

Sunshine Coast Regional
Economic Development Strategy 2013-2033
Implementation Plan 2019-2023

SUMMARY



SEPTEMBER 2019

PROGRESS SINCE 2013

Since the development and implementation of the REDS in 2013, the Sunshine Coast economy has already 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 \$18.5 billion in Gross Regional Product (GRP).

2013	2017/18 ESTIMATE	OUTCOME 2033
A \$13.8 billion economy	A \$18.5 billion economy (a)	A \$33 billion economy
High-value industries provide 59,000 employment opportunities	High-value industries provide 82,633+ employment opportunities (b)	High-value industries provide at least 100,000 employment opportunities
13.6% of goods and services produced for export outside the region	17.9% of goods and services produced for export outside the region (b)	20% of goods and services produced for export outside the region are now 4.3% higher
Household income levels 22.3% below the State average	Household income levels 9.33% below the State average (c)	Household income levels above the State average

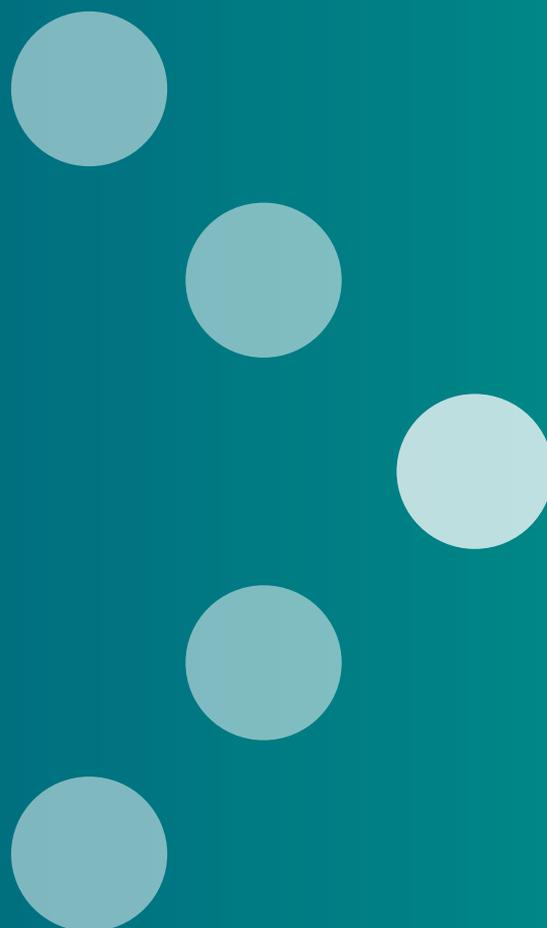
Notes: a) NIEIR 2018, Economy ID data. b) AEC Group estimates 2018, revised on 2016 Census data. c) Values based upon ABS 2016, forecast to 2017 - Census of Population and Housing, 2016, General Community Profile

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



THE NEXT FIVE YEARS

2019-2023



REDS PATHWAYS	2019-23 PRIORITIES
Leadership, Collaboration and Identity	<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
Capital Investment	<ul style="list-style-type: none"> → Securing investment in the region's infrastructure and other project priorities
High-Value Industries	<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
Local-to-Global Connections	<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
Investment in Talent and Skills	<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

REGION SHAPING PROJECTS



REGION SHAPING PROJECTS 2019-2023

Digital Connectivity

- Achieved through a Sunshine Coast International Broadband Network with backhaul to Brisbane and beyond, national connectivity and associated local infrastructure.
- Succeeding in attracting the international broadband submarine cable provides strong catalytic impetus for the growth of the economy and provide outstanding opportunity for the Sunshine Coast to capitalise on its intelligent community credentials, innovation culture, generate new investment, and improve telecommunication diversity to Australia's east coast.

Transportation Connectivity

- Achieved through integrated public and freight transportation – combining the duplication of the North Coast rail line with a fast rail connection to Brisbane and intra-regional mass transit solutions. Multiple transport modes seamlessly servicing the region's multiple nodes of activity.
- The Sunshine Coast Mass Transit Solution project is considered a vital region shaping initiative for the Sunshine Coast in terms of achieving employment and housing affordability outcomes in the Enterprise Corridor whilst driving urban renewal outcomes. The delivery of high frequency public transport in this transport corridor is recognised as one of 17 Priority region shaping infrastructure items for South East Queensland in the SEQ Regional Plan and the TransformingSEQ city deal..

Health and Knowledge Hubs

- Achieved via the expansion and evolution of the Sunshine Coast Health Precinct and associated health research development.
- With the completion of the region shaping project Sunshine Coast University Hospital (SCUH) in the first phase of the REDS, focus is now on capitalisation of the potential in continued development of the Sunshine Coast Health Precinct and attracting research investment and supporting activity with a health nexus and support for other knowledge hubs.

Event, Convention and Hotel Facilities

- Delivered through the development of an event, convention and exhibition centre with facilities complemented by high quality four and five-star branded short-term accommodation across the region.
- Access to a world class entertainment, convention and exhibition venue will provide the Sunshine Coast community with a range of civic, community and cultural facilities, as well as importantly attracting business and industry events to showcase the region's economic credentials. Such a facility will also be a necessary catalyst for the provision of much needed high quality four and five-star short term accommodation and associated higher-value career opportunities.

Smart Connected Centres

- Achieved via the realisation of master-planned community outcomes across Aura, Bokarina, Harmony, Maroochydore City Centre as well as staged smart technology implementation across the region's existing centres hierarchy.
- Whilst the development of the Maroochydore City Centre is a clear focus, the growth, investment and development of centres within the regions' master-planned communities is essential to drive greater opportunity and prosperity.

The following is a short summary of each REDS Pathway. The full list of actions is available in the REDS Implementation Plan 2019-2023



LEADERSHIP, COLLABORATION AND IDENTITY

STRONG ECONOMIC LEADERSHIP AND
COLLABORATION BY GOVERNMENT
AND THE PRIVATE SECTOR

ACTIONS

- 1 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
- 2 Define and articulate the Sunshine Coast identity and conduct national and international campaigns to promote our value proposition
- 3 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
- 4 Support the SEQ City Deal and SEQ Council of Mayors 2032 Olympic Proposal to enhance regional identity and infrastructure.



CAPITAL INVESTMENT

SECURING INVESTMENT IN THE
REGION'S INFRASTRUCTURE AND
OTHER PROJECT PRIORITIES

ACTIONS

- 1 Work with SEQ Council of Mayors to secure funding for region shaping projects as outlined in the TransformingSEQ city deal
- 2 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 submarine network
- 3 Leverage the growing reputation of the Sunshine Coast Health Precinct to support business attraction, job creation and research and development partnerships



HIGH-VALUE INDUSTRIES



SEVEN HIGH-VALUE INDUSTRIES:

- Health and Wellbeing
- Education and Research
- Tourism, Sport and Leisure
- Knowledge Industries and Professional Services
- Food and Agribusiness
- Clean Technologies
- Aviation and Aerospace.

INNOVATION, ENTREPRENEURSHIP AND DIGITAL TECHNOLOGIES

- Promoting innovation, research and digital participation

ACTIONS

- 1 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
- 2 Articulate and promote the productivity benefits to the region and its place across the state and nationally, linked to the region shaping projects
- 3 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

ACTIONS

- 1 Continue to support and enhance SCRIPT as a key regional platform to support innovation and entrepreneurship
- 2 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
- 3 Land the SEQ City Deal action which aims to establish a digital trade hub by leveraging the international broadband submarine network



LOCAL-TO-GLOBAL CONNECTIONS

POSITIONING THE SUNSHINE COAST IN KEY NATIONAL AND GLOBAL MARKETS AS A COMPETITIVE SOURCE OF HIGH-DEMAND GOODS AND SERVICES

ACTIONS

- 1 Support the ongoing expansion of the export network, including identifying opportunities to continue to leverage existing collaboration and respond to market opportunities
- 2 Develop and implement a comprehensive bi-annual Regional Export Program
- 3 Deliver program of outbound trade and investment missions, supported by local industry, to key trade and investment markets



INVESTMENT IN TALENT AND SKILLS

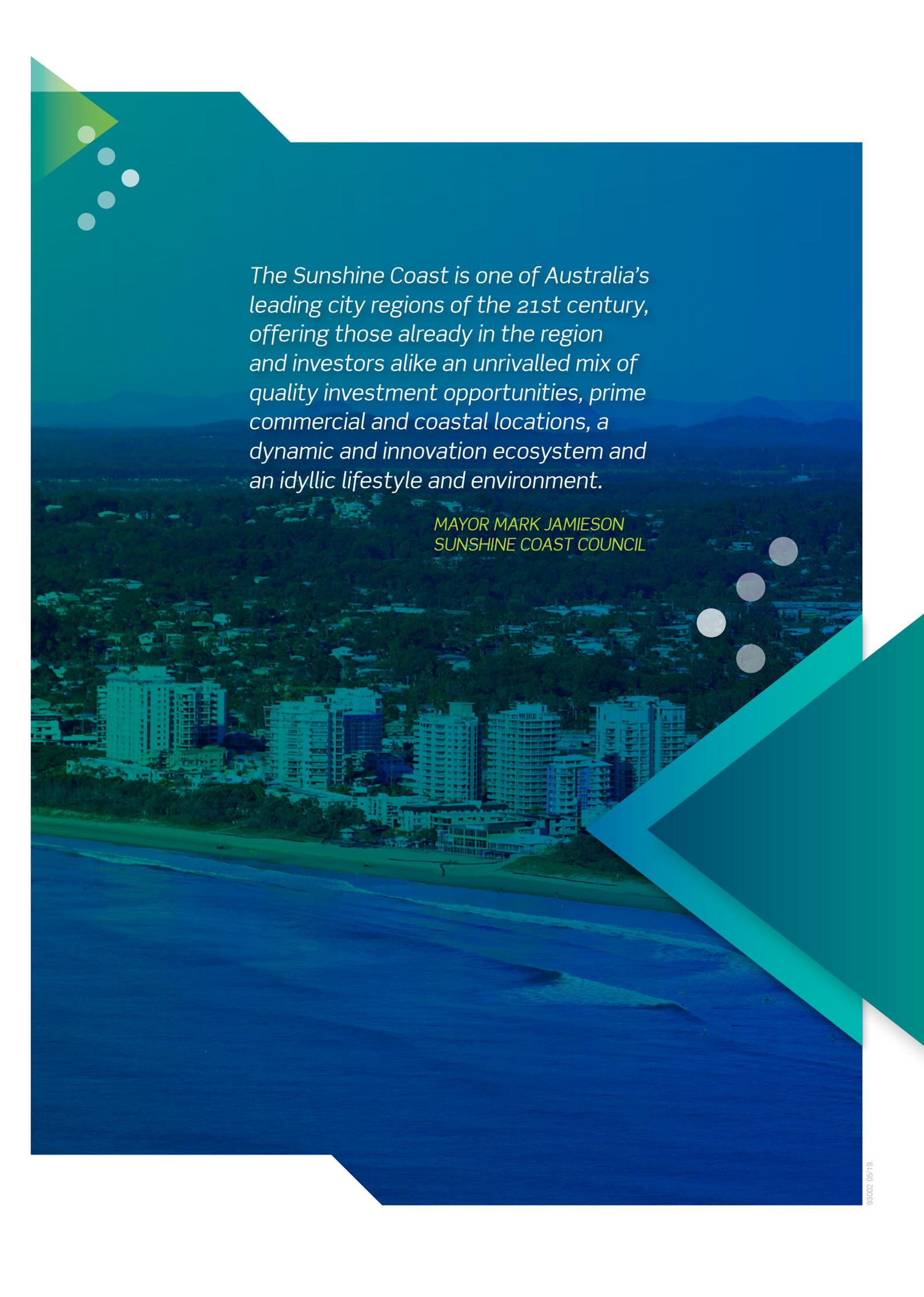
ATTRACTING AND RETAINING SKILLED WORKERS TO SUPPORT THE GROWTH OF HIGH-VALUE INDUSTRIES

A REGIONAL EDUCATION AND TRAINING SYSTEM GEARED TO THE DEMANDS OF OUR GROWING ECONOMY

ACTIONS

- 1 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 high-value industries and connected to region shaping projects within the region and SEQ
- 2 Work with industry representatives and key growth sectors to identify the skilled work requirements to grow and expand the industry's market footprint
- 3 Investigate partnership opportunities between the public and private sector to design and implement targeted workforce attraction and retention strategies





The Sunshine Coast is one of Australia's leading city regions of the 21st century, offering those already in the region and investors alike an unrivalled mix of quality investment opportunities, prime commercial and coastal locations, a dynamic and innovation ecosystem and an idyllic lifestyle and environment.

**MAYOR MARK JAMIESON
SUNSHINE COAST COUNCIL**