

Sunshine Coast
Regional Economic Development Strategy
Annual Report 2022/23



Edition September 2023

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Reference document

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**Sunshine Coast
Regional Economic
Development Strategy
Annual report 2022/23.**

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Traditional Acknowledgement

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.

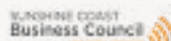
Truth telling is a significant part of our journey. We are
committed to better understanding the collective histories of the
Sunshine Coast and the experiences of First Nations peoples.
Legacy issues resulting from colonisation are still experienced
by Traditional Custodians and First Nations peoples.

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 peoples and the Jinibara peoples.

We wish to pay respect to their Elders — past, present and
emerging, and acknowledge the important role First Nations
peoples continue to play within the Sunshine Coast community.

Together, we are all stronger.

Sunshine Coast Council would like to thank the signatories and
partners of the Regional Economic Development Strategy and
acknowledges the valuable contribution they have made to the
implementation of the REDS and the continued growth of the
Sunshine Coast economy.





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Table of contents

- Mayor's and Councillor's Foreword 7
- About the Strategy 8
- Progress since 2013 9
- Progress indicators 10
- Pathways delivered and respective priorities
 - Pathway 1:
Leadership, Collaboration and Identity 12
 - Pathway 2: Capital Investment 18
 - Pathway 3: High-Value Industries..... 22
 - Pathway 4: Local-To-Global Connections 28
 - Pathway 5: Investment in Talent and Skills 30
- UNSDG alignment 36





Mark Jamieson
Mayor

Mayor's and Councillor's Foreword

Since 2013, the Sunshine Coast Regional Economic Development Strategy (REDS) has provided a vision and blueprint for our economy.

The REDS aspires to create a thriving and high-value economy that enables the growth of local businesses, attracts investment, and creates employment opportunities, all while preserving our cherished lifestyle and environment.

This Strategy has been the driving force behind the significant growth and diversification responsible for the \$21 billion economy we have in our region today.

As we reflect on our major milestones and progress during the 2022-2023 financial year, there is a lot to be proud of.

Through our investment attraction and major events opportunities, we have achieved an estimated economic impact of \$388.96 million and the creation of 1897 jobs in the Sunshine Coast economy, both directly and indirectly*.

Our city heart — the Maroochydore City Centre — is developing well with several projects completed, under construction or in advanced planning stages.

Excitingly, we are making significant strides in our role as a key delivery partner for the Brisbane 2032 Olympic and Paralympic Games, which involves hosting seven Olympic and two Paralympic events and establishing an athlete village in the Maroochydore City Centre.

We are now home to the national Critical Infrastructure Information and Sharing Analysis Centre (CI-ISAC Australia) and a growing list of national and international corporate businesses.

Our Sunshine Coast Jobs Hub and Student Jobs Hub, developed in collaboration with Study Sunshine Coast and key regional employers and industry groups, currently lists up to 1300 job opportunities, spotlighting the employment potential in our high-value industries.

We will continue to align with training providers and local education institutions who continue to provide career opportunities that support our thriving economy.

A year on from Sunshine Coast's prestigious designation as a UNESCO Biosphere Reserve, we remain committed to harnessing the economic, social and environment opportunities that align to this special international recognition.

As we close out the Five-Year REDS Implementation Plan 2019-2023, we are proud to see our commitments and bold thinking are paying off.

By staying the course on our commitments, we are evolving from a traditional economy to one that is innovative, adaptive, resilient and climate ready.

Our region is fast developing into a more sustainable and equitable economy, attracting investment and supporting local businesses to innovate, grow and enable diverse employment opportunities.

Together with industry and business, our Council will continue to collaborate, providing leadership, guidance, commitment and appropriate policy measures to realise the REDS objectives.

This ensures the Sunshine Coast's economy remains responsive to both national and global demands, offering valuable employment and investment prospects.

We invite you to read this annual report to gain deeper insights into the collective work the Council, business community and industry partners are doing to help achieve our vision of becoming Australia's most sustainable region. Healthy. Smart. Creative.



Cr Terry Landsberg
Division 2
Economic Development
Portfolio



Cr Jason O'Pray
Division 8
Economic Development
Portfolio

*Source National Economics (NIEIR) modelled by economy.ID.

About the Strategy

The Sunshine Coast Regional Economic Development Strategy 2013-2033 provides a road map to transition the regional economy into one that is innovative, adaptive, resilient and climate aware. The Strategy provides a framework that encourages a more sustainable and equitable future economy, supporting jobs, investment and innovation.

Regional Economic Development Strategy Aspirational Goals

Aspirational Goal 1

Gross Regional Product growth from **\$13.8 billion to \$33 billion by 2033**

Aspirational Goal 2

Jobs growth in high-value industries from **59,000 to 100,000 by 2033**

Aspirational Goal 3

Regional household income levels (22.3% below in 2013) **to exceed Queensland household income levels by 2033**

Aspirational Goal 4

Increase goods and services produced for export outside the region from **13.6% to 20%**

(Combined Sunshine Coast and Noosa)



Progress since 2013

Since the development and implementation of the REDS in 2013, the Sunshine Coast economy has undergone a period of significant growth and diversification. The region has also experienced considerable population growth and urban development and now proudly represents a regional economy worth more than \$21 billion in Gross Regional Product (GRP).

2013*

A **\$13.8 billion** economy

High value industries provide **59,000 employment opportunities**

13.6% of goods and services produced for export outside the region

Household income levels **22.3% below the State average**

2017/18 estimate

A **\$17.3 billion** economy

High value industries provide **74,693 employment opportunities**

16.4% of goods and services produced for export outside the region

Household income levels **9.1% below the State average**

2022/23

A **\$20.9 billion** economy

High value industries provide **91,847 employment opportunities**

18% of goods and services produced for export outside the region

Household income levels **4.8% below the state average**

2033 Aspiration

A **\$33 billion** economy

High value industries provide **100,000 employment opportunities**

20% of goods and services produced for export outside the region

Regional household income levels to **exceed Queensland household income levels**

*Figures in 2013 include Noosa and Sunshine Coast LGA.

Progress indicators

Since 2013, the Sunshine Coast Regional Economic Development Strategy has provided a vision and blueprint for the new economy — a prosperous, high-value economy of choice for business, investment and employment, while offering an enviable lifestyle and environment.

The region ended 2022/23 with the following results:



Gross Regional Product
SCC \$20.96 billion
RDA \$24.34 billion¹



Local jobs
SCC 162,752
RDA 189,288¹



Locally employed residents
SCC 177,702
RDA 204,136¹



Employment growth **8.1%²**



Unemployment rate
2.8% with a 0.5% decrease²



Public and private investment planned/underway
\$19.5 billion³



Exports of goods and services produced in region
SCC \$6.48 billion
RDA \$7.67 billion¹



Businesses
SCC 35,598
RDA 43,219⁴



Consumer spend in local region
Increase 4.8% year on year to June 2022⁵



\$388.96 million
 Economic impact (direct and indirect)
Target: \$250 million



1897 Jobs
 supported/created (direct and indirect)
Target: 1500



11,150
 Clients assisted/served
Target: 3300

1. Economy.id Source: National Institute of Economic and Industry Research (NIEIR) ©2022. 2. Source: ABS, Labour force Australia, detailed, released 27 July 2023, 11:30am. 3. Source: Australian Bureau of Statistics, Building Approvals, Australia, catalogue number 8731.0. Compiled and presented in economy.id by.id (informed decisions). 4. Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2021. 5. Source: Geographica SpendMapp data released June 2023.

SCC: Sunshine Coast Council local government area, RDA: Sunshine Coast and Noosa local government areas.

Regional Economic Development Strategy 2013-2033

This annual report highlights the program of activities delivered during 2022/23 against the Strategy's five critical pathways and their respective priorities.

Pathways	2019-2023 Priorities
 <p>Leadership, collaboration and identity</p>	<ul style="list-style-type: none"> • Strong economic leadership and collaboration between government at all levels, industry and the community • A recognised, competitive regional identity
 <p>Capital investment</p>	<ul style="list-style-type: none"> • Securing investment in the region's infrastructure and other project priorities
 <p>High value industries</p>	<ul style="list-style-type: none"> • Supporting high value industries to expand activities, job opportunities and connectivity to markets and supply chains • Promoting cross-sector collaboration and engagement on key initiatives and projects • Promoting entrepreneurship, innovation, research and digital connectivity
 <p>Local to global connections</p>	<ul style="list-style-type: none"> • Positioning the Sunshine Coast in key national and global markets • Supporting local businesses to respond and adapt to market change and opportunity
 <p>Investment in talent and skills</p>	<ul style="list-style-type: none"> • Developing, attracting and retaining a suitably skilled workforce • A regional education and training offering that aligns to the demands of the changing economy





Pathway 1: Leadership, Collaboration and Identity

Actions and Outcomes

Provide tools and support to the businesses, Industry Groups and Ambassadors who have transitioned from the Industry Taskforces to act as advocates for business attraction, industry advancement and cross discipline collaboration:

- Investment and Growth Toolkit built into the Invest Sunshine Coast website to assist new investors or existing businesses to expand. This comprehensive toolkit provides wide-ranging and up-to-date development support information for prospective investors using a 'single source of truth' online platform.
- Investment briefings with Local Government Association of Queensland, South East Queensland Council of Mayors, Australian Industry Group, Department of Foreign Affairs and Trade, Trade and Investment Queensland (TIQ), TIQ Commissioner for Hong Kong, Cooper Grace Ward, Property Council of Australia, Commonwealth Bank of Australia Commercial Banking, InterFinancial, Quintessential Equity, Shakespeare Group, La Vie Hotels, M Property, Deloitte and ICM to leverage the region's growing reputation as an investment destination and region-shaping projects including the Brisbane 2032 Olympic and Paralympic Games.
- The Regional Leaders Group met 11 times throughout the year to share information, identify economic opportunities and discuss areas for collaboration. The group is made up of key representatives from Chambers of Commerce, Industry Groups, UniSC and TAFE Queensland as well as other key business leaders.

Define and articulate the Sunshine Coast identity and conduct national and international campaigns to promote our value proposition:

- Sunshine Coast 2022 Business Brand Perception Survey was completed with 988 responses received from a range of stakeholders, aimed primarily to businesses from Brisbane, Sydney, Melbourne and the Sunshine Coast. Results compared to research conducted five years ago saw more than 50% of respondents believe the region has changed for the better, that business brand is heavily connected to the destination brand and livability is considered the biggest benefit of running or investing in a business on the Sunshine Coast, with other benefits being more affordable than other cities, proximity to Brisbane and the region offers growth potential.
- Invest Sunshine Coast promoted to target C-suite audiences in Brisbane, Sydney and Melbourne achieving a total of 909 new leads (9.5% increase in leads year-on-year), and seven new investment opportunities. The seven high-value industries were targeted using the Sunshine Coast Investment Prospectus to support the Sunshine Coast brand story. Exclusive targeting campaigns included hotel investment attraction, and the Sunshine Coast International Broadband Network incorporating Testing Tech and Cyber Security (CI-ISAC) initiatives.
- Paid advertising campaigns through Facebook, Instagram, LinkedIn, Google and YouTube included Vitamin SC Series 2, Commercial Property Guide, Hotel Prospectus and Sunshine Coast Investment Prospectus. Other key content marketing included monthly Invest Sunshine Coast electronic direct mail (EDM) to 6172 database recipients with an average open of 45.85% (industry average 18.7%) and average click through rate of 7.82% (industry average 2.8%).

Campaigns

Vitamin SC Series 2 campaign saw

346 new leads
2.36 million ad views
1.02 million video views

Google advertising saw

226 new leads
387,980 impressions
7.2% CTR (was 3.8%)

Search Engine Optimisation (SEO) project saw

147 new leads

Invest Sunshine Coast website saw

117 new leads

Tech Tour campaign saw

22 new leads

Organic social media including monthly eDMs saw

51 new leads.

Announcement of the Critical Infrastructure — information Sharing and Analysis Centre (CI-ISAC) locating its national office on the Sunshine Coast was published in national publications/journals including but not limited to: Industrial Cyber, Innovation Australia, Mirage News, Council Magazine and iTnews.

Develop a Sunshine Coast champions series to promote the success and capability of the Sunshine Coast region and community across the five pathways and seven high value industries, both nationally and internationally:

11 videos and **six articles** featured in a **Local Business Champions** series that profiled Sunshine Coast businesses. The series showcased the diverse businesses and local collaboration in the region. Campaign content was shared through Council’s website, social media, business group channels, Business News and local media.

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Vitamin SC
 SUNSHINE COAST





Promote the leadership of the region in key high-value industries such as health and sport to further enhance the regional credentials and drive future infrastructure investment into the region.

- Mayor Mark Jamieson welcomed Critical Infrastructure, Information Sharing and Analysis Centre (CI-ISAC) to the Sunshine Coast at the official launch on 8 May 2023 in Maroochydore. One of the key attractors for supporting this organisation is their ability to attract professionals to our region who would not normally come here for business — showcasing what we have and building the business case for them to also consider investing locally. Attendees were from Singapore, USA, the UK and represented companies such as Google, IBM, NAB, ANZ, Virgin, Deutsche Bank and Ernst & Young.
- A Sport Tech ideation session was held with **50 attendees** representing tech users, tech providers and tech supporter stakeholder groups. The session was facilitated by Brad Howarth, technical expert, resulting in **38 ideas from 22 attendees**. All attendees who completed the feedback survey rated the event as 'extremely satisfied' or 'very satisfied', with attendees citing the connections made as most valuable. An outcome from the event is a pitch 'register' which will enable attendees to stay connected.
- The Sunshine Coast's unique tech opportunities were promoted to Advanced Robotics for Manufacturing Hub, AI Hub, Sustainable Minerals Institute, University of Queensland, Start-up Blink Ecosystem Summit and CSIRO with very positive feedback and two investment opportunities generated. The mining sector was targeted through the International Mining and Resources Conference (IMARC) to highlight the Sunshine Coast's unique tech testing environment for remote operations. The region was also represented at the World of Drones and Robotics Congress, RAS Gateway Platform launch and Space and Robotics industry Sundowner to identify new investment leads, expand networks and gather market intel as part of the Sunshine Coast International Broadband Network Leverage Program.

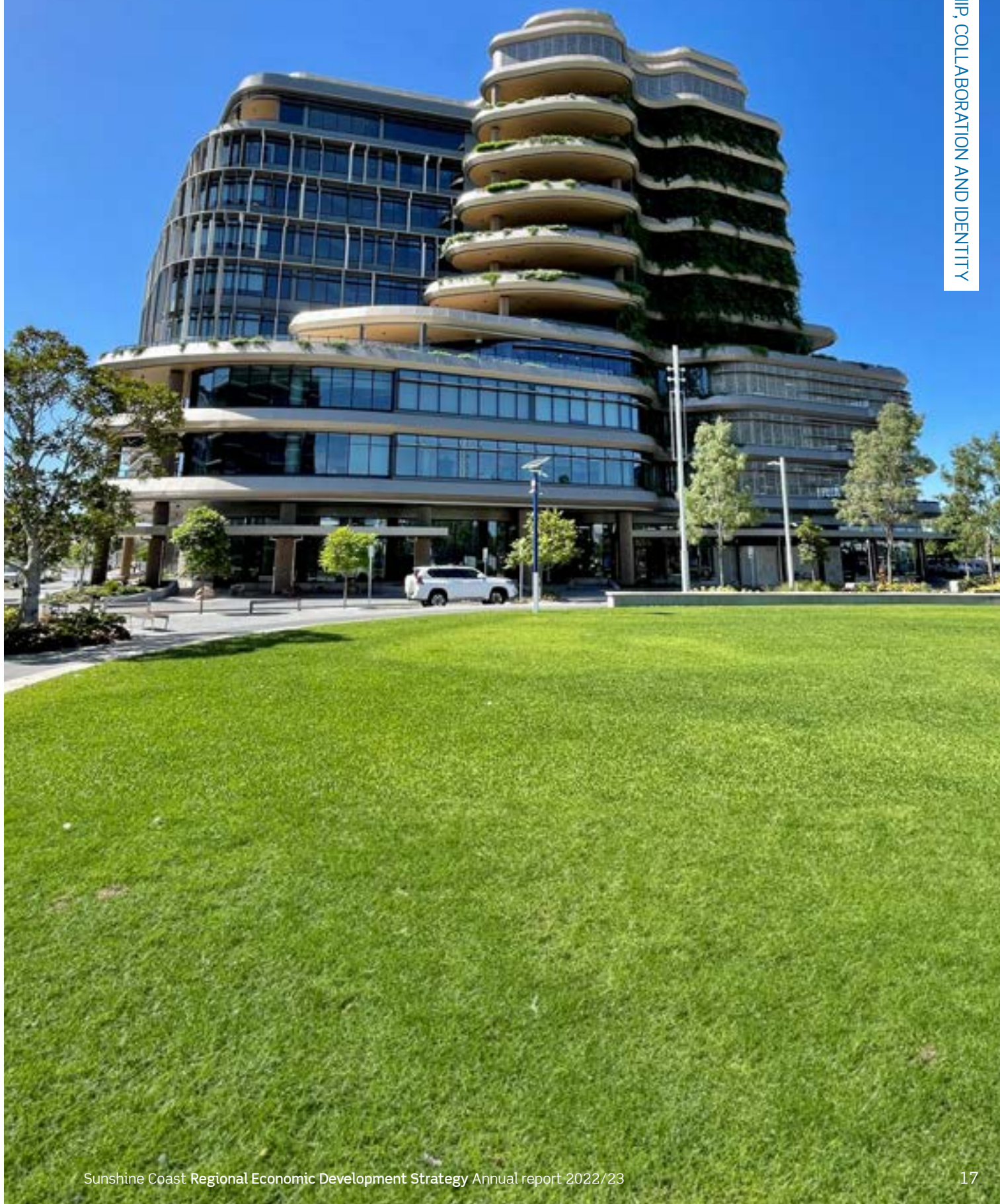
Support business excellence through a highly competitive awards and recognition program and create pathways into national and international award categories for the region and industry:

- Council was named finalist in two categories for the 2022 National Economic Development Awards for Excellence. The work undertaken by Council's Economic Development branch and led by the Investment, Trade and International Unit was named as finalist in the Category 'Economic Development Strategic Thinking'. In addition, Council was also named as a finalist for the Category 'Economic Development Marketing and Promotion' for its out-of-region investment attraction video series.
- The Sunshine Coast Business Awards Gala was held on 12 November 2022 at the Sunshine Coast Convention Centre. In its 27th year, the awards aim to celebrate the outstanding achievements in local business. **188 applications** progressed into **17 category winners**. Business of the Year was awarded to Travis Schultz & Partners for their passion and drive in making a difference to their clients and wider community.
- The Sunshine Coast Business Woman of the Year Awards, held on 10 August 2022 were again supported by Council. The Awards celebrated women in business across a range of categories including Professional Business Woman, Young Business Woman, Micro/ Small Business Woman, Corporate Business Woman, Sustainable Business Woman and Outstanding Business Woman of the Year.
More than 300 business people and leaders across the region attended the gala dinner and awards ceremony.



Support the SEQ City Deal and SEQ Council of Mayors Brisbane 2032 Olympic and Paralympic Games Proposal to enhance regional identity and infrastructure:

- Council partnered with Australian mixed-reality consultancy, The AVR Lab, to undertake the first 'Testing Tech in Paradise' project — 'The Connected Worker'. The objectives of the trial were to test Council's digital infrastructure, specifically Wi-Fi 6. Assisted Reality (AR) wearables were successfully tested using the network, resulting in live streaming of software. A video has been created as marketing collateral, and a new investment attraction incentive offering all back-office systems has been created. Stage 2 of the project is being scoped which will include market sounding and promotion of the Sunshine Coast as the place to test and trial new technology developments required for the Brisbane 2032 Olympic and Paralympic Games and later deployment, aligning with Council's 2032 Legacy Plan.







Pathway 2: Capital Investment

Actions and Outcomes

Work with technology providers to ensure the delivery of world-class broadband infrastructure and services, to support industry advancement as connected to the International Broadband Network:

- The Sunshine Coast International Broadband Network (SCIBN) Leverage Program working group met monthly to look at ways to better utilise Council's investment in the SCIBN to attract capital expenditure and jobs and in turn growing the region's economy.
- The first test and trial project called the 'The Connected Worker', successfully tested immersive technology on Council's Wi-Fi 6 network to demonstrate workforce productivity gains and efficiencies and the viability of the Wi-Fi 6 network. Showcase and testimonial videos from Council's commercial partner, The AVR Lab, have been shared with various government areas and targeted entities with positive feedback received and two investment opportunities generated.

Leverage the growing reputation of the Sunshine Coast Health Precinct to support business attraction, job creation and research and development partnerships:

- The Sunshine Coast Health Panel and the Allied Health Taskforce came together for a combined forum with 25 in attendance. Founded in 2012, the Health Panel is recognised as the peak industry collaborative body for health on the Sunshine Coast and has high-level representation from both public and private health, research and education organisations as well as different levels of government working in collaboration to guide the business of health on the Sunshine Coast. In October 2022, the Allied Health Taskforce was formed as a sub-group of the Health Panel to develop an Industry and Investment Plan, the first of its kind for the Sunshine Coast, to build capacity of this important sector and to capitalise on emerging opportunities.



Map supply chains for region shaping projects to explore opportunities for business expansion and attraction and the ripple effect to local industry and supply chains:

Six investment outcomes delivered in 2022/23 had an estimated total economic impact to the Sunshine Coast economy (direct and indirect) of **\$286.9 million** and **764 jobs**.

Council supported local manufacturer Cutting Edge Canvas in finding a suitable location for its new manufacturing facility in Forest Glen which will result in capital expenditure of **\$350,000** and forecasted six additional jobs. The estimated direct and indirect economic impact to the **Sunshine Coast economy is \$1.25 million** and **nine jobs**.

HavenXR has worked with UniSC Collaborations to launch a full-scale virtual reality production studio on the Sunshine Coast offering transformational opportunities for education, research, and industry engagement. HavenXR are providing students with industry immersion on campus to develop their skills in VR, AR and XR with direct international connections and employability pathways in the USA and Southeast Asia. Council's Investment Attraction team has worked with Haven XR since May 2021, providing support with site selection options, data connect service and networking. Based on initial investment of \$1 million capital expenditure and five new jobs, this investment will see **an economic impact of \$3.18 million** and **13 jobs** (direct and indirect).

Link Composites expansion into Coolum Eco-Industrial Park was supported by Council's Sunshine Coast Investment Assistance Program (SCIAP).

This re-investment has an estimated total economic impact (direct and indirect) to the Sunshine Coast **economy of \$10.5 million** and **32 new jobs**. The new site has helped Link Composites evolve and advance from manual production to automated production, **increasing productivity by 500%**.

CMB Property (a SCIAP project) for Lot 9 Coolum Eco-Industrial Park. Construction capital expenditure of \$6 million is anticipated to see a total economic impact (direct and indirect) **\$9.41 million** and **29 jobs**. This facility is leased to two manufacturing businesses – Link Composites and Cure Marine.

Mayor Mark Jamieson officially opened Country Chef's **\$30 million purpose-built facility** at Sunshine Coast Industrial Park. This re-investment will have an estimated total **economic impact to the Sunshine Coast economy of \$262.14 million** and **679 jobs**.

Cooper Grace Ward hosted a boardroom briefing with guest speakers Mayor Mark Jamieson, Craig Scroggie, CEO of NEXTDC and Mr Peter Saba, Director of Development and Major Projects at Walker Corporation. Approximately **25 investment attraction clients**, and senior representatives from several industries attended to learn more about why they should also be investing within the region.

Support from Council was provided in the development of a regional, searchable supply chain mapping tool aligned to the local manufacturing sector. The tool provides a searchable view and connection to over **1520 regional manufacturers** which supports linkage to local supply chain capabilities and supply chain leakage.



Enhance the Regional Investment Prospectus to profile investment opportunities, including region-shaping projects and connect Ambassadors with its promotion in national and international markets:

- The Sunshine Coast Investment Prospectus eBook was updated in October 2022 along with continuous updates to the Invest Sunshine Coast website which is the one source of truth for the prospectus. The Sunshine Coast Hotel Prospectus and Sunshine Coast Relocation Guide were built into the Digital First platform allowing publication from one dedicated source.

Identify opportunities for and seek private sector led project delivery in high quality four and five star branded accommodation and event related infrastructure:

- Mayor Mark Jamieson officiated the opening of Holiday Inn Express & Suites on 14 July 2022. Pro-Invest's commitment to build the Holiday Inn Express & Suites shows a strong vote of confidence in the region and marks another important milestone for the Maroochydore City Centre.
- The Sunshine Coast Hotel Prospectus was promoted to the NZTE Trade Commission. Local investment client and NZTE client, Engeo, promoted the Hotel Prospectus to their US office. Discussion held with the Hong Kong Commissioner for TIQ who shared the Hotel Prospectus with local firms in Hong Kong.

What did not progress

Funding support from the State and Federal Government for enhanced airport border services, customs and quarantine facilities to support the export of food and agribusiness products and support international visitation did not progress due to impacts of COVID-19 and Priority Development Area process for Sunshine Coast Airport.







Pathway 3: High-Value Industries

Actions and Outcomes

Establish and facilitate open forum sessions with representation from key industries and other tiers of government to discuss, promote and acknowledge economic development issues and improvements across the region:

- Facilitated regular meetings with federal, state and local government agencies to share economic development opportunities and market intelligence to provide a connected service of opportunities to regional business community.
- The inaugural Screen Summit, hosted in partnership with the Sunshine Coast Screen Collective, brought together representatives from Screen Queensland and the wider local film and digital games industries to discuss how to grow the industries on the Sunshine Coast. The event attracted **92 local industry representatives** and culminated with the development of **10 key priorities for Council** to consider in the creation of an industry development plan.
- Chambers of Commerce and Industry Groups were supported with access to information, assistance and resources via one-on-one meetings, newsletters and email communications and regular attendance at meetings and events. The annual Thriving Through Change Business Resilience Expo provided the groups with a platform for **collaboration and connection with more than 400 local businesses**.

Support industry groups across the seven high-value industries as they deliver programs and services linked to the region's five priority pathways and 2033 goals:

- Provided regular communication and support to regional industry groups including Manufacturing Excellence Forum, Cleantech Industries Sunshine Coast, Sunshine Coast Tech Industry Alliance, Silicon Coast, Sunshine Coast Screen Collective, SunCoast Angels and Food and Agribusiness Network as part of the economic fabric delivering opportunities for their industries and local businesses by their industry.
- Partnered with Cleantech Industries Sunshine Coast to deliver a business workshop series on Innovative Solutions for a Profitable Business which targeted businesses of all sizes to develop a plan to investigate, measure and utilise contacts and linkages to reduce escalating input costs including energy, water and waste.
- Emerging opportunities in relation to Advanced Air Mobility have been advanced on a number of fronts including participation in the SEQ Council of Mayors project and direct engagement with key players such as Wisk and Airbus. Importantly, a Sunshine Coast Advanced Air Mobility/eVTOL (electric Vertical Takeoff and Landing) initiative has been launched led by the Manufacturing Excellence Forum and UniSC aimed at driving local capability, awareness, innovation and workforce development via a collaboration between government, industry and academic partners. The project aims to make the Sunshine Coast a future leader in the development and adoption of such technology.
- Supported and communicated with the Food and Agribusiness Network to establish their areas of priority and focus through assistance in development of a Regional Action Plan. Supported in the delivery of key projects such as Meet the Makers, Project CRAFTed (ongoing), Capability Mapping Project (ongoing) and The Curated Plate events.

Establish a process of collaboration and sharing of workforce planning issues across the high-value industries ensuring the region is well placed to grow and respond to market changes:

- Worked with Visit Sunshine Coast (VSC), the Queensland Government Department of Tourism, Innovation and Sport (DTIS), and the Queensland Tourism Industry Council to continue to highlight the challenges facing the tourism industry including the housing issues and labour shortages. Connected with other regions to understand what was working in other destinations.
- The first phase of the UniSC Workforce Development and Skills Gap Analysis project has been completed by UniSC as part of the Regional Partnership Agreement between UniSC and Council. The next phase of the project is to further understand and unpack the key themes and learnings from the report and communicate this with industry groups and key businesses. **A survey of approximately 30 medium and large businesses will be undertaken** to further understand the future workforce needs of the Sunshine Coast.

Investigate ways to facilitate and encourage the growth and expansion of high-value industry activities, including the identification of specific land uses, precincts and activity areas that support these activities or the attraction of high-yield visitors:

- In concert with Strategic Planning, the Economic Development Branch delivered the Sunshine Coast Industrial Strategy. The project aimed to ensure that a consistent and demand responsive supply of industrial land is provided to support the region's continued economic evolution and prosperity. The Strategy has already been utilised as an input into the reviews of the SEQ Regional Plan and Sunshine Coast Planning Scheme.
- To understand the requirements of what a hotel developer might look for when looking to invest into a region, an investigation took place into identifying areas across the Sunshine Coast that would be ideal for hotel development and investment. This investigation looked into distance to amenities, tenure, zoning, height limitations and overall precinct appeal which provides Council with a greater understanding of what conditions might be needed when reviewing development applications.
- Established key relationships and facilitated meetings with the Department of Tourism, Innovation and Sport, and international operators and stakeholders to promote the tourism and hotel investment opportunities on the Sunshine Coast.
- Council has continued to deliver specialist economic development advice and inputs in relation to key regional strategies and projects including:
 - Sunshine Coast Planning Scheme Review
 - SEQ Regional Plan Review
 - Mass Transit and Beerwah to Maroochydore Heavy Rail projects
- The Caloundra Aerodrome Masterplan Review was supported from scoping, to inception and successful final adoption by Council. Implementation is now proceeding with continued economic development support. Caloundra Aerodrome has the potential to deliver region-shaping benefits in relation to the Aviation and Aerospace Industry and as a key knowledge and innovation hub.





Leverage the region-shaping projects and regionally significant projects to support supply-chain development and ripple effect benefits across the high-value industries:

- Supported the development of a regional, searchable supply chain mapping tool aligned to the local manufacturing sector. The tool provides a searchable view and connection to **over 1520 regional manufacturers** which supports linkage to local supply chain capabilities and supply chain leakage.
- Facilitated the growth of the regions connected circular economy ecosystem with marketing the benefits of Council's supported regional license for the ASPIRE business to business circular economy marketplace. This financial year the regional ecosystem utilising ASPIRE marketplace has **331 members**, diverted **2591.62 tonnes** from landfill, saved 1022 tonnes of embedded carbon savings and **generated \$696,533 in savings/earnings** to members in Sunshine Coast ecosystem.
- Supported the development of the Sunshine Coast Screen Locations Gallery in partnership with the Sunshine Coast Screen Collective. Locations increased from **22 to 62** and **linked to the Screen Queensland locations gallery** and the global LocationsHub gallery, giving global visibility to Sunshine Coast film locations.



Investigate the economic benefits and marketing opportunities arising from a potential UNESCO biosphere designation for the Sunshine Coast, with a view to encouraging investment and expansion in the seven high value industries, with a specific focus on agribusiness, tourism and clean tech industries:

- Over 100 people attended the regions inaugural GreenX Talks Conference and Exhibition delivered through Cleantech Industries Sunshine Coast supported by Council. Discussions from **12 industry** thought leaders in a short sharp format based on TEDX style and featured necessary and powerful discussion aligned to opportunities of 'living within a Biosphere', sustainability in business and opportunities and challenges in a changing climate.

Ensure the regulatory settings outside the Enterprise Corridor do not inhibit or constrain investment in high value industries with a focus on agribusiness, tourism and leisure experiences:

- Council has continued to deliver specialist economic development advice and inputs in relation to key regional strategies and projects including the Sunshine Coast Planning Scheme and SEQ Regional Plan Reviews.

Continue to support and enhance SCRIPT as a key regional platform to support innovation and entrepreneurship:

- The inaugural Silicon Coast Forward Fest innovation festival was supported, attracting 350 delegates across the two days. The high calibre industry speakers come from some of the world's most respected brands including: Microsoft, Boeing, Bosch, PwC, Deloitte, Ogilvy Australia, Telstra, CPA Australia, Grant Thornton and Youi.
- The Silicon Coast Techstars Startup Weekend utilised the United Nations Sustainable Development Goals as a framework to find solutions for some of society's big challenges. **15 ideas were pitched** with three female-led startups taking out the top three winners.

Support the foundational elements of innovation and entrepreneurship through program support and delivery specifically targeted at young people (up to 21 years of age):

- **13 student team finalists** pitched their business ideas in front of **130 people** at the Mayor's Telstra Innovation Awards. The two top teams gained entry into a local incubator program for further concept development. **23 student submissions** were received for consideration.
- The Australian Computer Society Foundation BiG Day In tech careers day attracted 350 students, teachers and parents from **17 schools** across the Sunshine Coast. Industry speakers included the Australian Space Agency, Gameloft, Microsoft and the Australian Signals Directorate along with local speakers Raider Targetry and Smartline Medical.
- The RoboRAVE Australia annual robotics competition attracted over **800 competitors** comprising **363 teams**, over **200 spectators** and **120 volunteers**. Competitors came from **50 schools**, community groups, home school, universities and robotics clubs.





Position the Sunshine Coast as an innovation, entrepreneurship and digital leader through the international submarine network and associated infrastructure. Enhance and connect to 5G capability to future-proof the region:

- Presented at the Economic Developer's Roundtable Session at the 2023 Intelligent Communities Forum (ICF) 'Turning Connectivity into Growth' Smart21 Virtual Conference which attracted a global audience. At the end of this session the Sunshine Coast was announced as one of the Smart21 Communities for 2023.
- For the fourth year in a row, the Sunshine Coast was named a Top7 Intelligent Community by the US-based Intelligent Community Forum (ICF). The region received a Provisional Certification Report which compares the Sunshine Coast's performance to the full data set of ICF communities globally. The Sunshine Coast scored above the average in all six ICF Factors.
- A three-page feature article on the Sunshine Coast tech industry featured as a special report in 'The Australian' Innovation supplement on published on 15 July 2022. This unpaid media opportunity was the result of a collaborative communications effort between the Sunshine Coast Tech Industry Alliance and Council.



Attract and support accelerators and programs that foster innovation and entrepreneurship in high value industries and/or are connected to region-shaping projects:

- The Sunshine Coast Innovation Ecosystem has been further enhanced by the opening of co-working and incubator space Ocean City Labs in Maroochydore, a collaboration between local startup Tablogs and Brisbane-based accelerator River City Labs.
- The Sunny Coast Showdown screen incubator and showcase received **92 high-calibre entries** from which seven concepts were chosen for production utilising all local, paid crew. The ticketed showcase and awards event attracted over **500 industry and community attendees**.



PATHWAY 4: LOCAL-TO-GLOBAL CONNECTIONS





Pathway 4: Local-To-Global Connections

Actions and Outcomes

Support the ongoing expansion of the export network, including identifying opportunities to continue to leverage existing collaboration and respond to market opportunities:

- Council along with **400 leading executives** from Queensland's Chinese Australian Business Community including key state and local politicians attended the Australia China Business Council New Year Gala Dinner at Brisbane City Hall.
- Council was presented with the Special Recognition Award for the Most Outstanding International Engagement Programme for 2022 by the Australia Malaysia Business Council Queensland (AMBCQ), the Nordic Forum of Australia and International Circle in November 2022 at the Annual Christmas Ball held at Queensland Parliament House.

Develop and implement a comprehensive biannual Regional Export Program:

- The Trade Capability Program workshop series was delivered across four months with **10 local business owners** and **13 attendees**. The series of workshops was facilitated by AiGroup to prepare businesses to be export-ready, including a step-by-step strategy and tailored business plan ready for implementation.
- A New Zealand Trade Briefing, in partnership with Trade and Investment Queensland (TIQ) and Austrade Business Development Directors based in Auckland was held. More than **50 local business** representatives attended the briefing to learn of the priority industry sectors of focus for TIQ and Austrade and opportunities for trade and investment identified in the New Zealand market.

Deliver program of outbound trade and investment missions, supported by local industry, to key trade and investment markets:

- Council's Mission to the Asian Smart Cities Conference, Malaysia, was delivered on 6-7 October 2022. The Economic Development Portfolio Councillor delivered a presentation on Council's Smart Cities Framework and participated in a panel discussion on Net-Zero emissions and sustainability issues in city regions.
- Council's Mission to the Intelligent Community Forum, Global Summit, USA was delivered on 26-28 October 2022, attended by Council's Head of Innovation and a Board Member from Silicon Coast.

Conduct a review of the sister city agreements to maximise cultural, community and economic outcomes and establish clear criteria for future program enhancement and delivery:

- The International Relations and Trade strategic policy report was adopted at Council's Ordinary Meeting on 25 May 2023. The policy is directed at maintaining and enhancing Council's national and international reputation and providing a robust and transparent framework for Council's relationships and engagement with international entities and markets.
- The International Sister City and Friendship Agreements with Tatebayashi City in Japan, Xiamen City in China, and Fenland in the UK were renewed for a further five-year period.

Continue to foster high level relationships with Austrade and TIQ to promote the region's region-shaping projects and export products and services to achieve trade and investment outcomes:

- Council's silver sponsorship obligations for the 2022 Premier of Queensland Export Awards were fulfilled with Trade and Investment Queensland and two local exporters (5Fish and Silver Sea Seafoods) attended the awards ceremony in Brisbane on 5 October 2022 with Council support.





Actions and outcomes

Work with State and Federal Government agencies and local industry to monitor skills and labour shortages, and ensure workforce skill gaps and early solutions are identified, for highvalue industries and connected to region-shaping projects within the region and SEQ:

- CheckUP Australia in partnership with the Department of Employment Small Business and Training (DESBT) hosted **52 people** at the Sunshine Coast Health Business Breakfast, as part of the Queensland Small Business Month. The event featured Dr Mary Gregory, Chair of the Allied Health Taskforce and Council representatives who spoke to the group about the focus on the health workforce and the key initiatives that support it including the Sunshine Coast Jobs Hub.
- The Sunshine Coast Business Council delivered a series of Think Tanks to discuss talent attraction and retention strategies and how the region can continue to ensure we have a highly qualified and skilled workforce to match the needs of the economy. Council, University of the Sunshine Coast (UniSC) and TAFE Queensland have all partnered and delivered presentations at the events to ensure a deep understanding of current and future needs.

Work with industry representatives and key growth sectors to identify the skilled work requirements to grow and expand the industry's market footprint:

- Study Sunshine Coast delivered two Famils with **13 delegates** visiting the region. Delegates visited Sunshine Coast education institutes including UniSC, TAFE Queensland, Sunshine Coast Health Institute, Union Institute of Language and Demi International. Delegates also had the opportunity to visit the region's popular tourism experiences and natural assets. They were excited about the education and investment opportunities on the Sunshine Coast and were eager to promote the region offshore.
- The inaugural TAFE Queensland Screen Careers Event was attended by 100 students, teachers, parents and mid-career changers. This event brought together a panel of local industry screen practitioners across production, game development and live broadcasting plus an expo to talk about the skills required for the screen industry
- Council hosted the Pathway to Emerging Careers Forum in partnership with Career Development Association Australia. **70 attendees** including career counsellors, school Principals and industry representatives listened to a presentation from industry leaders in ICT and Cybersecurity, Sustainability and Game Design about the careers of the future.
- Study Sunshine Coast delivered eight programs in the financial year with participation from **232 students** from the region. The programs targeted domestic and international students and provided upskilling, employability and networking opportunities. Programs of significance included the Mayor's Telstra Innovation Awards, Student Ambassador Program, and Project Global Citizen.



Investigate partnership opportunities between the public and private sector to design and implement targeted workforce attraction and retention strategies:

- The Gap Year Sunshine Coast campaign used video and graphic content through digital marketing tactics to promote tourism and hospitality jobs available in the region. Video content generated over **220,000 views** and **1700 clicks** were made on the jobs page.
- The Sunshine Coast Jobs Hub and Student Jobs Hub was developed in consultation with the region's key employers and industry groups to aggregate all available local jobs and highlight opportunities in the high-value industries. Businesses can post jobs for free and active campaigns are run to promote the site. Up to **1300 jobs** are listed on the two platforms.



Develop local business support programs that support small and medium sized enterprises to grow (capacity build) and connect (opportunities):

- More than **350 members** of the business community attended the free Thriving Through Change Business Resilience Expo on 23 August 2022 at Venue 114. The event connected the business community to a range of business resources, programs and tools including 38 exhibitors from government and support agencies.
- The TAFE Build a Better Business program was delivered to **36 local businesses**. The program guides businesses through business foundations including developing business plans, marketing plans and finance plans and successful completion of the program provides them with a Certificate IV in Entrepreneurship and New Business.
- Council's Sunshine Coast Funding Finder site is powered by Grant Guru and connects businesses and community groups to billions of dollars' worth of grants. The comprehensive one stop portal sent over **41,200 email alerts** to registered users to inform them of relevant local, state, federal and private grants and funding available nation-wide.
- The Local Business Support Program delivered tailored advice, resources and tools to 394 local businesses. There were **59 events** conducted in support of the Regional Economic Development Strategy involving **3587 participants** including capacity building programs and workshops and the Thriving Through Change Business Resilience Expo.
- The Sunshine Coast Business Awards Gala was held on 12 November 2022 at the Sunshine Coast Convention Centre with more than **850 people** in attendance. In its 27th year the awards aim to celebrate the outstanding achievements in local business. **188 applications** progressed into **17 category winners**. Business of the Year was awarded to Travis Schultz & Partners for their passion and drive in making a difference to their clients and wider community.
- Council's Place Activation team worked with key industry groups in Mooloolaba, Caloundra and Nambour to deliver events, activities and promotional campaigns. **29 events** were held across Caloundra, Nambour and Mooloolaba attracting a total of **48,000 attendees** into the commercial precincts. Caloundra and Nambour focused on brand development and strengthening to support promotional campaigns aimed at lifting the destination appeal to drive visitation and spend in the regions.

Key Nambour activations include:

- Nambour Forecourt Live series
- I Am Nambour Explore Nambour promotional series
- Shopfront Improvement Program
- Vintage and Retro and Parking Maps developed

Key Caloundra activations include:

- Branding launch including promotional material such as videography, website, street banners, and mural
- Christmas, New Years Eve, Easter, Beachfest, Winter Wonderland, Outdoor movie event activations
- Six businesses benefitted from the Shopfront Improvement Program
- Six advertising campaigns (including Queensland Top Tourism Town, radio, Shop Caloundra, My Weekly Preview, Sunshine Coast Turf Club Caloundra Cup)
- Physical infrastructure/signage: Felicity Park festoon lighting, native trees and pots lining the street, Beachbeat footpath works

Key Mooloolaba activations include:

- Mooloolaba Foreshore Festival
- Mooloolaba Summer Cinema series
- Cruiseship activations and map development



Develop local business support programs that support small and medium sized enterprises to grow (capacity build) and connect (opportunities):

- Facilitated the delivery, in partnership with Groei Education, of the Scaling Up...a smarter way to business growth program. From **26 Expressions of Interest**, **12 businesses** were selected to partake in the 12-week program designed to leverage local businesses in their growth and expansion efforts, provide resources and support to help them reach their full potential, and drive performance so they feel in control.
- In collaboration with Food and Agribusiness Network (FAN), **14 Sunshine Coast business owners** were hosted for a best practice Food Tech Tour to Brisbane. Participants had the opportunity to see and experience best practice operations firsthand at Lang's Gourmet, an Australian owned company specialising in the creation of gourmet artisan crafted spreads and dressings using locally sourced ingredients. This was followed by a visit to the Department of Agriculture and Fisheries (DAF) Health and Food Sciences Precinct where participants toured the facilities, equipment and capabilities available to assist the local Food and Agribusiness industry innovate and commercialise new products.
- From **14 Expressions of Interest**, four businesses (Nutworks, So Soda, Planet Organic and Beachtree Distillery) were selected to represent the Sunshine Coast at the Naturally Good Expo — Australia's premier trade exhibition for natural, organic and better for you products and brands. In collaboration with FAN, the four businesses were escorted to Sydney for the two-day trade event. Feedback from the event was excellent with each of the businesses securing excellent leads.



Leverage opportunities in key markets to increase the intake of international students in tertiary, technical and secondary schools:

- Study Sunshine Coast worked with education partners to attract students to the region. International delegates visited the region to learn of the living and education opportunities. The Student Ambassador Program used current international students as vessels to promote perks of living and studying here.
- Study Sunshine Coast continues to market and position the Sunshine Coast as a high-quality destination for education and training. During the year, the initiative supported more than 200 international and domestic students to participate in programs including free Barista courses, first-aid training, cultural competency programming and creative industries student showcases.
- Study Sunshine Coast and Study Queensland partnered to deliver a one-day Famil to the region for visiting international TIQ delegates to attend a Queensland International Education and Training and Research and Innovation Familiarisation Qld 2023 International Education and Training (IET) Famil. Three Business Development Managers from China and Hong Kong, and three Directors of Research Partnerships from Europe, India and Japan all visited the Sunshine Coast to meet with UniSC, TAFE Queensland, Sunshine Coast Health Institute (SCHI), Union Institute of Language, Demi International and Walker Corp and were excited about the education and investment opportunities here that they will promote offshore.

- Study Sunshine Coast took part in the TAFE East Coast International Student O-Week presentations. This was an opportunity to get in front of new students from the Philippines, Vietnam, UK, Brazil, Colombia and India to name just a few, and to promote their free programs including the International Swim Program, Ambassador Program and Student Jobs Hub.
- Study Sunshine Coast successfully delivered the cross-cultural accelerator program, Project Global Citizen. The eight-week cultural intelligence program is highly sought after by domestic and international students seeking to develop their Cultural Intelligence for study, living and working with different cultures. 22 fully subsidised scholarships were offered, and successful graduates received a micro credential on completion of the course.
- Study Sunshine Coast was delighted to appoint four amazing new International Student Ambassadors for the region this year. Hailing from both UniSC and TAFE Queensland, these advocates cover our key sources markets in Korea, Germany, Colombia and the Philippines and will attend events and activities, as well as post on socials and blogs, with Study Sunshine Coast to speak about their student experience and encourage other international students to choose the Sunshine Coast.



Sunshine Coast Major Events Strategy 2018-2027

Implementation of the Sunshine Coast Major Events Strategy 2018-2027 is measured against a suite of Key Performance Indicators which were developed to monitor the achievements of the Strategy. The Sunshine Coast Events Board provides an annual report detailing the results, with the 2022/23 report to be produced following the completion of acquittal reports for events that received major events sponsorship funding. Annual reports produced by the Sunshine Coast Events Board can be found at sunshinecoast.qld.gov.au.

United Nations Sustainable Development Goals



Industry, business and local government will continue to work together to provide the leadership, direction, sustained commitment and policy settings to deliver on the REDS and ensure the Sunshine Coast economy continues to be responsive to national and global demand, with high value employment and investment opportunities.

Together we will:

- Finalise the refresh of the Regional Economic Development Strategy at the 10-year mid-point
- Continue to build collaborative relationships and initiatives with key industry groups
- Build industry and business capability
- Identify and support future industries such as screen, game development and digital industries
- Connect industry with talent and skills and contribute to addressing regional workforce issues
- Support small business to thrive
- Leverage the SCI Data Centre and Sunshine Coast International Broadband Network to attract new businesses to the region
- Review industrial land policy and facilitate land releases and related actions
- Support and strengthen our region's First Nations businesses and economic development opportunities
- Facilitate innovation and entrepreneurship
- Develop economic strategies to capitalise on Brisbane 2032 legacy opportunities
- Facilitate and leverage opportunities stemming from the Sunshine Coast Biosphere designation
- Align our activities with Council's commitment to the Sustainable Development Goals and a sustainable future.





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