



Opportunity Abounds

'Game changing' projects providing attractive investment opportunities in 7 High-Value industries that respond to demand from national and global markets.



1. Health and well-being
 2. Education and research
 3. Tourism, sport and leisure
 4. Knowledge industries and professional services
 5. Agribusiness
 6. Aviation and aerospace
 7. Clean technologies

The Vision for the New Economy

Sunshine Coast – The Natural Advantage

In 2033, the Sunshine Coast is a prosperous, high-value economy of choice for business, investment and employment – while offering an enviable lifestyle and environment.

The Sunshine Coast is set to become a leading regional economic powerhouse - with a progressive approach to sustainable economic growth and outstanding opportunities which are unrivalled elsewhere in Australia.

Situated just over one hour (by road) north of Brisbane, the Sunshine Coast is building a new economy – with massive capital investment to occur in a new city centre, an international airport and leading health and education precincts; connectivity with international markets; and excellent investment conditions.

Our goals for the New Economy

Working together, Sunshine Coast business, industry and Council leaders have developed *Sunshine Coast - The Natural Advantage: Regional Economic Development*

Strategy 2013-2033 with four clear goals for the next 20 years:

- A \$33 billion economy – nearly triple what it is now
- 100,000 new jobs in high value industries - such as health and well-being; education and research; professional services and knowledge industries; tourism, sport and leisure; agribusiness; clean technologies; and aviation and aerospace
- 20% of goods and services produced for export
- Household incomes to exceed the average household income level for Queensland.

Our pathways to the New Economy

Moving towards 2033, the Sunshine Coast will take bold steps and chart

a new direction - one that respects and nurtures the region's values and authenticity, but looks beyond its horizons to establish the region as part of the global community.

The New Economy will be built on:

- strong **leadership** embracing collaboration, agility and a determination to succeed
- **capital investment** in essential infrastructure to support growth and competitiveness
- investment in **high-value industries** that generate enduring employment
- **local-to-global connections** – to markets where the region has a clear competitive advantage
- the **talent and skills** of its workforce and the contribution of community members.

Key actions for Year 1

Six key projects will kick-start the transition to the New Economy.

1. A new regional economic leadership board, comprising representatives of business, industry and government, will be established to guide the transition.
2. The principles and pathways of this Strategy – including identification of an "Enterprise Corridor" – will be incorporated in the new Sunshine Coast Planning Scheme.
3. A new regional brand will be developed, embodying the vision for the New Economy.
4. A Regional Investment Prospectus will be developed for national and global markets, profiling key infrastructure and commercial investment opportunities in the region.
5. Industry and Investment plans will be developed and implemented for seven high-value industries which have the greatest potential for success in the New Economy.
6. A Regional Education and Training Project will be implemented to provide a collaborative approach to improving education and training outcomes and access in the region.

The Game Changers



\$1.8 billion Sunshine Coast University Hospital and medical precinct
 Expanded Sunshine Coast Airport to provide domestic and international gateway to the region
 New city centre in Maroochydore
 Expanded University of the Sunshine Coast
 Upgrade of the Bruce Highway

Driving enduring employment and community prosperity

The 'game changers' will transform the Sunshine Coast economy, its employment base and its investment potential. These projects collectively equate to a minimum direct investment of over \$3 billion in the regional economy

– and afford the opportunity to leverage associated investment of nearly double this amount.

The Sunshine Coast will move aggressively to secure the value of this investment for the region

– which will provide a significant boost to the retail and construction sectors, encourage new investment in the high-value industries and enduring employment options for the community.

Sunshine Coast Snapshot

Home to **Australia's only greenfield CBD** development at Maroochydore

More than **35,150** registered businesses and growing

Australia's **first new - not replacement - hospital** development for more than 20 years

Gross Regional Product will nearly **triple to \$33 billion** by 2033

Population estimated to grow to more than **475,000** by 2031

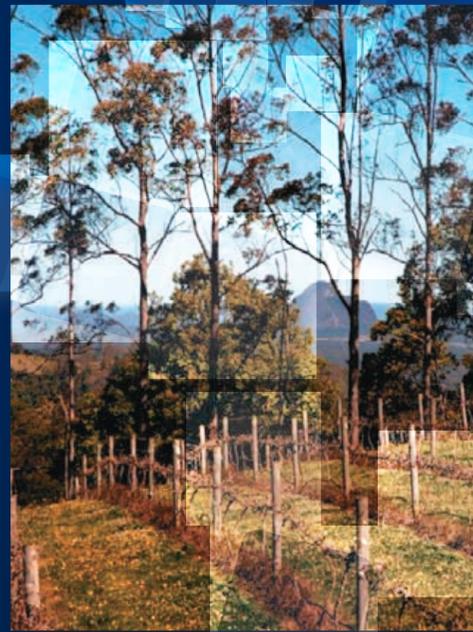
Australia's **newest international airport** delivering an expanded international gateway by 2020

\$54 million to expand the University of the Sunshine Coast – consistently ranked among Australia's top universities for the standard of student experience



Sunshine Coast The Natural Advantage

Regional Economic Development Strategy
Summary
2013-2033



Sunshine Coast – The Natural Advantage: Regional Economic Development Strategy 2013-2033 has been produced as a collaboration between the following organisations:

- Sunshine Coast Council
- Sunshine Coast Economic Development Advisory Board
- Sunshine Coast Business Council
- Queensland Government
- Chambers of Commerce and Industry Queensland - Sunshine Coast
- Urban Development Institute of Australia – Sunshine Coast
- Property Council of Australia – Queensland Division, Sunshine Coast Committee
- Regional Development Australia Sunshine Coast
- University of the Sunshine Coast
- Sunshine Coast Destination Limited

For more information and to view the full *Regional Economic Development Strategy 2013-2033* document visit:
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