



**Regional  
Development**  
*Australia*  
SUNSHINE COAST INC

# Sunshine Coast REGIONAL ROADMAP 2011 Key Highlights



An Australian Government Initiative



**Queensland**  
Government



## The Regional Development Australia Sunshine Coast area

### Acknowledgements

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## Our Vision

*A Sunshine Coast Region that is innovative, dynamic, connected and sustainable.*

### What is a Regional Roadmap and why do we need one?

The interim Sunshine Coast Regional Roadmap was launched in November 2010 and was compiled by Regional Development Australia (RDA) Sunshine Coast to assist with future planning and development of the region. This brochure encompasses the key highlights of the Regional Roadmap. The Sunshine Coast Regional Roadmap:

- Documents the region's current economic, social and environmental situation
- Identifies the strengths, challenges and opportunities of the region
- Lists existing and projected developments
- Notes future problems and recommends solutions to reduce any negative impact on the region
- Provides a platform to assist governments and the local community understand the Sunshine Coast's circumstances
- Encourages key stakeholder and community support and involvement
- Is a living document which will grow and change with the region

For the full interim Sunshine Coast Regional Roadmap please visit:

<http://www.rdasunshinecoast.org.au/regional-roadmap/>

Your feedback on regional issues and topics identified throughout this document is important to us. Please

provide a response either in the feedback page provided in this document or on the website, or you can send written feedback to the RDA Sunshine Coast office.

### What is Regional Development Australia (RDA) and RDA Sunshine Coast?

Regional Development Australia (RDA) is a national network for regional advocacy and community development, which aims to grow and strengthen Australia's regions. Made up of committed local leaders, the 55 RDA committees across Australia all have a strong grass-roots understanding of their region. RDA Sunshine Coast is a team of committed local leaders who understand the region, who will work across all spheres of government and use their combined resources to develop the Sunshine Coast community. RDA Sunshine Coast covers the same geographic area as Sunshine Coast Council.

### Next steps for RDA Sunshine Coast

During the next stage of this process RDA Sunshine Coast will further engage with key stakeholders and the community. This consultation process will include forums and workshops to get feedback on the six regional priorities. Much work is already underway through public, private and community sector efforts. RDA Sunshine Coast will continue engaging with regional leaders and key stakeholder groups to confirm the region's priorities, assist them to identify strategies for action and report back to key government agencies.

The role of RDA Sunshine Coast is to help and support through:

- Networking opportunities
- Partnership building
- Project planning
- Development and regional advocacy

The Sunshine Coast Regional Roadmap aims to ensure the economy, the community and the environment thrive and grow together. The priority is to resolve existing challenges and avoid future problems by anticipating them and taking preventive action. This vision will be achieved with community involvement and with all partners working together towards the agreed priorities.

## Our Mission

*Connecting people across the Sunshine Coast region to strengthen business growth, generate innovative environmental solutions and enhance community development.*



# Focus on the Six Priorities

There are six main priorities

1. Drive economic development and job creation.
2. Secure regional infrastructure and transport.
3. Identify and deploy innovative environmental solutions.
4. Enhance health and community wellbeing.
5. Support social inclusion to enhance our community.
6. Maximise education and training opportunities.

These six priorities emerged from a review of relevant plans and activities related to the Sunshine Coast region and from a number of engagement activities undertaken.

## PRIORITY 1

### *Drive economic development and job creation*

#### Opportunities and Challenges

From 2003-2008 the Sunshine Coast region enjoyed strong gross regional product (GRP) increases averaging 6.8% per annum. However, not all sectors of the economy benefited from this, with sectors such as youth unemployment remaining high at 16%. The key industries for the Sunshine Coast are still tourism, construction and retail, but this is changing and the investment in the new hospital and other health-related services will mean that health will become one of the key economic drivers for the Sunshine Coast over time.

The tourism industry has been a key driver for economic growth on the Sunshine Coast for decades and this is expected to continue. However, as the region's economy grows, its reliance on tourism as a key economic driver will decrease. Tourism is a key industry, but the increase in population that occurs during main holiday periods and with day-trippers every weekend puts a major strain on both the social fabric of the Sunshine Coast and the environment that tourists come to enjoy. This is a key issue that needs to be managed carefully when planning for the future.

As identified in the Keep Australia Working strategy for the Sunshine Coast and Moreton Bay, employment is slowly returning to levels similar to before the

global financial crisis (GFC). As the economy and population continues to grow, more diversified innovative business owners and skilled workers will be needed, and the issue of youth unemployment and under-employment of both youth and older workers must be addressed.

## Actions

Regional business growth plans and strategies which will support economic development, the creation of new jobs, skills development and business investment.

## Strategies

### Expand and accelerate industry diversification on the Sunshine Coast

Support Local Government's industry diversification strategy and focus on high potential sectors like aviation, creative industries, digital, education services, environmental technologies, food and beverage, health and wellbeing, light industries, professional services and sport and recreation. Prioritise opportunities to advance the local food production industry because it has the potential to dovetail into other priority areas such as health and community wellbeing. Develop a strong events and conferencing industry leveraging the region's proven track record in tourism and accommodation, coupled with strength in arts and culture.

### Increase regional economic self-reliance

Increase the self-sufficiency of the region's 'internal' economy by supporting the businesses that are already established on the Sunshine Coast. Areas to explore include micro-marketing and encouraging businesses to use local supply chains.

### Attract investment

Assist existing and potential investors and entrepreneurs to connect to local advice and business insight. Showcase some of the region's successful businesses in order to build confidence in the region as a strong and vibrant business centre.

### Support the continuation of the regional and local community infrastructure program

RDA Sunshine Coast would actively support the National Sea Change Taskforce recommendation for the continuation of the Regional and Local Community Infrastructure program. This would provide an economic stimulus to regional coastal communities which are particularly vulnerable to the global financial crisis and its impact on the construction sector. RDA Sunshine Coast would actively support this recommendation.

### Support the rollout of the NBN program on the Sunshine Coast

Better broadband speed and service is critical in regional Australia. Explore all options for increasing open access infrastructure development and the supply of service by multiple carriers across the region, either through Government, semi-government programs or through commercial initiatives from the private sector.

### Increase youth employment

There is an opportunity to strengthen youth employment. Possibilities include:

- Increasing access to local opportunities in areas that need more highly skilled employees and offer rich career paths
- More support for apprenticeship programs

### Identify and adopt world class town planning principles and practices

RDA Sunshine Coast would like to collaborate with partners on a review of global thought leadership and best practice town planning schemes and models.

### Become a model of excellence in small business support

Given the prominence of small businesses on the Sunshine Coast, the region has the potential to be a national centre-of-excellence for small business. This will enable small businesses in the region to grow more resilient and better able to withstand changes in the global economy as well as the Australian economy.

## PRIORITY 2

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### *Secure regional infrastructure and transport*

#### Opportunities and Challenges

With a forecast of continued growth the region will require adequate supply of the necessary infrastructure to support the population.

Transport remains a priority issue for the Sunshine Coast with the predominant form of transport being the private motor vehicle.

According to the recently released draft Sunshine Coast Sustainable Transport Strategy, approximately 85% of all residents' trips are made by private motor vehicle.

To reduce the reliance on private vehicles, major investment needs to be made in alternative transport infrastructure and this will require a whole of government approach to ensure success.

#### Actions

Secure funding to support demand for infrastructure and services.

#### Strategies

### Secure Australian Government funding for the Sunshine Coast airport redevelopment and new runway

RDA Sunshine Coast will work closely with key stakeholder groups to pursue funding commitments that will ensure the implementation of the Sunshine Coast Airport master plan. In particular, RDA Sunshine Coast will pursue Australian Government commitment for the new runway that is the cornerstone for the airport redevelopment.

### Maximise the value of the new Sunshine Coast University Hospital

Realise the economic development opportunities and help address the challenges of the new Sunshine Coast University Hospital (SCUH).

Facilitate a holistic approach to construction and longer term industry development.

### Develop a regional transportation infrastructure strategy

Develop an integrated regional transportation strategy, with high levels of interlock with State Government and other bodies. This would include topics such as enhanced road and rail services and the implementation of key transport projects identified in the South East QLD Infrastructure plan:

- CoastConnect
- Landsborough to Nambour Rail upgrade
- Beerwah to Caloundra to Maroochydore public transport corridor - Part of CAMCOS
- Multi-modal transport corridor (MMTC)



## Develop a national growth management policy

The National Sea Change Taskforce Inc. has called on the Federal Government to adopt a 10 point plan in the national interest. One of the strategies in the plan is to develop a national growth management strategy to better coordinate the planning and provision of infrastructure in regional and rural areas, including rapidly expanding coastal communities.

The policy would involve the three spheres of government working collaboratively to better meet the demands of growth and prevent the loss of productive agricultural land.

RDA Sunshine Coast would actively support this initiative and will play a supporting role in the identification and prioritisation of the economic, social, artistic, cultural and sporting infrastructure required to meet the needs of the rapidly expanding needs of the Sunshine Coast.

## PRIORITY 3

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### *Identify and deploy innovative environmental solutions*

#### Opportunities and Challenges

The natural environment and recreation spaces which attract people to the area will be put under further pressure by the forecast increases in population (both residents and tourists) and the effects of climate change.

Along with the population increase comes an increased demand on resources such as water and energy and a need to identify alternative and desirable sources of supply. Water security will require new and innovative technologies to be developed and implemented to avert the need for projects such as the proposed water desalination plant at Marcoola.

The region has a strong history of environmental awareness and responsibility and this knowledge and foresight should be used to find innovative solutions that ensure the natural environment is not damaged further.

#### Actions

Environmental solutions which will support ongoing sustainability and the management of climate change.

#### Strategies

### Explore new options for sustainable and affordable water solutions

Investigate and support a long-term solution to the South East Queensland region's water needs and avoid desalination plants.

Establish a community water company with the technical, financial and legal functions required of a replacement project proponent.

Work with partners at all levels of government to drive innovation for technologies of water and energy production. An example is the environmentally sustainable water scheme at Ridges at Peregrin Springs, which will collect, store and treat rainwater for supply as drinking water and recycle used water for non-drinking use in the community.

### Realise the potential of alternative or community energy

Explore alternative energy sources and opportunities to create an alternative energy technologies sector.

### Optimise the ability of town planning to enhance and facilitate sustainability

Facilitate discussion on issues like town-planning and barriers to sustainable urban development.

Understand alternative urban density models and create visual illustrations of sustainable architecture and options for different housing densities.

### Strike the right balance between development and protection

Facilitate development and explore innovative solutions to expand the economy and manage growth while protecting our natural resources.

Analyse best practice studies for protecting the environment while facilitating business development and advancement.

### Identify approaches to the development of centres of excellence in sustainability or green industry clustering

Bring together our emerging green technology (CleanTech) sector, our educational sector and our expertise in environmental sustainability as well as those responsible for our unique environmental assets, such as the Noosa Biosphere. Build the region as a centre of excellence in sustainability and environment-oriented business development and learning. Establish a comprehensive climate-change strategy.

## PRIORITY 4

### Enhance health and community wellbeing

#### Opportunities and Challenges

Continued growth and an ageing population is putting pressure on existing health care facilities and local services.

The new Sunshine Coast University Hospital (SCUH) is scheduled to open in Kawana in 2016 but greater emphasis on primary healthcare would reduce pressure on hospital facilities.

Generally the Sunshine Coast community enjoys an active lifestyle and there is opportunity to build on this to enhance health and community wellbeing.

#### Actions

Planning and action for health and social services to make the Sunshine Coast Australia's healthiest community.

#### Strategies

##### Become the healthiest community in Australia

Build on our reputation for a healthy outdoor lifestyle and champion measures that could make the Sunshine Coast synonymous with the 'healthiest community in Australia'

##### Support prevention, protection, promotion and primary health care services

Create a regional health plan that spans prevention, protection, promotion and primary health care and interlocks with other initiatives such as healthy eating, local food production and expanded health services.



## Support positive ageing projects on the Sunshine Coast

Strengthen the partnerships between local, state and federal government agencies, service providers and other key stakeholders in the ageing sector to encourage positive ageing projects.

## PRIORITY 5

### *Support social inclusion to enhance our community*

#### Opportunities and Challenges

Affordable housing is identified as an issue for the region and the Sunshine Coast Regional Council "Affordable Living Strategy 2010-2020" acknowledged that:

*"the Sunshine Coast has high housing costs relative to income and poor housing affordability."*

The strategy goes on to note:

*"affordable living requires a whole of government, industry and community approach..."*

A collaborative approach will also be required to ensure the adequate provision of services and access for those in need, including support to the Indigenous community and those with a disability.

High growth in coastal communities such as the Sunshine Coast places pressure on the provision of community infrastructure and services. The National Sea Change Taskforce recommends a new funding formula be introduced to enable coastal councils to be able to meet demand.

#### Actions

Develop social inclusion strategies that value and encourage diversity and bring together and support all members of the community.

#### Strategies

##### Improve accessibility to affordable housing

Facilitate interaction and alignment between Federal, State and Local Governments as well as community members, town planners and developers to improve accessibility to affordable housing.

##### Develop a new funding formula for 'Sea Change' regions

Secure a specific rural and regional infrastructure fund to meet increasing demand for social, community, sporting and cultural facilities.

##### Support Indigenous programs

Support the establishment of an Indigenous cultural centre and venue for community meetings and opportunities to increase Indigenous employment.



## *Priorities - continued*

### **Improve access for people with disabilities**

Ensure a broader whole of government approach to provide better access for people with a disability.

## **PRIORITY 6**

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### *Maximise education and training opportunities*

#### **Opportunities and Challenges**

Education plays an important role in community development and there is already anecdotal evidence that the school system on the Sunshine Coast is close to capacity.

Based on the population scenarios substantial investment will be required in the provision of education facilities to be able to meet demand.

It is important that tertiary education and TAFE programs are utilised to support a knowledge based economy on the Sunshine Coast to attract and keep a younger working demographic and encourage cultural diversity through its international student programs.

#### **Actions**

Maximise opportunities to strengthen and grow the Coast's education and training sector.

#### **Strategies**

### **Assist the region's tertiary education and training sector to meet its full potential**

Help education stakeholders like the many excellent public and private schools, University campuses, TAFE and private providers come together and take our educational capabilities to the next level.

Topics for examination include such things as:

- advancing the interlock between education, R&D and industry
- increased regional interaction and planning with a view to the positive potential for a regional education sector development strategy
- facilitating increased interaction between resident students and international cultures; and
- overlaps with the Coast's events and conference industry

### **Ensure our education infrastructure is prepared to cater for forecast population increases**

Assist with the diligent forecasting required to prepare for the impact of population growth on education particularly in the Prep-through-Year-12 age groups.

**Your feedback and ideas are important to us and can be written below and forwarded by:**

**post:** PO Box 6093, Maroochydore BC QLD 4558 or **email:** [info@rdasc.org.au](mailto:info@rdasc.org.au)  
or you can provide feedback on the **website:** [www.rdasunshinecoast.org.au](http://www.rdasunshinecoast.org.au) or **Facebook**.

*Do you have other ideas or additional comments?*

A series of horizontal dashed lines for writing feedback.

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