

# Sunshine Coast

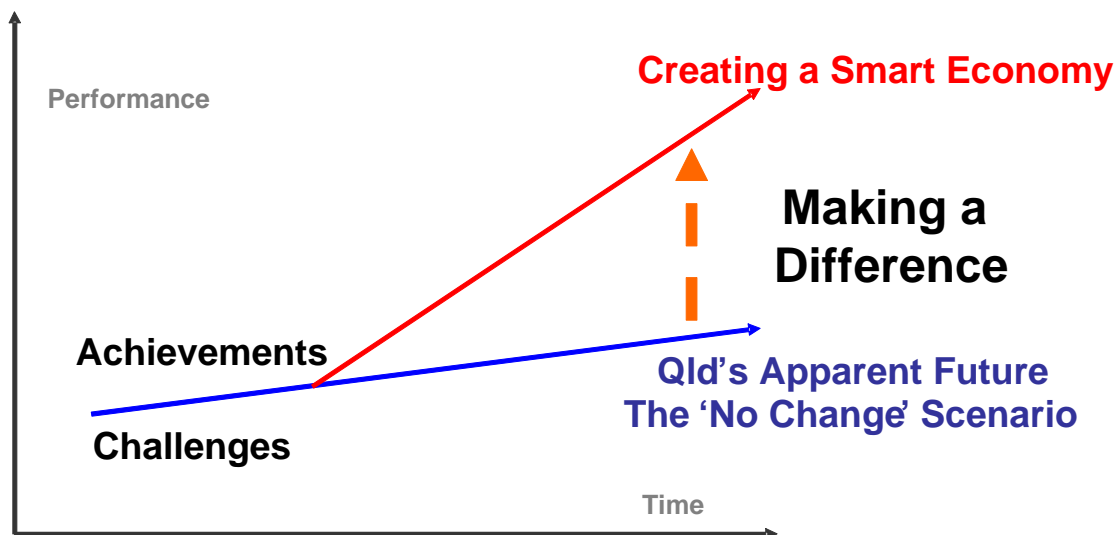
2003/2004 & Beyond



**Queensland** Government  
State Development and Innovation

# Making a difference....

## Our Preferred Future



# Sunshine Coast...

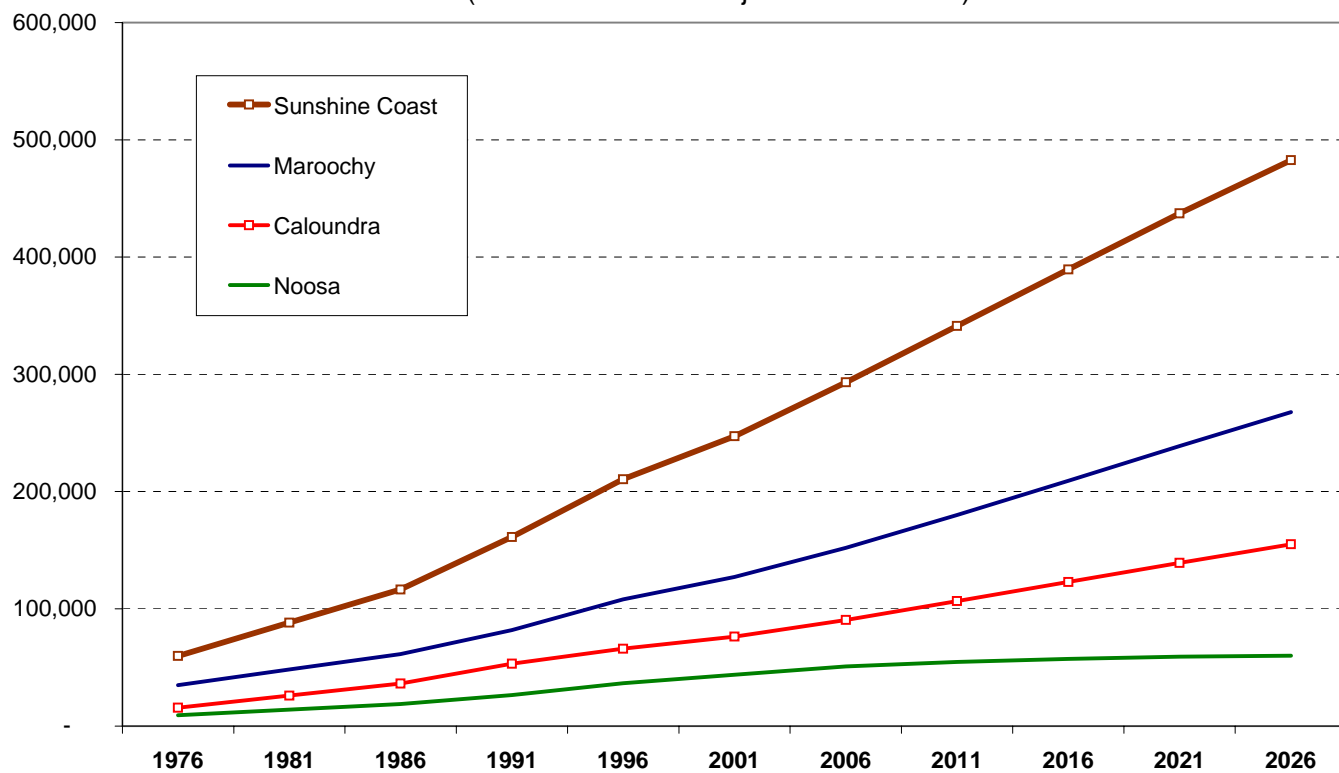
- Area: 3,130 km<sup>2</sup>
- Population: 240,000
- Noosa, Maroochy, Caloundra
- Proximity to Brisbane
- Infrastructure
- Asia-Pacific time zone
- Climate
- Lifestyle
- Forecast growth
  - population
  - economy

# Sunshine Coast...

- 14,000 businesses (7.3% of Qld)
- Large diversity of business
- Manufacturing
  - furniture, machinery, light specialised
- Food processing
- Tourism and retail
- Education and knowledge-based
- Services, property and construction
- Other
  - marine
  - aviation
  - media

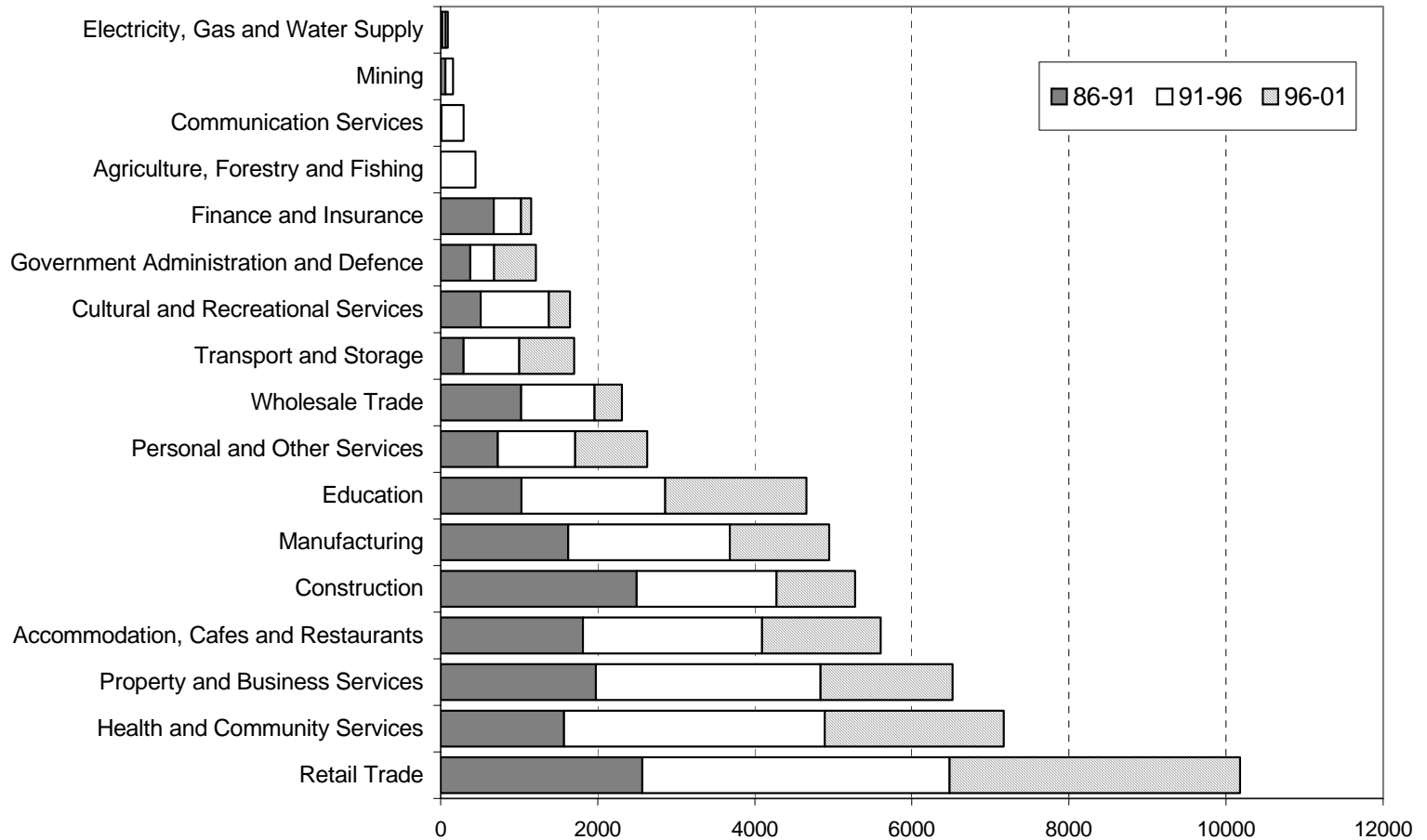
# Population growth

Sunshine Coast - Projected Resident Population  
(DLGP - 'Medium' Projections Oct 2003)



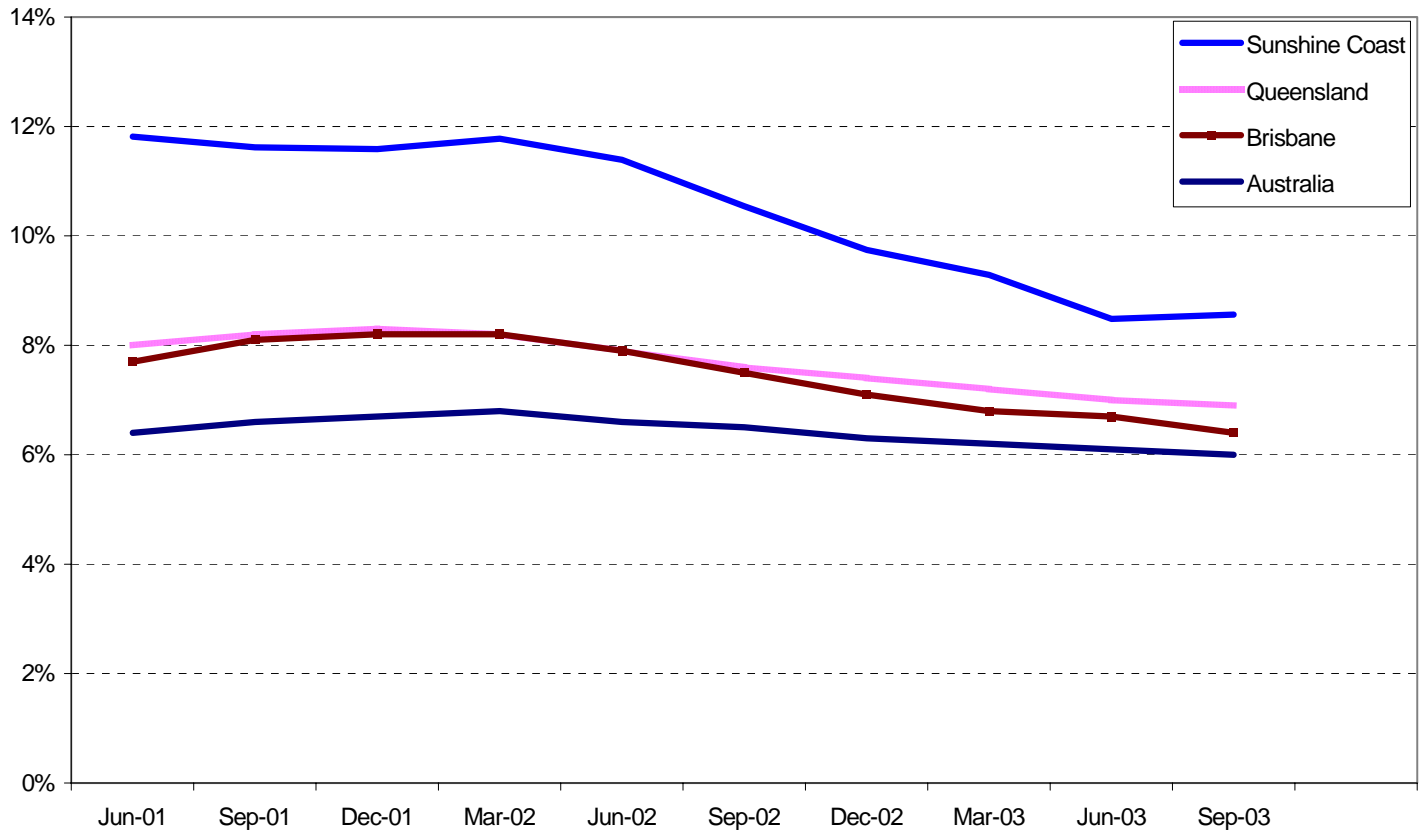
# Employment Growth

Sunshine Coast - Employment Change 1986 - 2001



# Unemployment....

**UNEMPLOYMENT RATE**  
Source: DEWR Small Area Labour Markets Quarterly



# Regional Priorities

## ■ Industrial Land

- Existing estates – Noosaville, Caloundra, Yandina
- Sunshine Coast Knowledge Precinct
- Proposed – Corbould Park, Yandina East

## ■ University of the Sunshine Coast

- Innovation Centre partnership & Proposed Knowledge Precinct

## ■ Export Development

- New Exporter Focus
- Knowledge Industry Export(s)

## ■ Cluster Development

- Food & beverage industry
- Creative industries
- Environmental management
- Possible - Marine industries, health & aged care, horticulture & aquaculture

## ■ Planning Issues

- Need for economic consideration/focus
- Hinterland Economic Planning

# Creating a Smart Sunshine Coast

## What could it look like??

- **Highly Technical**
  - Utilizing best practice
  - Benchmarking and Leading Industry
  - Collaborative Environment
- **Highly Value-Added**
  - Content & Technology negate labour cost
  - Creating highly skilled labour force
- **Maintaining our Pristine Environment (key asset)**
  - Industry linking – clean, green
  - Organics, nutraceuticals, education, medicine, sport etc
- **Skills Base to match Sectoral Development**

# Creating a Smart Sunshine Coast

## How could we get there??

### ■ Pull the Future

- Create own destiny!
- Study the global pressures and take corrective action before it's too late!
- Work strategically:- each key work unit collaboratively working in a triple bottom line manner.
- Learn from other Local Authorities including Ipswich and Gold Coast
- Focussed Private Sector Business Body:- Caloundra/Sunshine Coast
- Assess International Regions similar to Sunshine Coast

### ■ Embrace “Cluster Development”

- E.g. Environment; Sport & Recreation; Creative Industries

### ■ Understand the Future Vision

- Dedicated resource to global scoping
- A true representation of Caloundra taking an active role in direction setting
- Utilizing and steering the current resources e.g. SunRoc Economic Development Strategy

# Creating a Smart Sunshine Coast

It's time to act....

Today is the means!!!...

Define your Goal →

- *A sustainable, collaborative, diverse and environmentally competitive region achieved through building and supporting smart world class business, industry and infrastructure*