

Sunshine Coast
Economic Resurgence Plan
July 2020 - June 2021



THRIVING IN A
POST-COVID
WORLD



THE IMPACT OF COVID-19 ON THE Sunshine Coast Economy



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.

 **Sunshine Coast COUNCIL** | Our region. **Healthy. Smart. Creative.**



ACKNOWLEDGEMENT OF COUNTRY

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 recognise that these have always been 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.

In the current COVID-19 world, every week brings change and new challenges to the way people live, work and play on the Sunshine Coast.

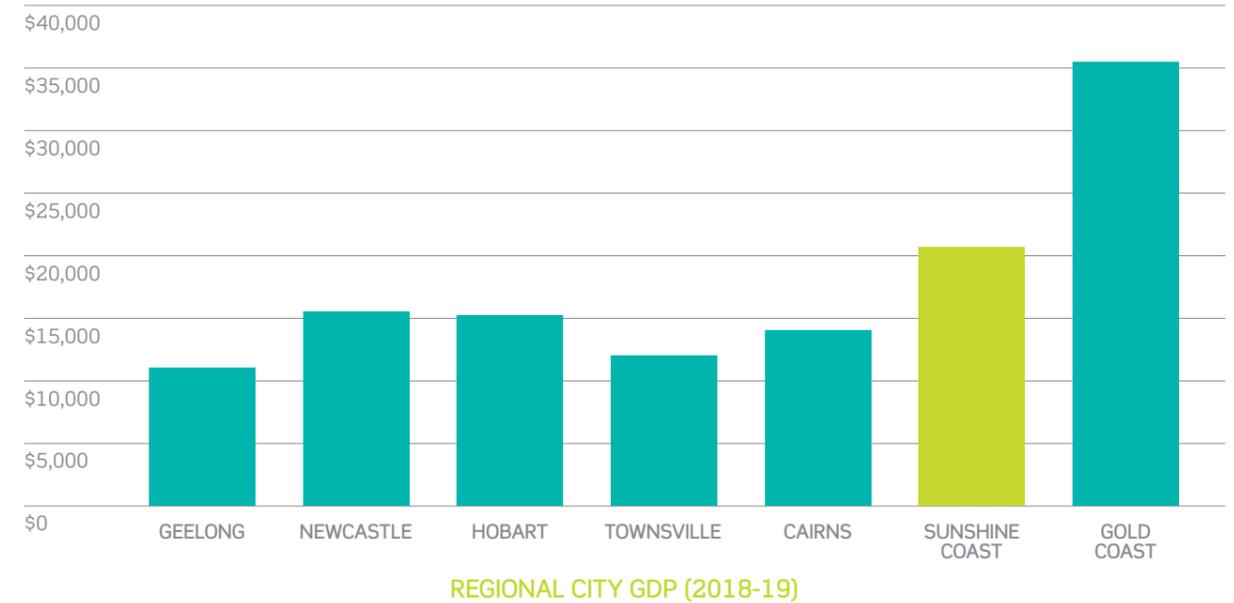
Creating a strategy to weather the impacts facing the region's local economy, means looking at where we are now, how we got here and where the opportunities lie moving forward.

To support a rapid recovery from this economic crisis the region needs a solid, yet nimble, plan which addresses investment, employment, infrastructure provision and overall community prosperity.

Since 2013, the Sunshine Coast Regional Economic Development Strategy 2013-2033 (The REDS) has provided a blueprint for the economy – a prosperous, high value economy of choice for business, investment and employment, while offering an enviable lifestyle and environment in which to live and do business.

The REDS supported the achievement of positive economic results for the region as at the end of 2019.

→ Sunshine Coast GRP surpassed \$20 billion – one of the top seven regions in Australia

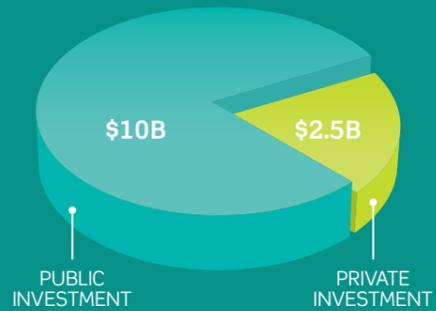


Source: SGS Economics & Planning. All locations are based on SA3 except for Gold Coast, Sunshine Coast, Hobart and Geelong which are based on the larger Statistical Area 4.



ECONOMIC HIGHLIGHTS

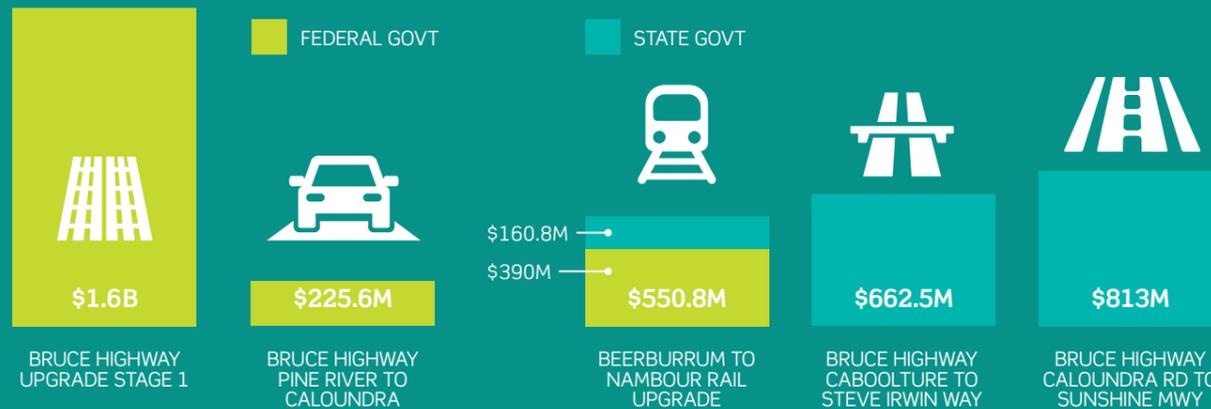
PUBLIC & PRIVATE INVESTMENT PLANNED OR UNDERWAY*



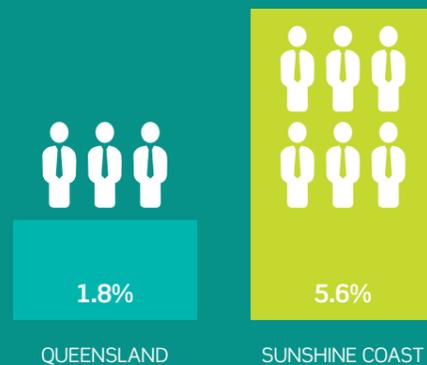
POTENTIAL CONTRIBUTION TO THE ECONOMY OF MAJOR INFRASTRUCTURE



MAJOR ROAD & RAIL PROJECTS DELIVERED BY FEDERAL & STATE GOVERNMENTS



EMPLOYMENT GROWTH



LARGEST EMPLOYERS ON SUNSHINE COAST (LGA) IN 2018/19



AN ECONOMIC RESURGENCE PLAN to Stimulate the Economy

In the shadow of COVID-19, the positive gains reported in 2019 are clearly not expected to continue in 2020/21. In response, economic intervention and an effective support plan is required to increase economic activity over the next 12-18 months and to encourage a return to the economic growth experienced in 2019/2020.

This needs to:

- Provide focus and direction to rebuild business and consumer confidence
- Build capacity, support and create jobs and increase productivity in the local economy
- Facilitate innovation to support technological advances and contribute to the development of a smart economy
- Position the Sunshine Coast, in domestic and global markets, as a **Healthy, Smart and Creative** destination to live, work and be a partner of choice.

Top 3 Job Sectors Impacted by COVID-19

In building this strategy, it's important to recognise that the three main employment areas impacted (excluding JobKeeper) have been:

→ Accommodation and Food Services	3,639 LOCAL JOBS LOST
→ Retail Trade	2,605 LOCAL JOBS LOST
→ Professional, Scientific and Technical Services	2,259 LOCAL JOBS LOST

Economic Resurgence Taskforce

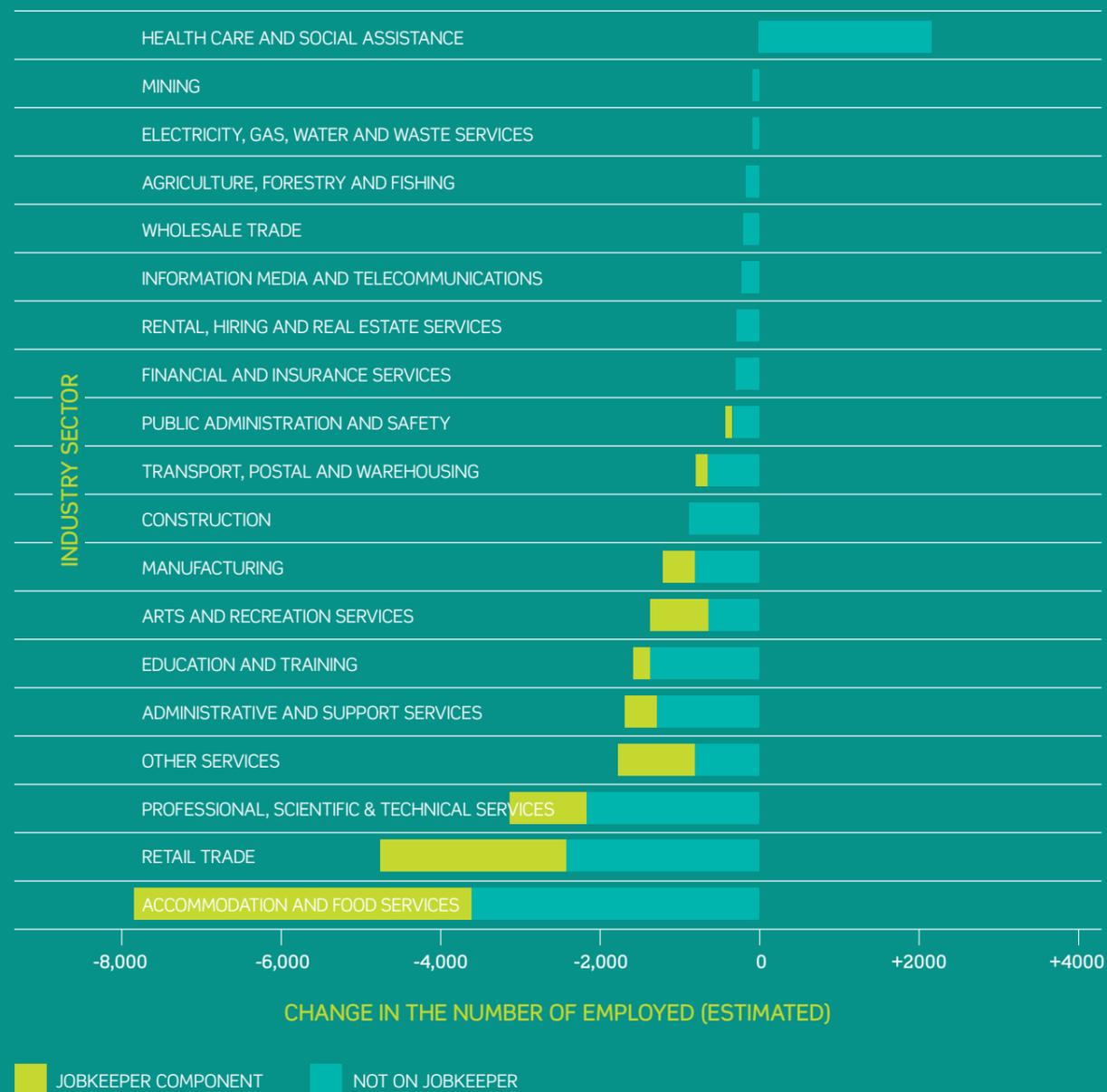
The role of the Sunshine Coast Economic Resurgence Taskforce (SCERT) is to provide advice and guidance to Council on the tactics to employ to deliver the highest value results in the shortest timeframe. The taskforce charged with this responsibility includes a Portfolio Councilors, local Chamber/Industry representatives and external business representatives.

*or recently completed



EMPLOYMENT IMPACT in June Quarter 2020

(compared to 2018/19 quarter average)



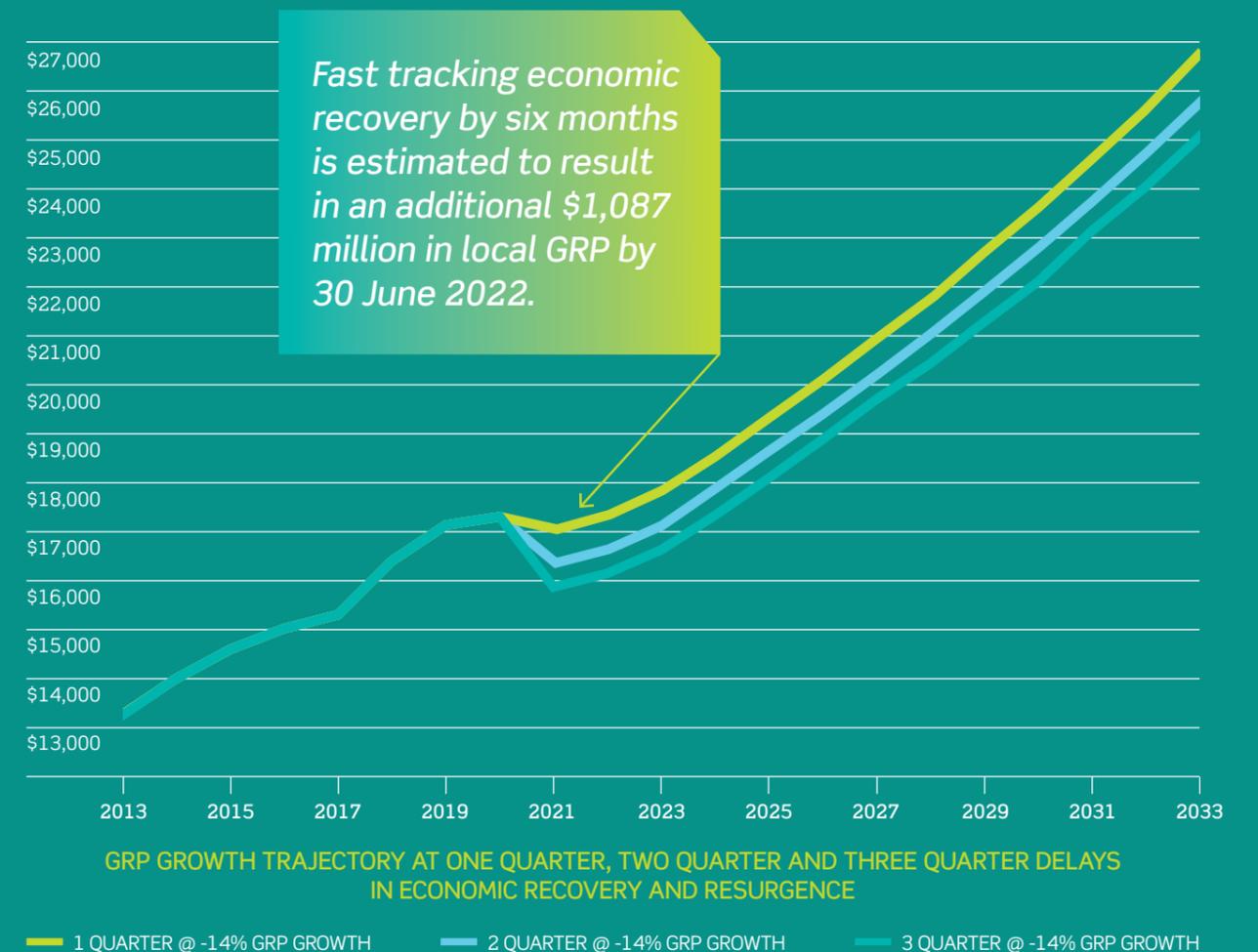
Source: National Institute of Economic and Industry Research (NIEIR) Version 1.1 (May 2020) ©2020 Compiled and presented in economy.id by .id the population experts. Impacts have been split into: (1) not on JobKeeper – unemployed as defined by the ABS; and (2) JobKeeper – performing reduced hours or not working (i.e. 0 hours). Many will not be contributing to economic activity.

OPERATION BOUNCE BACK Planning for a Positive Recovery

Recovery Outlook

Modelling by economy.id shows that the Sunshine Coast GRP dropped by \$393 million in the last quarter of 2019/20 (-8.9%).

A range of recovery scenarios have been applied to the projected GRP results for the region to determine the potential impacts of fast tracking economic recovery.



INCORPORATING COUNCIL STRATEGIES into the Recovery

While the region has strong economic strategies in place stretching up to 2033, the uncharted COVID-19 landscape raises considerable new priorities in both the short and medium-term.

Together the Environment and Liveability Strategy and Community Strategy, the Regional Economic Development Strategy 2013 -2033 (REDS) and the Major Events Strategy (MES) provide a positive, integrated platform designed to make the Sunshine Coast **Australia's most sustainable region – healthy, smart and creative.**

However, in light of COVID-19, targeted strategies are needed to address challenges not foreseen when the REDS and MES were developed. It's expected that tangible support will be required for the remainder of 2020 and potentially all of 2021.

These initiatives will be vital to the overall economic resurgence of the Sunshine Coast and tourism visitation – and to help restore business activity levels experienced at the end of 2019, by the end of FY2021-22.

To achieve this, each REDS pathway has been reviewed to determine current priorities and the actions required to respond to the challenges – and opportunities – facing the regional economy, local businesses and the labour force post COVID-19.

The success of these plans will be built on strong economic leadership and strategic collaboration between government at all levels, industry and the community.

Strategic Priorities and Actions will:

- Win back consumer trust and confidence
- Connect the labour market and opportunities
- Support business assistance and renewal
- Enhance business connectedness
- Support supply chains.

“The crisis offers the perfect opportunity to strip away unnecessary red-tape, digitise every activity, and aggressively promote Australia’s highly educated workforce and geographic advantages.”

Dianne Tipping, Chair, Export Council Australia



CASE STUDY: Australian Surf Life Saving Championships

The largest event in the Sunshine Coast’s Major Event Sponsorship program in FY2020/21, will be the Australian Surf Life Saving Championships – scheduled to return in April 2021 for the first time since the highly successful 2016 event.

With more than 6000 national competitors, the two week event is forecast to bring a direct economic impact to the region (visitor spend) of over \$23 million.

This will be an enormous boost not only to direct tourism businesses such as accommodation, cafes and tour operators, but also to a wide range of in-direct services (transport, construction, staffing, retail) who benefit from the preparation and delivery of such a large event.

The event sponsorship program invests significant funds in securing the event, amongst very strong national competition, and covers the sponsorship fee from the existing sponsorship budget for each of the four years prior to the event.

Therefore, the investment required in the 2020/21 financial year is relatively low. For the resurgence of the tourism industry, this event is critical in 2021.

Should national travel restrictions be lifted in advance of the 2021 event, it is expected that it may see increased demand from previous years, especially from competitors who missed out on the 2020 event cancelled due to COVID-19.

This presents a significant opportunity for the Sunshine Coast to maximise the economic return from the event and to also announce that we are *‘open for businesses to a massive national audience’*.

Estimated total FTE jobs created	255.4
Estimated consumption jobs created	32.2
Estimated indirect jobs created	50.6
Estimated direct FTE jobs created	172.6
Estimated economic impact	\$23 million
Estimated value of local goods & services	\$162,812
Estimated No. of Visitor Nights	121,542
Estimated No. of visitors	19,627



FOCUSSING ON Leadership, Collaboration and Identity



Council's objective is to win back consumer and business trust through a coordinated and collaborative approach by leaders from across business, education and industry.

With a united focus, resources can be maximised to promote the region's business credentials to local, domestic and global markets.

The introduction of targeted recovery efforts, will demonstrate the ability to prioritise and achieve a faster than normal recovery.

This competitive advantage will help The Sunshine Coast attract income/capital from additional local and global markets to – stimulate new projects (or for planned projects to be fast-tracked) to achieve higher levels of employment and to create demand for locally manufactured goods and services.

Action

A strategic and united alliance of #TeamSunshineCoast to promote the region's credentials, capabilities and opportunities.

This will include the continued promotion and enhanced demonstration of the Sunshine Coast as a high value economy – and one which can offer big city

infrastructure, without any of the big city hang-ups.

Communication across all markets will highlight the strong local leadership and integrated business community, while educating others on the Sunshine Coast's value proposition in a post COVID-19 world.

Foundations for future success:

- Business Confidence
- Sunshine Coast International Broadband Cable Network infrastructure
- Maroochydore Smart City development.

LEADERSHIP, COLLABORATION AND IDENTITY GOALS

- To position the region and its opportunities in front of key decision makers
- To increase employment and economic activity across target industries
- The accelerated uptake of best practice to enhance resilience and national access
- To increase capacity to access opportunities and adapt to new or recurring challenges.

PATHWAY PRIORITIES



Immediate Focus

The Sunshine Coast economy is potentially better placed to bounce back due to the unique makeup of many impacted industries. For example, the region has a strong drive/domestic tourism market and an overseas market dominated by New Zealand.

Supporting these industries to gain the confidence of tourists to safely travel to the region is vital.

An effective communication program is necessary to rebuild the tourism sector by letting potential visitors/investors know 'we are open for business and that we remain business responsive.'

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Bring together leaders from across business, education and industry and develop toolkits to gain maximum impact for the resurgence of the local economy.	Speed the region's rate of recovery by: <ul style="list-style-type: none"> • Working with the local chambers and industry bodies to help build their capacity, including the delivery of targeted initiatives • Deliver tools that others can use to (re) position the Sunshine Coast in the minds of intrastate and interstate partners • Setting up two-way information exchanges to ensure Council is listening and responding to the needs of the business community. 	<ul style="list-style-type: none"> • Industry Groups • Chamber of Commerce • Ambassadors • Education organisations • Multi-nationals and corporates in the region.
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.	Enhance business confidence, promote leadership position and highlight business opportunities and adaptation by: <ul style="list-style-type: none"> • Identifying world-class businesses, products and solutions in the region as inspiration for ALL businesses - examples of 'how' to transform business operations whilst highlighting the region's credentials • Showcasing innovation and achievement • Celebrating positive regional economic milestones being reached post-COVID to encourage others to also invest and respond. 	<ul style="list-style-type: none"> • Local media outlets • Business and Industry Groups • Individual businesses
#TeamSunshineCoast to identify and access State and National recovery initiatives, to enhance the immediate and longer-term environment for doing business locally.	'Get a seat at the table' to ensure State and National funding and programs being deployed towards recovery efforts are applied/directed at our region. Actively participate in developing and implementing policies to reduce the ongoing regulatory burden and red tape for local businesses.	<ul style="list-style-type: none"> • Queensland Government • Australian Government • Infrastructure Australia

FOCUSSING ON Capital Investment



As capital investment is a fundamental driver of economic growth, attracting capital inflow back into the Sunshine Coast region as quickly as possible is vital. The primary focus is to encourage more diverse business operators, increase employment and to ensure the region is better prepared to weather future economic impacts.

The attraction of new business operators with capital to spend, or the expansion of existing operations, will drive demand for operating space, boost confidence to stimulate private construction and deliver operating capital to allow local business to reinvest in their operation.

Achieving this will effectively lead to job creation three ways:

- Through employment during construction
- Direct and indirect employment in ongoing operations
- Employment created by the expenditure of the business for operations or by staff who are directly employed.

Action

High level representation by Council to State and Federal colleagues to help secure direct funding for a range shovel-ready projects – to stimulate construction, employment and to drive increased demand for local products and services.

Working with banks and other key stakeholders to make capital available for private investment from both new investors to the region, or from existing local business investors looking to reinvest capital into their existing operation.

CAPITAL INVESTMENT GOALS

- Increased investor confidence and demonstrated willingness to invest, or reinvest, in the region
- Increased employment and economic activity across target industries
- Increased capacity to access capital for infrastructure opportunities in both traditional and emerging industries.

PATHWAY PRIORITIES



Immediate Focus

With capital investment being key to future regional prosperity, the focus is on ensuring both State and Federal Governments are fully briefed on local shovel-ready infrastructure projects – with a view to seeing public funds flow into the economy as soon as possible.

To attract potential private investment, both current and new, by promoting the value of the Sunshine Coast as a viable and growing business location. This relies on providing information and support to help business operators make informed and timely decisions.

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Build investor awareness to see more capital inflow into the region.	Creating investor awareness utilising recent and relevant economic data and track-record/ success stories will lead to confidence.	<ul style="list-style-type: none"> • Ambassadors • Industry groups i.e. MBA, UDIA • Stakeholders i.e.. Banks, real estate agents etc. • Media
Enable capital inflow for public sources to kick start projects and employment.	Secure Public capital inflow by securing Federal, and State funding of “shovel ready” projects to stimulate employment, drive employment uptake and return money back into the economy while providing assets that have long term benefits long after the initial stimulus is no longer required.	<ul style="list-style-type: none"> • Council • Federal Government • State Government RDA
Enable capital inflow for the private sector that has been constrained due to dropping asset values and increasing risk.	Work with capital providers to facilitate the flow of funds, enable upgrade of existing assets, creation of new assets, improved efficiencies resulting from investment in new equipment optioned and product/servicing offerings. Driving new employment opportunities, new sources of income and regional resilience.	<ul style="list-style-type: none"> • Lenders • Angel investors • Equity Funds • Mergers and Acquisition Firms • Credit Bureaus • Research firms
Review the Sunshine Coast Investment Incentive Scheme and how it can be complemented by other Council schemes to support investment flows.	Large scale capital investment by the private sector needs to be brought back into the market to make significant impacts upon the region's economic resurgence. Immediate efforts need to be directed to this sector first, to attract high capital expenditure construction projects that will stimulate construction and ongoing jobs.	<ul style="list-style-type: none"> • Property developers • Advisors • Commercial Realtors

FOCUSSING ON High Value Industries



The key to successfully delivering long-term and enduring career opportunities, lies in supporting local businesses to reboot their activities through – the increased adoption of technology, stronger access to markets and supply chains, and improved resilience and growth within high value industries.

High-value industries help to drive the shift to the new economy, which is dominated by businesses with an innovation mindset. These businesses are highly desirable as they attract and develop a workforce with high levels of knowledge and skill, delivering higher paying jobs (contributing to the success of REDS).

Post-COVID, business innovation is essential to address opportunities and challenges. Labour force growth and capacity building will rely on:

- strengthening local supply chains to create longer term resilience including a robust local trade and commerce environment that supports both national and international growth opportunities
- providing a regulatory environment that encourages investment, evolution and growth; combined with cross-sector collaboration on key initiatives at the local level, while also advocating for support at State and National levels

→ delivering targeted, outcome-oriented innovation, skill development and digital participation.

Action

Harnessing innovation to create new opportunities and enabling the young to be key drivers of, and participants in, a new economic prosperity.

Enhancing the ability of local businesses to access and benefit from supply chain opportunities.

Progressing and leveraging the benefits of the Sunshine Coast International Broadband Network.

HIGH VALUE INDUSTRIES GOALS

- To deliver greater access to more technically advanced supply chains and markets
- To increase in employment and economic activity across the target industries
- The accelerated uptake of best practice to enhance resilience and innovative business collaborations
- To increase innovation and digital skills adoption by the local workforce



PATHWAY PRIORITIES

Immediate Focus

To promote improved diversity, adaptability, resilience and local capability across key high value industries. This focus will enable businesses to enhance their

capabilities and to better access or re-access domestic, and eventually international, supply chains through the increased adoption of technology and innovation.

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Strengthen and increase the capacity of local industry to achieve best practice supply chain outcomes, by increasing resilience, expertise and becoming more responsive to new market opportunities.	Enhance the ability of local businesses to access and benefit from supply chain opportunities by: <ul style="list-style-type: none"> • Identifying and leveraging opportunities flowing from key regional projects. • Reviewing Council Procurement policies and implementing support and capacity building programs, to enhance local business tendering success rates. • Strengthening and broadening local procurement, capacity building and tendering capability programs 	<ul style="list-style-type: none"> • Business and Industry Groups • State Government (procurement)
Ensure local regulatory fees and charges relating to development of high-value industries, remain competitive with those of other regions in Queensland and the east coast of Australia.	Review and implement changes to local fees and charges, relevant to both the short-term recovery stage and longer-term settings to reduce the costs of doing business.	<ul style="list-style-type: none"> • Queensland Government
Say yes! Test, trial and adopt innovation at a regional scale.	Harness local innovation, enable businesses to access investors and new markets to drive new opportunities by enhancing regional innovation and entrepreneurship SCRIPT outcomes and programming, for short-term economic recovery and longer-term global competitiveness.	<ul style="list-style-type: none"> • SCRIPT • RDA Sunshine Coast • Silicon Coast
Position the Sunshine Coast as an innovation, entrepreneurship and digital leader through the international submarine network and associated infrastructure. Enhance connectivity to future-proof the region.	Build digital and innovation capacity to enable businesses to better access new market opportunities and attract investment by: <ul style="list-style-type: none"> • Escalating market promotion of the Sunshine Coast International Broadband Network (SCIBN) and actions to secure a data centre, plus other complementary infrastructure • Facilitate an open data test and trial 'playground' for global/national companies such as NBN, AWS, and fast growing technology companies. • Creating a Cyber Security Node to accelerate capacity and investment. • Developing and implementing an Industry 4.0 Advanced Manufacturing Initiative. 	<ul style="list-style-type: none"> • Private Sector • AustCyber • USC • Queensland Government

FOCUSSING ON Local to Global Connections



To drive business, positioning the Sunshine Coast in key national and global markets as a competitive source of high-demand goods and services is vital.

COVID-induced global upheaval is predicted to create a rise in on-shoring to Australia (plus the USA and Canada), particularly in the bio-tech & life sciences, logistics, advanced manufacturing, software & IT services and the food & beverage sectors.

This trend presents new opportunities to the Sunshine Coast economy at a time when research indicates the pandemic having an adverse impact on vulnerable sectors including the wholesale trade, retail trade, manufacturing and construction sectors.

Therefore, increasing local access to national and global marketplaces is critical to improving competitiveness, sourcing new capital, supporting business and employment growth, generating wealth, strengthening business resilience, expanding the availability of facilities and infrastructure and showcasing the Sunshine Coast's capabilities.

Action

To encourage more market responsive industries by developing specific regional export programs, as well as programs to grow markets with the aim of strengthening the region's business base, increasing the capacity of local businesses and growing employment by responding successfully to changing global demand.

LOCAL TO GLOBAL CONNECTIONS GOALS

- Establish a strong profile in domestic and global markets
- To increase exports to national and international markets
- To develop stronger, more agile supply chains
- To increase collaboration locally, nationally and internationally.



PATHWAY PRIORITIES

Immediate Focus

The region's strengths in the fields of world-class health and medical services, education, clean technologies, niche tourism, high performance sports training and value-add food production will enable the Sunshine Coast to respond to the emerging

opportunities and constantly evolving demands of national and global markets.

However the immediate focus will be to identify access to, and build capacity in, local to national and global supply chains.

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Equip local business with skills and connections to domestic and global markets, to grow capacity and expand market access.	Focus on supporting local exporters to adapt to market changes and respond to opportunities by developing capacity in: <ul style="list-style-type: none"> • Supply Chain and Logistics • Trademarks and IP • Advanced Manufacturing 	<ul style="list-style-type: none"> • TIQ/RDA/ECA • Export Industry Advisors
Connect local businesses with national and international customers and investors. Deliver trade and export programs supported by local industry to key trade and investment markets.	Develop virtual Trade Missions/Market Visit Programs with domestic and international stakeholders and industry partners, to enhance business connectedness and support supply chains: <ul style="list-style-type: none"> • Virtual Market Visits • Virtual Innovation Missions • Virtual Buyers Missions 	<ul style="list-style-type: none"> • TIQ/Austrade • Export Council Australia • Industry Networks (e.g. FAN) • International Chambers of Commerce (e.g. AustCham Shanghai/ Auckland Chamber)
Seek to increase economic outcomes from international partnerships with Council's sister cities and identify trade opportunities arising from shifting global geopolitical relations.	Focus on enabling access to global markets for local businesses by leveraging existing international partnerships. Identify strategic international partnerships to provide more streamlined access to e-commerce and digital trade platforms for local exporters.	<ul style="list-style-type: none"> • Sister Cities • International Chambers of Commerce (e.g. AustCham Shanghai/ Auckland Chamber)
Continue to foster high level relationships with Austrade and Trade and Investment Queensland, to promote the region-shaping projects and export products and services to achieve trade and investment outcomes.	Deliver a Communications Plan and virtual briefings to promote the Sunshine Coast's business credentials to local, domestic and global markets to attract trade and investment opportunities to the regional economy.	<ul style="list-style-type: none"> • TIQ • TEQ • Austrade

FOCUSSING ON Investment in Talent and Skills



Building the capacity of the region to adapt to the new economy emerging post COVID-19, means supporting the local labour force through skills development and jobs growth – and ultimately enabling them to take advantage of new opportunities.

This critical assistance will also support local businesses by bridging capacity, up-skilling the workforce and enhancing business connectedness.

Small business is the resilient backbone of the modern Australian economy and with more than 32,444 (Economy.id) registered businesses on the Sunshine Coast, it is vitally important for the region.

To support the transition to a new Sunshine Coast economy in a post COVID-19 world, Council will deliver programs and initiatives to retain, re-train and develop local businesses and their workforce.

This will deliver an agile, future-ready pool of talent and local businesses to employ them and prosper.

Action

To deliver targeted and timely programs and resources that support place-based activation, business continuity and resilience to help build the skills and capacity of local businesses and the regions' workforce.

INVESTMENT IN TALENT AND SKILLS GOALS

- Provide greater access for the community to jobs and opportunities (with a specific focus on youth)
- To deliver increased opportunities for the community to access skills development and training opportunities
- To increase the capacity and resilience of local businesses to survive, revive and thrive
- To develop and implement place-based activation strategies.

Immediate Focus

The delivery of business continuity and workforce up skilling programs, as well as access to education, digital skills training and professional advice that aligns with the demands of the changing economy.

Encouraging businesses to embrace the digital economy will future-proof the region through the attraction of highly skilled talent, increased innovation, exciting entrepreneurship and the establishment of high value industries.



PATHWAY PRIORITIES

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Support local businesses to grow, employ and prosper through the delivery of programs and opportunities that build capacity and enhance business connectedness.	<p>Increase the capability of local businesses to win back customers locally, and in State and National markets. Focussing on business support, continuity and digital upskilling to improve the understanding of contemporary business models and the uptake of digital technologies and data driven decision-making by businesses to grow markets, increase employment and strengthen supply chains.</p> <p>Strengthen collective resilience and business confidence and increase visitation and spend through:</p> <ul style="list-style-type: none"> • Leveraging attractions and events • Collecting and analysing data to better understand visitation and spend trends • Facilitating connections between businesses and business opportunities. 	<ul style="list-style-type: none"> • SCC • Industry Partners • State Government • Federal Government • RDA Sunshine Coast
Rebuild the workforce by connecting the labour market to new jobs/ opportunities to support skills development and jobs growth.	<p>Collaborate with industry bodies to provide greater, more direct access to employment opportunities, to support job connections and growth for local residents, particularly youth.</p> <p>Ensure an appropriate level of investment and access to skills development funding is secured to deliver training in construction, tourism and hospitality, health and social assistance and other impacted industries, by working with State and Federal vocational skills development agencies.</p> <p>Support digital skills and talent development, education and training initiatives and programs aligned to industry needs.</p>	<ul style="list-style-type: none"> • USC • TAFE Qld • Schools • Recruitment Agencies • Industry Partners • DET • Education Sunshine Coast
Attract, retain and support domestic and international students as drivers of long-term economic contribution, visitation and cultural diversity.	<p>Support Study Sunshine Coast, in collaboration with education industry partners, to develop a global strategy to attract local and international students for the 2021 academic year and into the future.</p> <p>Communicate the potential education, migration, and edu-tourism opportunities in the region to local, national and international markets, to economic growth, visitation and diversity.</p> <p>Increase opportunities for students/young people to contribute to the region's prosperity by connecting students to region shaping opportunities and offering linkages across high value industries and projects.</p>	<ul style="list-style-type: none"> • Study Sunshine Coast • Study Queensland (TIQ) • USC • TAFE Qld • Lexis English • Schools • Education Providers

FOCUSSING ON Tourism and Major Events



Shifting tourism and major events into high gear means locking in a comprehensive and diverse 'healthy, smart and creative' events calendar for 2020/21. Council is committed to showcasing the region to a large volume of potential future visitors, to fast track the recommencement of visitation and to distribute visitor benefits widely across different communities and industries.

While the REDS 2013-2033 and the Major Events Strategy 2018-2027 remain relevant to driving visitation and economic benefit post COVID-19, further action is also required.

This acknowledges that for the balance of 2020, and potentially all of 2021, targeted strategies will be vital to the overall tourism resurgence of the Sunshine Coast.

Action

To position the region for rapid rebound, Council is working flexibly with event operators, embracing innovative event delivery and refocusing the measures and targets under the Major Events Sponsorship program.

TOURISM AND MAJOR EVENTS GOALS

- To prevent existing major events from being 'poached' by other regions
- To drive immediate visitation to the region and stimulate a pipeline of future visitors as soon as relaxations allow
- To inject significant levels of new money into the widest possible range of tourism businesses affected by COVID-19
- To fast-track the timeline for tourism resurgence and the restoration of normal trading levels
- To bolster major event attendance and viability by encouraging local participation and attracting visitors back to the region.

Immediate Focus

The priority is to support and enable the adaptation of existing sponsored events that have been postponed, so they are in a position to be delivered at the earliest

possible time once restrictions allow. This will be boosted by relevant, on-message destination content directed to target visitor markets.



PATHWAY PRIORITIES

PATHWAY ACTIONS	COVID-19 RESPONSE	KEY GROUPS
Showcase the Sunshine Coast's strengths to maintain our reputation as the regional destination of choice for national and international events and prevent the loss of events to other regions.	<p>Preserve investment in strategic partnerships for national scale events.</p> <p>Work towards retaining and leveraging at least 50 events during the 2020/21 financial year.</p> <p>Review current marketing and promotional benefits under existing sponsorship contracts, and redesign for the post COVID-19 era.</p>	<ul style="list-style-type: none"> • Visit Sunshine Coast • Major Events Board • Event Industry
Spreading the word to drive immediate visitation back into the region and stimulate a pipeline of future visitors.	<p>Use national audiences for high profile events to promote key Sunshine Coast economic messaging (e.g. We are open for business/SC is a safe, quality holiday destination).</p> <p>Develop marketing assets to promote key Council economic initiatives to Major Events audiences.</p>	<ul style="list-style-type: none"> • Visit Sunshine Coast • Council Comms, Marketing and Design • Event Industry
Drive maximum return to inject significant levels of new money into the widest number of businesses affected by COVID-19.	<p>Identify and quantify all returns on investment relevant to a tourism and major events industry resurgence, and expand the assessment framework to reflect these.</p> <p>Work with contracted event owners to maximise opportunities for additional regional and business promotions to entice participants and wider event audiences.</p>	<ul style="list-style-type: none"> • Chambers of Commerce • Major Events Board • Tourism and Events QLD
Embrace best practice to fast track the resurgence timeline and restore normal trading levels.	<p>Track global practices in the event industry and embracing event sponsorship and delivery approaches and practices that support industry resilience and timely resurgence.</p>	<ul style="list-style-type: none"> • Major Events Board • Tourism and Events QLD • Contact and date share with similar regions
Create industry demand to ensure a solid level of supply and choice of event content during the resurgence period.	<p>Use event sponsorship to attract events possible with even small-scale reductions in restrictions to restart and re-establish industry supply chains.</p> <p>Prioritise the distribution of economic benefits across the LGA for event locations and supply chain opportunities.</p>	<ul style="list-style-type: none"> • Event Industry • Chambers of Commerce • Venues and operators
Engage the Community to increase the numbers of people participating in events and thereby increasing the viability of events.	<p>Encourage locals to celebrate the return of all types of events as a chance to reconnect with family, friends and community - plus as a simple, direct way to support local businesses.</p> <p>Develop communications/marketing assets to promote the events and the benefits to local of supporting them.</p>	<ul style="list-style-type: none"> • Chambers of Commerce • Council Media and Comms teams



RESURGENCE PLAN

Impact Monitoring Framework

	STARTING BENCHMARK LEVELS	DATA SET	DATA MONITORING FREQUENCY
UNEMPLOYMENT RATE	5.70%	12 Month Average to March 2020	Monthly
YOUTH UNEMPLOYMENT	13.80%	12 Month Average to March 2020	Quarterly
JOBACTIVE/ JOB SEEKER NUMBERS	9,367	Quarter Average to December 2019	Quarterly
BUSINESS NUMBERS	32,439	Year Ending June 2019	Annually
BUSINESS TURNOVERS	25,043 @ \$50K+	Year Ending June 2019	Annually
EXPORTS	\$5,974.2 million	Year Ending June 2019	Annually
NUMBER OF BUSINESS RELATED BANKRUPTCIES	28	Quarter Total March 2019	Quarterly
GRP	17,276	Year Ending June 2019	Annually
LOCAL JOB NUMBERS	149,362	Year Ending June 2019	Annually
JOB VACANCY LISTINGS	9,922	Monthly Total March 2019	Monthly
BUILDING APPROVALS	3,522	Year Ending March 2020	Monthly
VISITOR NUMBERS	11.9 million	Year Ending December 2019	Quarterly
VISITOR EXPENDITURE	\$2.7 billion	Year Ending December 2019	Quarterly

Notes:

1. Monitoring will be based upon percentage of change against the last relevant previous data collection period.
2. Benchmarking will be considered from a percentage of change perspective.
3. Wherever available Sunshine Coast Local Government Area datasets will be used. Unemployment data is at the SA4 level. Tourism data is at the destination level.



Artist impression



Invest.sunshinecoast.qld.gov.au
invest@sunshinecoast.qld.gov.au
T 07 5475 7272 **F** 07 5475 7277
Locked Bag 72 Sunshine Coast Mail Centre QLD 4560

f @sunshinecoastcouncil **t** @councilscc **ig** @sunshinecoastcouncil

Download Invest Sunshine Coast app from the Apple store and Google Play.

Artist impression