The Vision
Regional Economic Development
Coast - The Natural Advantage:
Sunshine leaders have developed business, industry and Council Working together, Sunshine Coast Our goals for the New Economy investment conditions.
international markets; and excellent airport and leading health and massive capital investment to occur is building a new economy – with north of Brisbane, the Sunshine Coast Situated just over one hour (by road) Australia. which are unrivalled elsewhere in growth and outstanding opportunities become a leading regional economic The Sunshine Coast is set to investment and employment – while offering an enviable lifestyle and environment.
In 2033, the Sunshine Coast is a prosperous, high-value economy of choice for business, industry and government, will be developed, embodying the vision for the New Economy.
The principles and pathways of this Strategy – including identification of an “Enterprise Corridor” – will be established to guide the transition. Six key projects will kick-start the transition to the New Economy.
1. Health and well-being industries provide at least 100,000 employment opportunities
20% of goods and services produced for export outside the region
2. Education and research
3. Tourism, sport and leisure
4. Knowledge industries and technologies; and aviation and aerospace
5. Agribusiness
6. Aviation and aerospace
7. Clean technologies
High-value industries provide at least 100,000 employment opportunities
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
30% of goods and services produced for export
Household incomes to exceed the average household income level for Queensland
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 connectivity – to markets, where the region has a clear competitive advantage
• its talent and skills, and the contribution of community members.
6 key projects will kick-start the transition to the New Economy.
A Regional Investment Prospectus will be developed for national and global markets, profiling key infrastructure and commercial investment opportunities in the region.
A Regional Investment Prospectus will be developed and implemented for seven high-value industries which have the greatest potential for success in the New Economy.
A Regional Education and Training Strategy will be implemented to provide a collaborative approach to improving education and training outcomes and access in the region.
A $33 billion economy – nearly triple what it is now
Household income levels above the State average

Sunshine Coast – The Natural Advantage
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Pathways

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’ will transform the Sunshine Coast economy to leverage lower tax and investment potential. These projects collectively will add 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 significantly to increase 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 expanding employment opportunities for the community.

Opportunity Abounds
"Game changing" projects providing attractive investment opportunities in 7 High-Value Industries that respond to demand from national and global markets.

Talent and Skills

Leadership, Collaboration and Identity

Capital Investment

High-Value Industries

Local-to-Global Connections

Investment in Talent and Skills

The Game Changers

Driving enduring employment and community prosperity

Sunshine Coast – The Natural Advantage

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Opportunity Abounds
"Game changing" projects providing attractive investment opportunities in 7 High-Value Industries that respond to demand from national and global markets.
Australia’s newest international airport delivering an expanded international gateway by 2020

More than 35,150 registered businesses and growing

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

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

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

Australia’s first new – not replacement – hospital development for more than 20 years

Home to Australia’s only greenfield CBD development at Maroochydore

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: www.business.sunshinecoast.qld.gov.au

Enquiries to: economicdevelopment@sunshinecoast.qld.gov.au

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