KNOWLEDGE AND PROFESSIONAL SERVICES INDUSTRY AND INVESTMENT ACTION PLAN 2014-2018
Industry and investment planning context

The Knowledge and Professional Services industry will play a pivotal role in building and shaping the new Sunshine Coast economy into the future.

The Sunshine Coast Regional Economic Development Strategy 2013-2033 provides 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 new economy for the Sunshine Coast will be built on:

- strong regional leadership and collaboration
- major capital investment in game changing projects that will re-shape the foundations of the economy
- growth and investment in seven high-value industries linked to the game changing projects, which will shape the population that is attracted to live and work in the region
- responsiveness of business and industry to demand from national and global markets
- investment in talent and skills so the region provides the workforce to respond to the demand of the high-value industries.

The Sunshine Coast Regional Economic Development Strategy 2013-2033 is accompanied by an initial five-year implementation plan to 2018 to commence the transition to the new economy.

The industry and investment plans produced for each of the high-value industries correspond to the five-year implementation plan and will evolve over time as key actions are initiated, reviewed and completed. Industry and investment plans will be reviewed and updated annually to ensure they remain responsive to the factors shaping the regional economy and the key influencers on those industries.

The Knowledge and Professional Services industry is one of the seven high-value industries that will play a pivotal role in building and shaping the new Sunshine Coast economy.

The industry is a particularly promising and important industry in that often businesses within this industry are more scalable than others, with the ability to export knowledge and services to the world, rather than relying on the local marketplace.
Industry Introduction

The Knowledge and Professional Services (KPS) industry is made up of two distinct clusters:

- **Professional Services** are traditional disciplines that provide technical and specialist services to a variety of businesses and consumers; often very compliant and service oriented disciplines. These include legal, accounting, financial, engineering (i.e. supporting advanced manufacturing), marketing, management, architecture and IT (including software) services. These disciplines often play an important role in the supply chain across many other industry sectors.

- **Knowledge Workers** are workers who have knowledge as their main capital, and this includes doctors, engineers, architects, academics, scientists and lawyers (Davenport, 2005). For the purpose of this plan, the definition of knowledge industries and knowledge workers will exclude those disciplines already incorporated in parallel health, education, and other industry investment plans. Instead this plan will focus on knowledge industries more broadly representing innovative, disruptive and often digitally enabled services and solutions that provide unique offerings beyond traditional categories and disciplines.

The focus on digital solutions is a deliberate strategy as digital technology is providing a platform for transformational business activities (Deloitte, 2013). An example of this has been highlighted by the SEQ Startup report.

Digital technologies are being deployed across all industries and permeate all aspects of our society. The borders between industries are being eroded making it increasingly difficult to say whether a new company like Uber is a transport company, software company, or a labour hire company. The reality is that an increasing (majority) proportion of Australian businesses have digital technology as a core component of their business.


Building upon successes already achieved, the Sunshine Coast region has a strong platform for growth in this sector as outlined in the Sunshine Coast Regional Economic Development Strategy 2013-2033, and further expanded upon in the Digital Sunshine Coast Draft Digital Action Plan (2014).

The Sunshine Coast region was awarded the international Smart 21 Intelligent Community award consecutively in 2014 and 2015, received the Google eTown award in 2013 and had three of the top 10 regions ranked nationally for high growth in Paypal transactions (2013).
Industry Introduction (continued)

The region is already home to a wide range of businesses which can be considered leaders in their field. The industry is also well supported by a strong entrepreneurial, collaborative and increasingly digitally oriented ecosystem. The Innovation Centre Sunshine Coast acts as a significant catalyst for startup businesses in this industry (Queensland Government SEQ Startup Ecosystem report 2014) and there is an increasing emphasis on the investment in, and support of, Digital Work Hubs to accelerate the growth in professional and knowledge industry workers across the region (Regional Development Australia, 2013).

The industry currently provides for approximately 21,400 jobs on the Sunshine Coast (AEC Group, 2014), with employment growth in managerial and professional services expected to exceed 135% over the next 20 years (Deloitte, 2013). Digital technologies are expected to create significant growth opportunities across all industry sectors and for every time there is a doubling of broadband speed there is a resulting growth in GDP by 0.3 per cent (Ericsson 2013). Knowledge industry businesses providing digital services, solutions and technology options are well situated to capitalise upon these significant growth opportunities.

Aspirational targets for the Knowledge and Professional Services industry

<table>
<thead>
<tr>
<th>Goals for the Knowledge and Professional Services industry</th>
<th>Position in 2014</th>
<th>Plan for 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Value-Add</td>
<td>$2,536.3 million</td>
<td>$3,282.5 million</td>
</tr>
<tr>
<td>Employment</td>
<td>21,430 employees</td>
<td>24,322 employees</td>
</tr>
<tr>
<td>Exports</td>
<td>$616.0 million</td>
<td>$741.7 million</td>
</tr>
<tr>
<td>Change in Exports</td>
<td>-</td>
<td>+20.41%</td>
</tr>
<tr>
<td>Average Annual Income</td>
<td>$55,242</td>
<td>$63,170</td>
</tr>
<tr>
<td>Change in Registered Businesses</td>
<td>-</td>
<td>+14.48%</td>
</tr>
</tbody>
</table>

Source: AEC Group 2014
Industry mission 2014-2018

The Sunshine Coast Knowledge and Professional Services industry has set itself a clear mission to:

Foster a burgeoning knowledge and professional services industry: that employs people who enjoy an enviable lifestyle; is competitive within the national and global market place; and is therefore the region of choice to do business.

The Knowledge and Professional Services (KPS) industry can be described as comprising a diverse range of creative, knowledge, digital, technology and professional services. The industry is a critical enabler of other high-value industries and will grow in response to demand generated by game-changer capital projects as well as international markets. Digital adoption and innovation is providing significant economic and social benefits to the Sunshine Coast. The industry mission is multi-faceted:

- To build on strengths:
  - a growing economy and population base
  - an attractive employee base for service businesses, technical niche design and manufacture
  - an enviable lifestyle to offer employees
  - reasonable salary expectation being in a regional area, and
  - a growing and vibrant start-up community.

- To focus investment and development – attracting, retaining, building and growing high value companies on the Sunshine Coast, from outside and within. The successful development of such organisations will deliver an accelerator effect to all companies.

- To become a recognised hub for the commercialisation of innovative services and products.

- To be tooled for innovation - by promoting an adoptive mentality toward established technologies and encouraging business and industry to actively adopt digital technologies and systems to achieve high levels of productivity and efficiency.

This plan lays the foundations between now and 2018 for the industry to achieve this objective, which it will continue to pursue over the life of the Sunshine Coast Regional Economic Development Strategy 2013-2033.
There are a number of factors that will shape the direction and growth of the Knowledge and Professional Services industry over the life of this plan. While many are not unique to the Sunshine Coast, the extent to which these factors influence demand for the goods and services which the industry produces in the region will play a key role in encouraging the industry to realise its full potential in the new economy:

1. **Game Changer Projects**
   - **Maroochydore city centre** – this new greenfield city centre will provide a focal point for new and expanding Professional Services to locate in high quality and optic fibre connected premises.
   - **Sunshine Coast Airport expansion** – will be a catalyst for efficient travel and multiple locations to and from the Sunshine Coast for businesses travellers.
   - **Sunshine Coast Public University Hospital** and associated health-related development – has the potential to generate significant flow on benefits for the Knowledge and Professional Services industry.
   - **University of the Sunshine Coast expansion** – the consolidation of the University through the full complement of undergraduate, post graduate and research avenues will increase the synergistic opportunities to and from the Knowledge and Professional Services industry.
   - **Upgrade of the Bruce Highway to Brisbane** – will remove delays for business related traffic and open the potential for linkages with major national institutions based in Brisbane to generate increased deal flow for the Knowledge and Professional Services industry.

2. **Digital Connectivity**
   - Build on recent successes as a **Smart 21 Community in 2014 and 2015** and further enable knowledge communities and global trade through on-going expansion and upgrading of digital communications and technologies across the region.
   - Further utilise mechanisms of **digital integration**, bringing infrastructure in line with the fastest developing economies.
   - Leverage off and promote successful knowledge and professional services companies where relevant and utilise their global connections.
   - **Create a digital culture** through institutional and individual leadership that fosters and celebrates innovation and provides catalytic collaboration opportunities resulting in local businesses becoming net exporters of knowledge, products and services.

3. **Digital Education**
   - Continue to **foster a digitally literate, mobile and highly-skilled workforce** readily available and regularly used by knowledge and professional services businesses operating in the region to support the Knowledge industry.
   - **Train, develop and foster Sunshine Coast youth** to become highly-skilled workers and entrepreneurs of the future by supporting initiatives such as Coder Dojos, ByTheCore, Startup Weekends, Club Kidpreneur, the Get Up to Speed Program, Teens Take Control, Generation Innovation.
Take the lead on fostering digital education at every level – pre-school, high school, higher education, vocational education, start-ups and business

Enhance the knowledge of all residents in regards to the availability, benefits and opportunities presented by new technologies

Promote early-adoption of innovation.

4. Collaboration

The emergence of collaboration is shaping how regions succeed. Through many parties contributing to achieving actions in support of the plan, the region benefits and we all benefit. Individual organisations no longer have the resources to be the sole provider of all programs and projects. Individual businesses and organisations need to sign-up to deliver projects that help achieve the common objectives.

5. Global Connections

Knowledge flows in the digital economy through global connections. Customers are no longer always local. Suppliers can be anywhere. Sunshine Coast businesses are beginning to make inroads to building the export services market. The region needs to accelerate its export of services and assist more existing businesses to become service exporters. Knowledge and Professional Services industry needs good connectivity and coverage from competitive suppliers (influencing price).

6. Industry diversity

The Knowledge industry is finding it difficult to attract and retain skilled workers to support the growth domestically and globally of high-value industries. These issues face the industry nationally and internationally exacerbating the problem

Establishing where the capability gaps are and will be - by, raising awareness of people and businesses seeking opportunities; addressing the gaps; investigating opportunities to achieve solutions through education or local labour mobility; and advising and enabling other high value industries.
Emerging Opportunities

**Collaborative ecosystem**

Expand upon the collaborative network of local start-ups, digital businesses, entrepreneurs, education providers, investors and incubators that have emerged from recent initiatives such as the Google eTown awards celebration, the Start-up Weekend Sunshine Coast and the formation of the Silicon Coast group. Build upon that momentum and further the connections between knowledge industry workers and the investment community to facilitate growth.

**Knowledge industries as catalyst for change across other industries**

The Knowledge and Professional Services industry can champion the collaborative network across all priority industry sectors and continue to play a key supply-chain role to help facilitate growth and innovation. Knowledge workers in the digital profession can facilitate the broader adoption of digital productivity tools and systems that will enhance the global competitiveness of other Sunshine Coast based businesses.

**Success breeds success**

Celebrate the increasing number of highly successful knowledge industry and professional services businesses within the region. Further business attraction and growth opportunities and increase the export of knowledge services by showcasing the region’s enviable capability and demonstrate the business achievements of others.

**Maroochydore city centre as a Smart City**

Build upon the value proposition for the Sunshine Coast’s new city centre as a significant economic growth opportunity through highlighting technology opportunities (including a variety of choice of providers of high speed broadband) and new A Grade building stock and pursue no less than 1 per cent of Sydney’s Professional Services industry businesses, employees and trade by 2032.
Did you know?

By 2018 the Knowledge and Professional Services industry will produce $741 million of goods and services for export.

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### Using smart city technology to enhance the entire region

- Building on the investment in the Maroochydore city centre, apply those technology opportunities across the entire region to facilitate growth for the Knowledge and Professional Services businesses.

### Leverage existing local talent

- Due to lifestyle opportunities, the Sunshine Coast is increasingly becoming a destination of choice for newly retired successful self-made businessmen and women who have a wealth of talent and time to offer. There is an emerging opportunity to create a program, in collaboration with existing business networks, to harness the experience of others in order to provide mentoring and business support to new and emerging businesses in the Knowledge and Professional Services industry.

### Tap into the growth prospects

- Professional services is projected to be one of the leading growth industries across the Sunshine Coast region over the next 20 years (Deloitte, 2013) and as a consequence is a significant emerging opportunity fuelled by a growing population requiring a range of traditional consumer and business services such as financial services, legal and accounting.

  Additionally, the opportunity to capitalise on experienced, successful, retired or semi-retired professionals (linked to relevant professional bodies), exists on the Sunshine Coast. These professionals can provide mentoring and business smarts to start-ups and businesses seeking growth.

### Significant digital infrastructure investment

- An emerging opportunity exists to attract significant investment in digital infrastructure that will result in exponential growth in international digital connectivity speeds. This investment would make the Sunshine Coast a highly competitive and desirable region to host a variety of Knowledge and Professional Services businesses, primarily financial services and digital businesses, as an alternative to Sydney and other major metropolitan areas.

### Digital work hubs

- Flexible co-working centres that provide centralised, business accommodation and support services for knowledge workers and professional services are emerging as key enablers of economic growth. Increased private investment in digital work hubs and co-working centres in capital cities has encouraged investment in regional areas such as the Sunshine Coast. This emerging opportunity will provide flexible cost effective solutions for businesses seeking to establish themselves in the region and create greater confidence in business growth and investment decisions as they cater for growth using a staged approach.
Knowledge and Professional Services Industry and Investment Plan

The actions outlined in this plan have been determined collaboratively by key representatives of the Knowledge and Professional Services industry on the Sunshine Coast. The plan contains the activities which the industry believes should be pursued to achieve the industry mission and performance targets:

**Mission**

Foster a burgeoning knowledge and professional services industry:
- that employs people who enjoy an enviable lifestyle
- is competitive within the national and global marketplace
- is therefore the region of choice to do business.

**Targets**

- $3.2 billion industry
- 24,000 employees
- $741 million of goods and services produced for export
- $63,000 annual wage for the industry
- +14.48% in registered businesses

The actions nominated take into account the factors influencing industry growth and investment and the opportunities that are emerging for the Knowledge and Professional Services industry in the region. All actions support the five pathways identified in the Sunshine Coast Regional Economic Development Strategy 2013-2033, specifically:

1. **Leadership, collaboration and identity**
2. **Capital investment**
3. **High-value industries**
4. **Local-to-global connections**
5. **Investment in talents and skills.**

**Key partners** with Sunshine Coast Council (SCC) in implementing this plan include: Austrade, Australian Institute for Commercialisation (AIC), Australian Institute of Company Directors (AICD), CPA Australia (CPA), Chamber(s) of Commerce (CoC), Digital Sunshine Coast (DSC), Innovation Centre Sunshine Coast (ICSC), Law Society (LS), National ICT Australia (NICTA), Noosa Shire Council (NSC), Queensland Government (which could include DSDIP, DSIITA, DTESB, DTMR, DETE, TIQ), Regional Development Australia Australia Sunshine Coast (RDASC), Silicon Coast (SC), Sunshine Coast Destination Limited (SCDL), Sunshine Coast Mentor & Investment Group (SCMIG), TAFE Queensland East Coast (TQECl), University of the Sunshine Coast (USC), Industry leading companies and Regional Digital Champions.

The industry is particularly promising with the ability to export knowledge and services to the world, rather than solely relying on the local marketplace.
1. Leadership, collaboration and identity

Key performance indicators

- Employment growth in the Knowledge and Professional Services industry on the Sunshine Coast (relative to 2013 data)
- Increase (percentage of GDP) in contribution of the Knowledge and Professional Services industry to the Sunshine Coast economy (relative to 2013 data)
- Increased industry linkages (direct economic impact) of local companies’ involvement in Knowledge and Professional Services industry initiatives.

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<th>Lead</th>
<th>Partners</th>
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<tr>
<td>a) Bring the various digital industry channels together to improve access to shared resources, relevancy, collaboration and to produce outcomes in support of smart growth and future jobs:</td>
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<td>DSC</td>
<td>All partners</td>
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<td>• Act as a champion, advocate and publicist for advancement of the industry</td>
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<td>• Develop and maintain a comprehensive evidence base about the industry.</td>
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<td>b) Develop the business case for an annual Digital Sunshine Coast forum that unites local business around common themes and goals; brings in new talent and innovation; and shapes and informs future strategies and planning decisions.</td>
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<td>DSC</td>
<td>All partners</td>
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<tr>
<td>c) Leverage and promote industry capability (success stories, champions, advocates and thoughts leaders) across the Knowledge and Professional Services industry companies/practices to encourage greater cross collaboration, and business networks.</td>
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<td>SCC</td>
<td>RDASC, AICD, CPA, DSC</td>
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<tr>
<td>d) Facilitate the growth and expansion of digital work hubs. Develop a program identifying their locations, and illustrate the benefits, build the case for greater industry acceptance and accelerate private sector investment in these facilities.</td>
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<td>RDASC</td>
<td>Industry, ICSC, SCC</td>
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<tr>
<td>e) Work with leading industry associations such as AICD and CPA (among others) to develop a program to get experienced ‘retired/semi-retired’ professionals partnering with start-ups and innovative companies from a ‘business smarts’ perspective.</td>
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<td>SCC</td>
<td>AICD, CPA</td>
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2. Capital investment

### Key performance indicators

- Businesses attracted to the region (number) and the number of jobs attracted
- Value of external funding identified and obtained for regional projects of significance
- Total number and value of new development projects.

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</table>
| a) Create an investment pipeline map to provide prospective investors with a clear pathway of options and connections (people and organisations). Include key points about all aspects of the investment decision process highlighting aspects such as the SCIIS, a supply chain gap analysis for the Knowledge and Professional Services industry to facilitate:  
  - new business development opportunities for local businesses  
  - the identification of key new business investment targets for the region. | | SCC | All Partners |
<p>| b) Develop a compelling pitch for the KI&amp;PS industry in the region and establish a targeted marketing and communication plan for key markets. To help visualise success write the press release for the region in 2018 as it relates to the KI&amp;PS. | SCC | All Partners |
| c) Develop a Smart City Framework for the Sunshine Coast (with the Maroochydore city centre as the pilot area) so as to provide the Sunshine Coast with a new and additional ‘unique selling proposition’ relative to its competitors. | | SCC | |
| d) Actively facilitate delivery of competitive, high capacity digital infrastructure with extensive coverage for the Sunshine Coast as identified in the Digital Sunshine Coast Action Plan and Digital Work Hubs. Facilitate private and public sector investment in technology infrastructure (both hard and soft infrastructure) to advance daily consumption, development and application of technological solutions. | SCC | Queensland Government, Federal Government | DSC | Telecommunications providers and industry |
| e) Undertake the necessary technical and regulatory studies to pursue Commonwealth approvals to support private investment in an international submarine cable. | | | | | | |</p>
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<th>Partners</th>
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<tbody>
<tr>
<td>f) Undertake an annual, domestic Investment Mission targeting Knowledge and Professional Services businesses and talent to fill business and talent gaps on the Sunshine Coast. Simultaneously target Melbourne or Sydney businesses for potential relocation to the Sunshine Coast.</td>
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<td>SCC</td>
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<td>All Partners</td>
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</tbody>
</table>
# 3. High-value industries

**Key performance indicators**

- Sustainability and growth of locally grown organisations
- Change in entrepreneurial potential (intent, self-efficacy, mind set)
- Number of business expansions and businesses assisted.

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<tr>
<th>Actions</th>
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</tr>
</thead>
<tbody>
<tr>
<td>a) Develop a campaign to promote local Knowledge and Professional Services operators; their capability and trade-craft so as to promote across the region and specifically across the seven high value industries to generate additional business and collaboration.</td>
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<td>SCC</td>
<td>DSC, ICSC, AICD, CPA, LS</td>
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<tr>
<td>b) Connect professional services networks with feed-in experience across the seven high value industries to the University of the Sunshine Coast and each of the seven high value industry Taskforces.</td>
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<td>SCC</td>
<td>USC, AICD, CPA, LS</td>
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<tr>
<td>c) Encourage the development and showcasing of innovative digital solutions that facilitate the growth of the Knowledge and Professional Services industry focussing on the demonstration of cloud based services and digitisation of business.</td>
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<td></td>
<td>DSC</td>
<td>SCC, ICSC</td>
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<tr>
<td>d) Ensure the Sunshine Coast Planning Scheme and the Noosa Shire Planning Scheme continue to provide appropriate land use and development assessment settings to encourage investment and growth in the Knowledge and Professional Services industry, particularly in the Enterprise Corridor. For example Maroochydore city centre for Professional Services and digital work hubs/co-working spaces for Knowledge Industries in various locations.</td>
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<td>SCC, NSC Industry</td>
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</tbody>
</table>
Maroochydore city centre will be a significant economic growth opportunity through highlighting its technology opportunities.
Did you know?

The Knowledge and Professional Services industry already produces a gross value add to the regional economy in excess of $2.5 billion.
4. Local-to-global connections

Key performance indicators

- Improvements in region's competitive position in the global KI&PS economy as ranked through national and global recognition programs
- Exports (amount and growth) and trade activity
- New investments attracted/facilitated (overall, new project).

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<tr>
<th>Actions</th>
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<tbody>
<tr>
<td>a) Delegation of Sunshine Coast digital and startups to attend Cebit Australia in Sydney in May 2015.</td>
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<td>SCC</td>
<td>TIQ, DSC, Industry</td>
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<tr>
<td>b) Build an international capability map by using knowledge of existing export companies and services provided to national and global markets to increase collaboration, networks and generate new contacts and leads across the industry network.</td>
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<td>SCC</td>
<td>TIQ</td>
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<tr>
<td>c) Raise the profile of the digital industry on the Sunshine Coast and connect to national and international networks through:</td>
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<td>SCC, DSC, AIC, ICSC, RDASC, Mountain Creek High School</td>
<td>All Partners</td>
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<tr>
<td>• Digital Sunshine Coast quarterly breakfast and annual Digital Sunshine Coast Conference</td>
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<td>• Innovation Master Class forums (4)</td>
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<tr>
<td>• Sunshine Coast Start up Weekend (Innovation Centre)</td>
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<td>• Start Up Weekend – Youth (Mountain Creek High School)</td>
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<td>• Innovation Centre Business Pitch Competition.</td>
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<tr>
<td>d) Identify the opportunity with Business Events Sunshine Coast (SCDL) to bid for and host major Professional Services industry conferences for law, accounting, financial services and planning and engineering.</td>
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<td></td>
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<td></td>
<td>SCDL</td>
<td>SCC, AICD, CPA</td>
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<tr>
<td>e) Evaluate opportunities to participate in TIQ or Austrade trade missions to CommunicAsia (Singapore) in 2015 and/or 2016; and identify relevant Professional Services missions for local Sunshine Coast companies.</td>
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<td>SCC</td>
<td>TIQ, Austrade</td>
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<tr>
<td>f) Prepare and deliver an export services training and development program for the Knowledge and Professional Services industry to increase service based exports by growing awareness of opportunities to service beyond the Sunshine Coast (across the state, nation and globe).</td>
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<td>Queensland Government</td>
<td>All Partners</td>
</tr>
</tbody>
</table>
5. Investment in talent and skills

### Key performance indicators
- Labour force participation
- Assessment of business workforce needs
- Percentage growth in Knowledge and Professional Services industry education programs
- Number of workers for specific jobs in the Knowledge and Professional Services industry.

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<th>Partners</th>
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<tbody>
<tr>
<td>a) Utilise existing programs to promote the Sunshine Coast:</td>
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<td>SCC</td>
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<td>• as a destination of choice for Knowledge and Professional Services industry job seekers, and</td>
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<td>• actively develop and partner with local buy programs to drive use of local resources and greater regional economic sustainability.</td>
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<tr>
<td>b) Identify existing funding and support programs designed to foster the development of digital industry professionals to gain best practice knowledge.</td>
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<td>RDASC</td>
<td>Industry</td>
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<td>c) Assist businesses seeking skilled Knowledge and Professional Services workers by:</td>
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<td>RDASC</td>
<td>All Partners</td>
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<td>• connecting them with others who have successfully navigated this environment</td>
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<td>• developing and documenting pathways and resources to help businesses make this happen.</td>
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<td>d) Develop training aimed at improving digital productivity – awareness, skilling and investment phases:</td>
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<td></td>
<td>NICTA</td>
<td>SCC, Industry, ICSC</td>
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<td>• continue Council’s current work with National ICT Australia (NICTA) as one of two possible pilot local governments to test a program for national deployment as a result of the SCC involvement in the Australian Smart Communities Association</td>
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<td>• identify other existing programs and similarly promoting their availability through formal and informal channels</td>
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<td>• align and partner with the Education and Research HVI to ensure delivery via best practice models.</td>
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<td>e) Work to ensure the education curriculum is responsive to the needs of business. Use a feedback loop in order to generate research and educational outcomes tailored to an emerging digital industry. This will demonstrate how the KI&amp;PS industry can improve productivity and performance.</td>
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<td>SCETIG, Industry</td>
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<td>f) Enhance skills development opportunities for established business owners to help them grow their businesses beyond their current model, to generate more wealth creation possibilities and to increase their local employment base.</td>
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<td>TQEC, USC,</td>
<td>SCMIG, ICSC, Schools, Silicon Coast, CoC</td>
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<td>Actions</td>
<td>2014-15</td>
<td>2015-16</td>
<td>2016-17</td>
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<td>Lead</td>
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<td><strong>g)</strong> Enhance skills development opportunities via regular Business Pitch Competitions, Start-up Weekends, knowledge industry support events and mentoring to ensure new businesses and aspiring entrepreneurs receive the very best early-stage support and advice they need to thrive on the Sunshine Coast and in a globally competitive environment.</td>
<td>ICSC, USC</td>
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<td>SCMIG, Schools, Silicon Coast, CoC</td>
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<td><strong>h)</strong> Develop a Technology Awards program for students in years 9-12 using a gaming style competition. Participants would need to create or show innovation across any area of technology. The program would work across any public or private school and cover the entire Sunshine Coast.</td>
<td>Industry</td>
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<td>Secondary Education Providers, ICSC, USC, SCC</td>
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</table>

**References**


For enquiries regarding the Knowledge and Professional Services industry and investment action plan email Council at economicdevelopment@sunshinecoast.qld.gov.au or write to the Sunshine Coast Council, Locked Bag 72, Sunshine Coast Mail Centre, Queensland 4560.