million in visitor expenditure during the first 12 months of flights and add an additional 386,000 airline seats directly into the Sunshine Coast.

Bonza will also increase the region's domestic connectivity, taking it from the tenth to the second most connected airport in Queensland.



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

Vitality Village brings together health and wellbeing innovators

Vitality Village is an integrated community health space located in the Sunshine Coast Health Precinct.

Leasing opportunities are still available. Visit vitalityvillage.com.au.

World-class research facilities

SUNSHINE COAST MIND AND NEUROSCIENCE THOMPSON INSTITUTE

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

UNIVERSITY OF SUNSHINE COAST (USC) CLINICAL TRIALS CENTRE

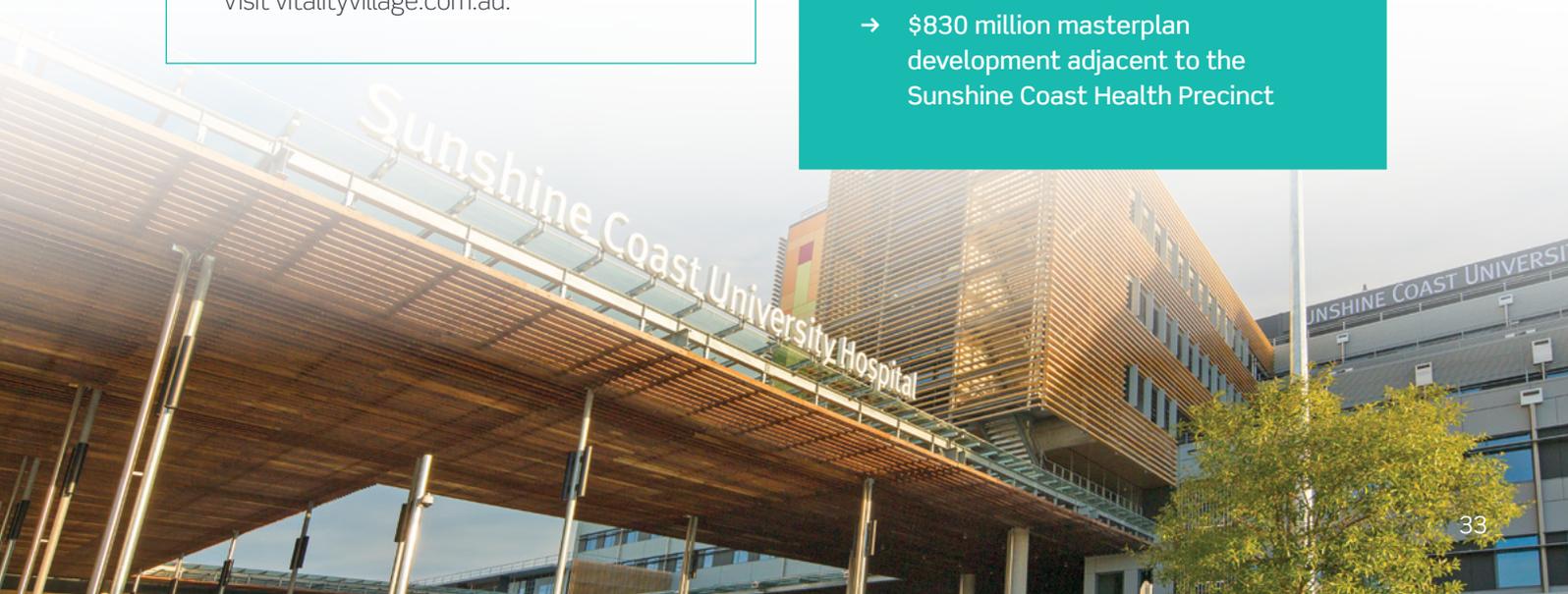
A world-class clinical trials centre working to advance healthcare outcomes and improve access to cutting-edge medicine.

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 (completed)
- \$150 million Sunshine Coast University Private Hospital (completed)
- \$60.8 million Sunshine Coast Health Institute (completed)
- \$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 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 (USC) hosts the Sustainability Research Centre, providing access to contemporary research that supports the growth of the clean technologies industry.

The Sunshine Coast hosted the 2019 National Clean Technologies Conference and Exhibition, bringing industry stakeholders together to drive growth, innovation and investment.

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).

FAST, CLEAN FACTS

- \$228 million industry value
- 150+ businesses
- 1500 jobs
- 7+ hours of sunshine, 300 days per year
- One of Australia's only dedicated clean technologies business associations
- Caloundra ranked #4 rooftop solar postcode in Australia in 2019





Food and agribusiness

A land of opportunity

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

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 the advent of Free Trade Agreements with Japan, China and Korea.

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.

A winning combination of location advantages, lower cost of doing business, economic resources and government support makes it a prime location for 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, FOOD FACTS

- \$796 million+ industry value
- 13.5% 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 Australia's only Marine Stewardship Council (MSC) certified tuna company and supplier to some of the most prestigious restaurants in the country.

Walker Seafoods has won multiple awards including a gold medal in the 2019 and 2018 Delicious Produce Awards for MSC Certified Swordfish.



Tourism, sport and leisure

A world-class destination

THE IDEAL 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.

MAJOR EVENTS

- 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 world opens up, 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.

#1 most loved destination in the world

2021 Tourism Sentiment Index

GOOD TO KNOW

In May 2022, the Barns Lane Farm agri-tourism project was approved for Coolum Beach. The farm will feature a massive Produce Hall, restaurant, function venue, distillery, brewery, performance stage and boutique hotel.

An \$8 million expansion of Australia Zoo, The Crocodile Hunter Lodge, opened in June 2022.

Late 2021, Surf Parks Australia gained approval to build a worldclass wave pool at Glass House Mountains, including a wellness centre, paddock to plate food and beverage, ocean and marine protection education, learn to surf classes and surf coaching.

The new \$8 million Convention Centre at Novotel Sunshine Coast Resort caters for up to 1500 delegates.

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

MOOLOOLABA TRI

The Mooloolaba Triathlon Festival is one of the region's signature major events. The festival course is famous for its ocean swim, along with an electric buzz in the atmosphere as thousands of triathletes descend on the popular beach town.





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 a national hub for entrepreneurs.

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

WHY THE SUNSHINE COAST?

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 quality of life, stimulate economic growth and ensure environmental sustainability. Smart city technologies provide real opportunities to build a stronger economy, develop a resilient and safer community and to improve service delivery to residents, businesses and visitors.





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 educational services by Sunshine Coast residents is predicted to grow by up to 50% between 2013 and 2033.

EDUCATION AND RESEARCH ON THE SUNSHINE COAST



57.4% of the local labour force holds a tertiary qualification



120+ undergraduate and postgraduate degrees at University of the Sunshine Coast



Desirable location for international students



Two TAFE Queensland campuses



World-class research facilities

“The Sunshine Coast is a naturally inspiring environment for students to live, learn and kick-start their future. Our region has leading edge facilities that inspire learning today and leading tomorrow, providing students with the opportunity to learn transferable high value skills they can deploy in a global economy.”

- TRACEY COOBULA, MANAGER, STUDY SUNSHINE COAST



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 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

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 Chat 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 (read more on page 17).



Traditional Custodians

Sunshine Coast Council acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples 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 Innovate 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 100 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 (USC) is one of Australia's fastest growing universities and offers more than 120 undergraduate and postgraduate study programs.

USC 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, USC, 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

Events and sports training

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

- Caloundra Music Festival
- Mooloolaba Triathlon
- Ironman 70.3 Sunshine Coast
- Queensland Garden Expo
- Four national outrigger titles
- Horizon, the region's premier multi-arts festival
- A variety of food and wine festivals

The Sunshine Coast is a natural sporting amphitheatre making it an unrivalled training environment.

Australia's largest gym franchise Jetts Fitness is a Sunshine Coast born and bred business.

Australia's premier cycling development program - the Australian Cycling Academy and the associated Pro Racing Sunshine Coast elite team - also operates from the Sunshine Coast.

The University of the Sunshine Coast is the only University in Australia to be accredited by the Australian Institute of Sport. The university has training facilities for 59 different sports.

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 is in TripAdvisor's top 20 Australian beaches while Kings Beach, Caloundra has been named best and safest by the Queensland surf lifesavers. There are many dog-friendly beaches too.

Beyond the beaches is the Sunshine Coast hinterland where you'll find charming villages, ancient subtropical 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 assistance

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 all council staff and connections with key federal and state government agencies to help with approvals
- Introductions, access to industry networks, potential suppliers, supply chain contacts, education and training providers
- International market information
- Access to a wide array of information online, including local success stories, programs available to local businesses and the latest in local industry news

Customised site selection assistance

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

Incentives and assistance

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

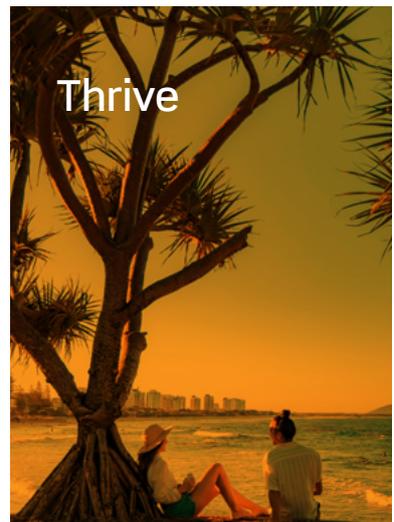
- Talk to a specialist for site selection assistance and relocation advice
- Ask for connections with government and industry bodies and access international market information

Business case development support

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

Data Connect

- Connections to local telco community



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

