

# Urban Evolution of the Sunshine Coast

GREAT CITY – GREAT DESIGN – GREAT PEOPLE

Thursday 8th June 2017  
2.00pm – 5.30pm

USC Auditorium, Innovation Centre, Sippy Downs

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HERE**

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For 50 years the Sunshine Coast brand has denoted this 50 km elongated region. Now the 9th largest city in Australia, Sunshine Coast is experiencing rapid growth and change, and with it, challenges and opportunities. Known as a community of communities, perhaps the biggest challenge is how expertly and inspiringly the future urban growth of the Sunshine Coast is planned and managed to enable Sunshine Coast to emerge as the smart, globally connected, integrated, regional city it is projected to become. A distinctive city with state of the art transport, education, health facilities and amenities, and one with enviable livability, housing affordability, jobs and recreation that attracts and retains great people!

***Sunshine Coast. Great City - Great Design - Great People.***

# PROGRAM

1.30 pm Arrival, registration and seating

2.00 pm Welcome and introduction to the Conference

**Ms Sandy Zubrinich – Chair, Sunshine Coast Business Council**

2.10 pm Opening of Conference

**Mr Jarrod Bleijie – Member for Kawana, LNP**

2.20 pm Sunshine Coast – past, present and future

**Mr Michael Shadforth – President, Chamber of Commerce Alliance**

2.45 pm What makes a city great?

**Ms Kate Meyrick – Chief Executive and Managing Director,  
The Hornery Institute**

3.15 pm The importance of urban planning

**Mr Malcolm Snow – National Capital Authority**

3.45 pm The need to consider social housing

**Ms Stephanie Wyeth – Director (Social Planning), Urbis**

4.15 pm Projects that will shape the future of the Sunshine Coast

**Mr John Knaggs – CEO, Suncentral**

**Mr Ben Simpson – Regional Manager, Stockland**

4.55 pm Panel Discussion –  
Challenges of the urban evolution for the Sunshine Coast

**All key speakers**

5.20 pm Summary and close of Conference

**Mayor Tony Wellington – Noosa Council**

5.30 pm Drinks

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# CONFERENCE AND BOOKING DETAILS:

## VENUE

USC Auditorium, Innovation Centre, University Precinct, 90 Sippy Downs Drive, Sippy Downs

## PARKING

Paid Parking operates at the University which can be purchased onsite or online. Please allow sufficient time to locate parking to the venue.

## TICKETS

Book & Save purchased online with credit card (mastercard or visa) through Try Booking: <https://www.trybooking.com/PSNN>

## SCBC MEMBER TICKETS

\$ 93.50 per person up to 15/5/2017  
\$104.50 per person after 15/5/2017  
\$726.00 Corporate Table of 8 up to 1/6/2017  
(names of guests to be provided)

## NON-MEMBER TICKETS

\$110.00 per person up to 15/5/2017  
\$121.00 per person after 15/5/2017  
\$858.00 Corporate Table of 8 up to 1/6/2017  
(names of guests to be provided)

## BOOKINGS CLOSE

5:00pm Thursday 1st June 2017

## BENEFITS

The conference ticket includes attendance at all sessions, refreshments on arrival, afternoon tea and networking drinks at the conclusion.

## NEED HELP?

Email [info@scbusinesscouncil.com.au](mailto:info@scbusinesscouncil.com.au)

## ABN

99 680 681 766



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# MC PROFILE



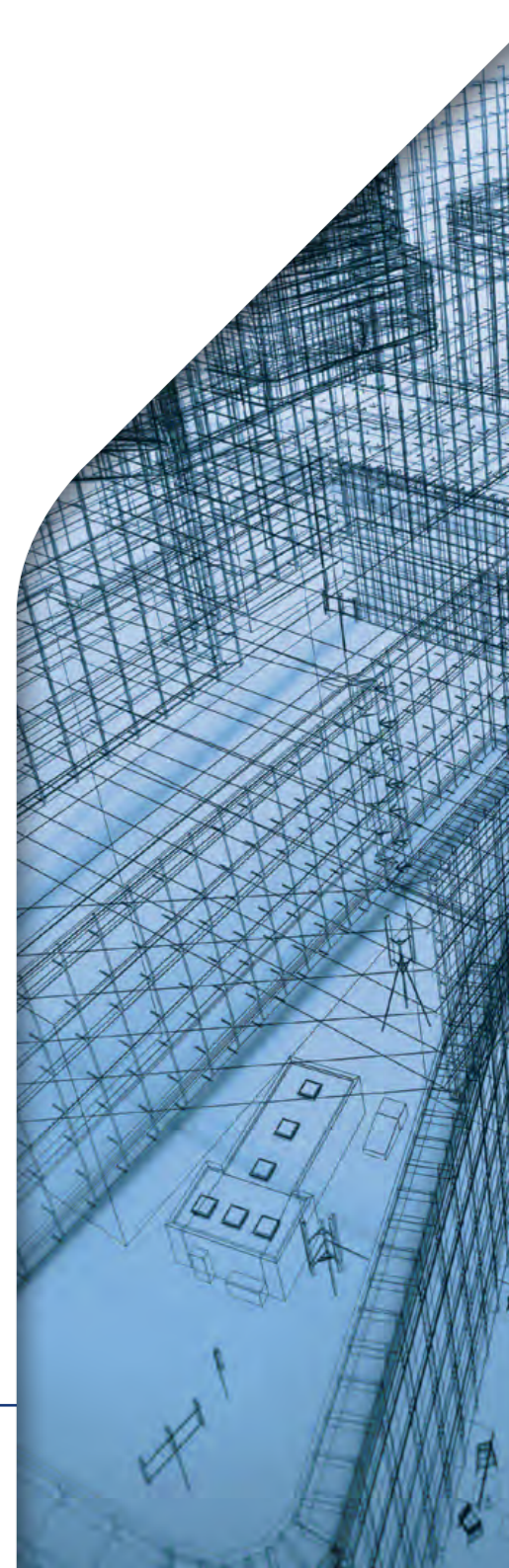
## Bill Darby

**Director**  
**Rumba Beach Resort**

Bill Darby has called the Sunshine Coast home for 25 years. Having established himself with a career in real estate and project marketing, Bill ventured into the tourism sector in 2009 and opened Caloundra's first and only five-star hotel, Rumba Beach Resort.

Bill has a keen interest in destination marketing, philanthropy and community engagement. From 2010 he's contributed to growing Caloundra's Chamber of Commerce to one of the region's strongest business advocacy groups and has served on various government taskforces and tourism boards. In 2013, Bill represented small business in developing the Sunshine Coast's current Regional Economic Development Strategy.

Bill is an MBA graduate from USC and remains a member of its Foundation Board. He is a regular columnist who enjoys good politics and is always prepared to take up the fight to support worthwhile local issues.



# SPEAKER PROFILES



## Jarrod Bleijie

Member for Kawana  
LNP

Jarrod Bleijie was first elected in March 2009 at 26 years of age to the Queensland State Parliament as the Member for Kawana, re-elected in March 2012 and again in January 2015.

In addition to serving as a local member, he has served in the roles of Shadow Attorney General and Shadow Minister for Justice, Attorney-General and Minister

for Justice, Shadow Minister for Police, Fire and Emergency Services and Corrections, and is currently the Shadow Minister for Employment, Industrial Relations, Skills and Training and Shadow Minister for Fair Trading.

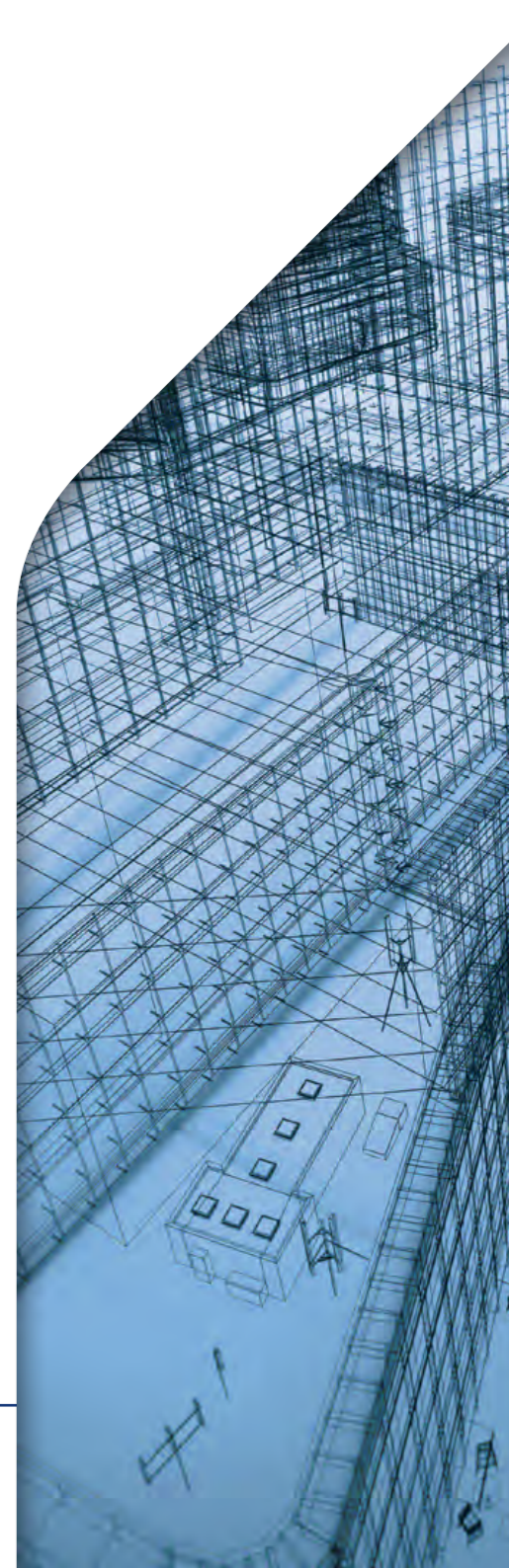
He is best known locally for championing with his community for the construction of Sunshine Coast University Hospital.

Jarrod's family has a small business background where Jarrod learnt the lessons that 'you get out of life what you put into it', and 'nothing is easy and hard work pays off'. Jarrod lives in the Kawana Electorate with his wife Sally and their three young children, Taylor, Madison and Jasper.

Jarrod is keen to ensure that all his electorate is economically prosperous, jobs are

created, and opportunities are presented. Simply, Jarrod wants people to be able to live, learn and earn on the Sunshine Coast.

When Jarrod is not working it is likely you will find him just off shore of one of our wonderful beaches, fishing in his boat.





## Michael Shadforth

**Managing Director**  
**Ray White Commercial North Coast Central**

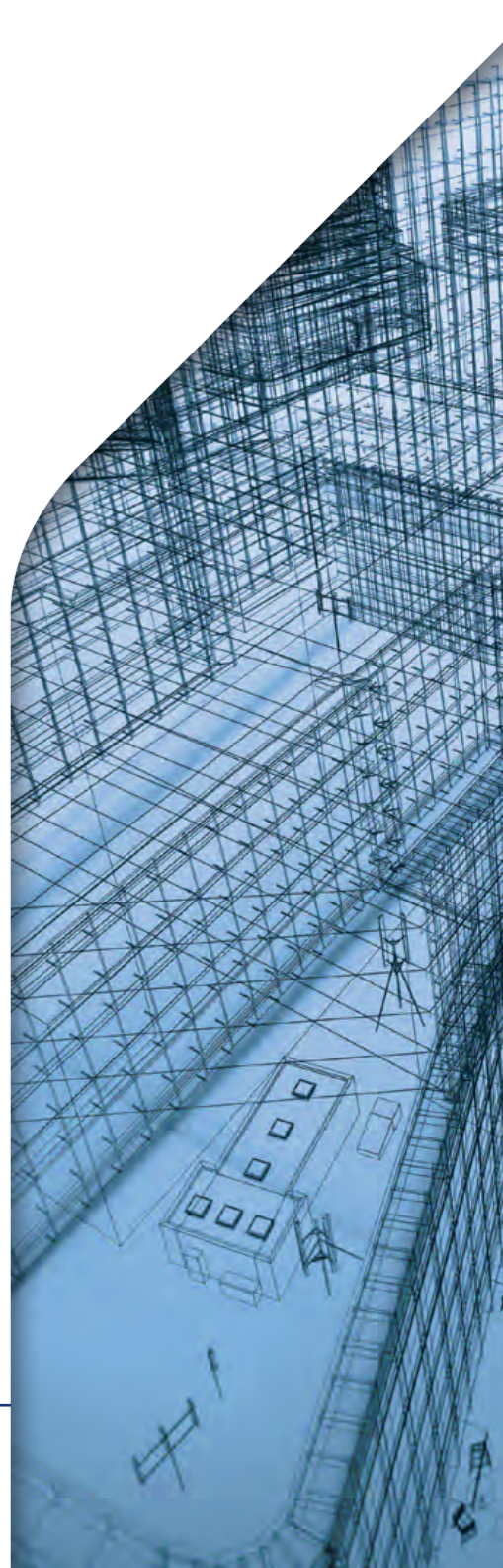
Michael Shadforth, has more than twenty years of successful sales and innovative marketing experience from a broad range of industries around Australia. Over his career, he has established a number of manufacturing and produce orientated businesses that were industry pioneers, with many of his innovative practices still in use on a national level today.

Michael returned to the Sunshine Coast in 2000 to pursue his passion for smart development and property investment. His business acumen, expertise and proven sales and marketing history gives him a strategic advantage and understanding of what's required in business, development and the community to ensure a region's success.

Mike is passionate about the Sunshine Coast and Caloundra's future, development and business community. He represents the next generation of the well-known and iconic Shadforth family, which has a long history and wealth of experience in development, project management, consulting and contracting throughout Australia.

Mike has been an active member of the Sunshine Coast Community, and sits on a number of boards including the Community Policing Board, STEPS Charity Board,

and the Sunshine Coast Business Awards Board. He is the Chair of the Sunshine Coast Chambers Alliance and Chair of the Caloundra Chamber of Commerce. A keen sportsman, he enjoys surfing the Caloundra beaches, cycling, live music, spending time with his family and competing in triathlons and Iron Man competitions.





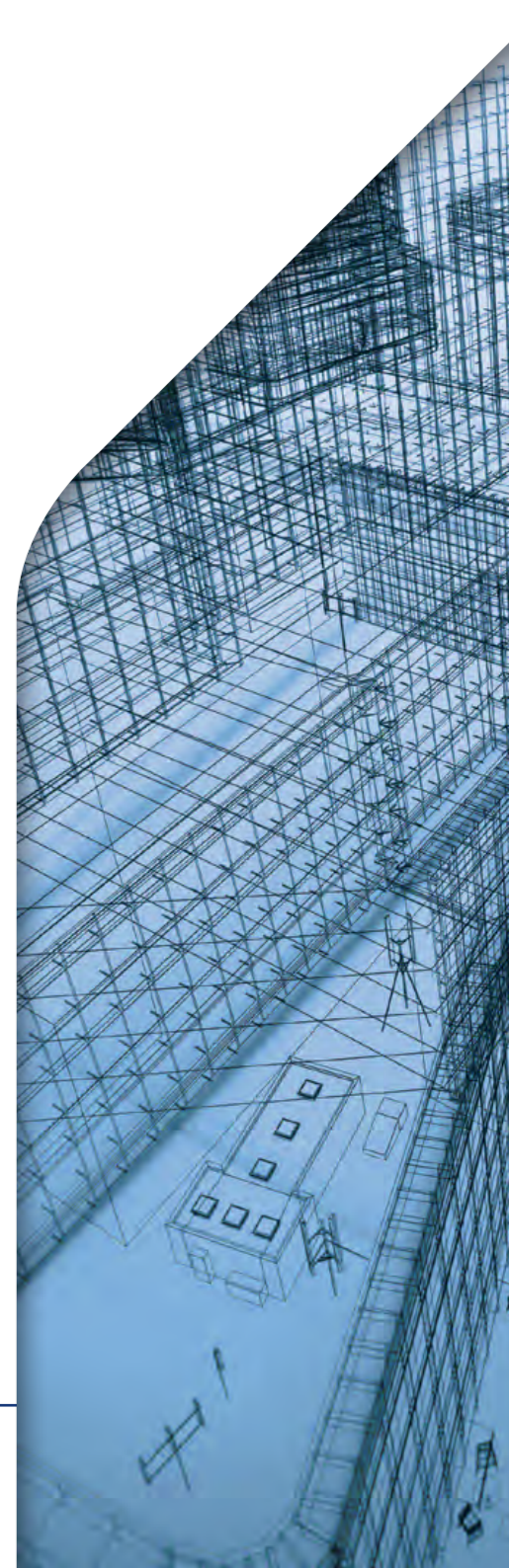
## Kate Meyrick

**Chief Executive and Managing Director  
The Hornery Institute**

Kate Meyrick is a lawyer with a master's degree in urban design and estate management. British-born, she has more than twenty-five years in the property industry and has worked throughout Europe and Australia as well as Asia and the USA as an urbanist and place maker. She is well respected for her work in community engagement, project positioning, visioning and place co-creation.

Since 2001 Kate has been based in Australia becoming a citizen in 2006. She has been the Chief Executive and Managing Director of The Hornery Institute, a non-profit organisation specialising in community development, for more than a decade. In this capacity she has worked alongside Government, industry and community partners to create a shared vision for some of Australia's most ambitious major urban infrastructure and regeneration projects nation-wide.

She has also been influential in shaping thinking about the global competitiveness of Australian Cities, the future of Sydney Harbour Foreshore and the Sydney Midtown:Central Station precinct. She is a regular speaker, panellist and conference moderator; contributing to in-house and industry training programmes. She is also a thought leader in relation to world class teaching, learning and research environments, talent attraction and innovation precincts.







## Malcolm Snow

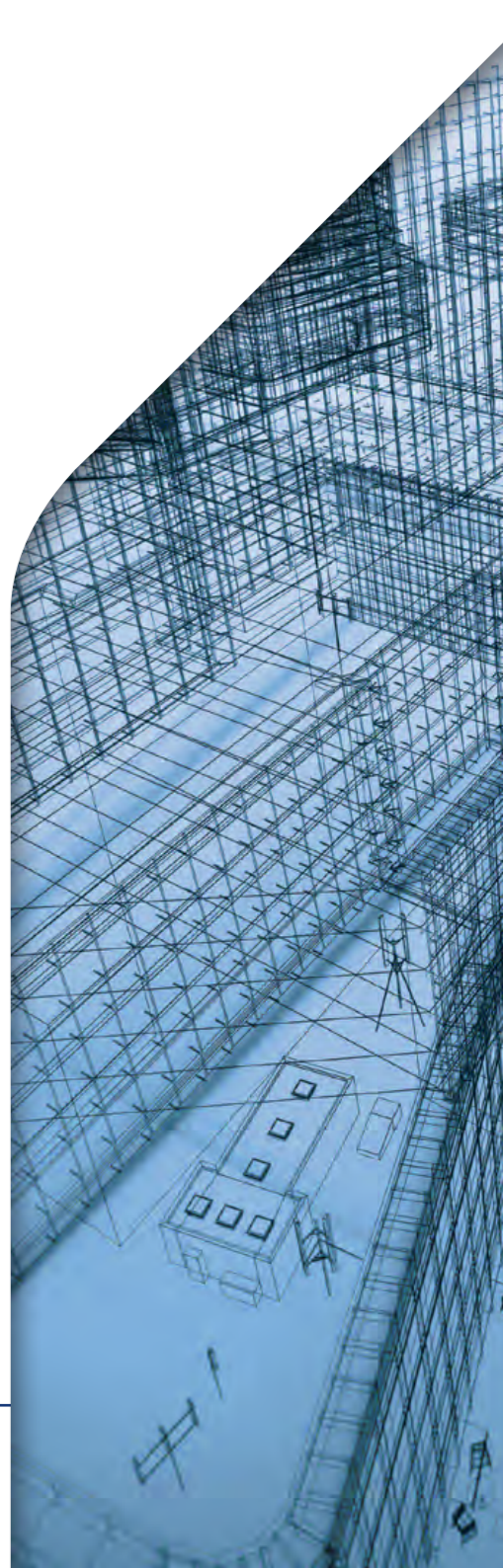
**Chief Executive and Board member  
National Capital Authority**

Malcolm took up the role as Chief Executive of the National Capital Authority in 2014 following a senior executive career working with statutory and commercial organizations. His diverse roles have included a decade as Head of Design for the City of Melbourne, as a Director of international consulting firm Urbis, and as CEO of South Bank Corporation in Brisbane.

One of Australia's leading place makers and managers Malcolm was the inaugural Chairman of Place Leaders Asia Pacific. He is currently a Board member of the Riverbank Authority in Adelaide and is the immediate past National Vice-President of the Australian Institute of Landscape Architects. Malcolm is also an Adjunct Professor in the Faculty of Design at the University of Canberra and an Honorary Fellow of the Australian Institute of Business Economics.

With qualifications in urban planning and landscape architecture and a career spanning more than four decades, Malcolm has led major city revitalisation and urban renewal programs throughout Australia, Asia and the United Kingdom as a consultant and advisor to all spheres of government.

An acknowledged advocate for innovative city planning and an experienced commentator on development and community issues, Malcolm has been appointed to numerous industry advisory boards and professional committees. He is the recipient of 37 national and state awards for urban planning, design and business management excellence including The Australia Award for Urban Design on four occasions (1996, 2010, 2012 and 2016). In 2015 he received a University of Queensland Outstanding Alumni Award.





## Stephanie Wyeth

**Director (Social Planning)  
Urbis**

Stephanie Wyeth is one of Queensland's leading social planners. Her approach to planning is simple: be open, inclusive and positive. And it's woven into everything she does at Urbis – from preparing social research to assessing the demand for facilities and programs in education, housing, health and the arts.

Her work at Urbis helps ensure that every project supports the community in which it sits and engages with the people who live there. With more than 20 years' experience in government, academic and private sector roles, her expertise is extensive and includes areas such as social infrastructure, community consultation and master planning.

Stephanie has worked in the housing and homelessness arena for over 15 years including a number of affordable housing policy and program initiatives including the development of local housing strategies and needs analysis; financial assistance packages for accommodation providers; and preparation of planning scheme provisions.

Stephanie is Queensland Chair of the Property Council's Diversity Committee, and a Board Member of the South Bank Corporation.



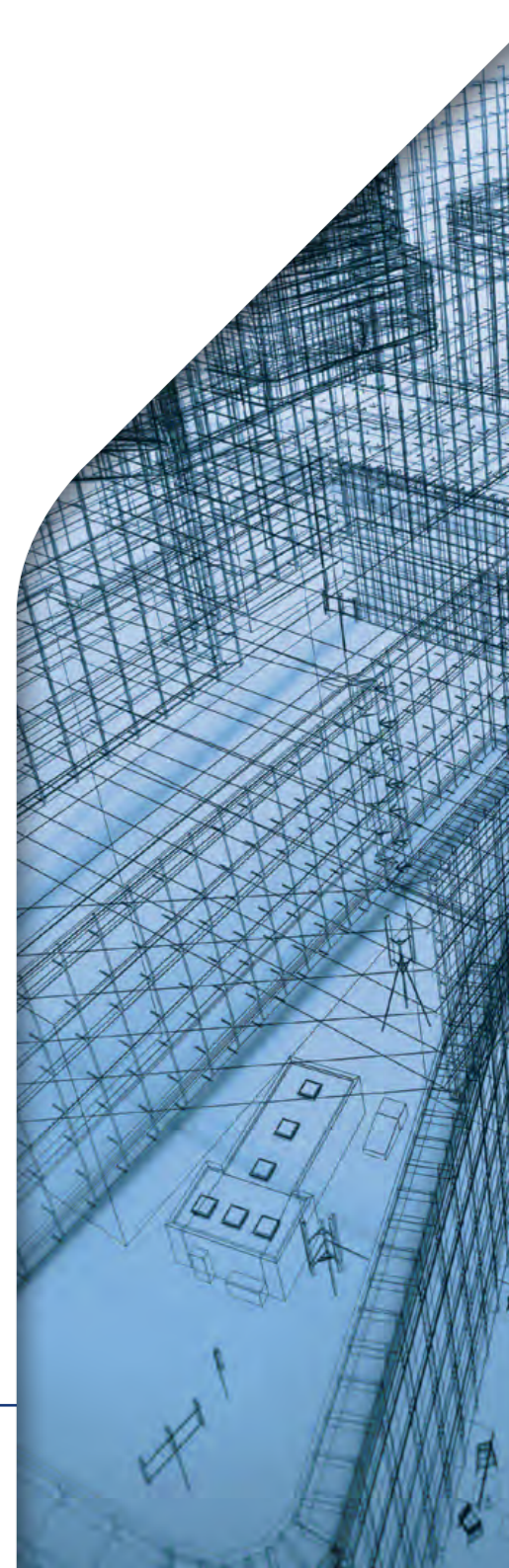
## John Knaggs

**Chief Executive Officer  
SunCentral Maroochydore**

Mr John Knaggs is Chief Executive Officer of SunCentral Maroochydore, the company overseeing the design and delivery of the Maroochydore city centre development. Previously, John was the inaugural Chief Executive Officer of the Sunshine Coast Regional Council (2008 – 2015).

In this role, he was responsible for guiding the Council and administration, in its establishment following the Queensland local government reform process of 2007/08, overseeing an annual budget of \$600 million and assets in excess of \$5 billion.

With a career spanning more than 35 years in urban development, government and the private sector, John is an experienced executive leader, major projects director and urban planner. He has an intimate knowledge of the urban development landscape across the Sunshine Coast and a thorough understanding of the roles that urban policy and commercial partnerships play, in the design and delivery of successful urban centres and infrastructure.





## Ben Simpson

**Regional Manager  
Stockland**

Ben is a passionate and innovative community builder with over 20 years of experience in the property development industry.

His unique approach to development has enabled him to fill a range of senior roles over the last 14 years at Stockland.

At present, Ben is the Regional Manager at Stockland for the Sunshine Coast region, managing a team of 40 people and 5 community development projects, comprising a third of Stockland's future residential development portfolio and two city building projects, Aura and Oceanside.

Ben was recently appointed as the Chair of the Sunshine Coast Chapter of the Property Council of Australia.



## Tony Wellington

**Mayor  
Noosa Shire Council**

Tony Wellington is Mayor of Noosa Shire Council. He was previously a Councillor on both Noosa and Sunshine Coast Councils.

Tony graduated from Macquarie University in 1976 with a Bachelor of Arts and a university prize in Media & Communications. He worked for many years on a freelance basis in the film and television industry.

He has also written numerous books and articles, and lectured in media.

His finely detailed paintings have been exhibited around Australia, and he has produced commissioned artwork for book jackets and other publications. He also dabbles in nature photography.

Tony is a father of three, grandfather of three, and lucky enough to live in the best place on the planet with the best woman on the planet.

