



SUNSHINE COAST GROWTH OPPORTUNITIES AND CHALLENGES

EMANATING FROM

THE 'SHAPING SEQ REGIONAL FRAMEWORK'

A Noosa Council Perspective



ShapingSEQ is generally assessed [by Noosa Council] to be an appropriate, well prepared and positive plan and the range of strategies are supported

What we like & support



- ✓ No changes are proposed to any of the existing boundaries for the Urban Footprint, Rural Living Areas & Regional Landscape and Rural Production Areas
- ✓ A forecast population at 2041 of 63,000, an increase of 9,500 from 2015
- ✓ A forecast total of 32,300 dwellings, an increase of 8,100 from 2011
- ✓ Highlighting of the coastal bus route connecting Noosa to Maroochydore

What we like & support



- ✓ Cooroy and Pomona are noted as rural towns
- ✓ Hastings Street and Cooroy are noted as 'great places'
- ✓ Recognition to the key regional landscapes of Noosa North Shore linking Teewah Beach, Cooloola and Great Sandy National Park and Lakes Cootharaba, Cooroibah and Weyba and catchments
- ✓ Noosa Shire recognised as a Biosphere Reserve
- ✓ Mapping in the draft plan highlights agricultural land in the hinterland and a major biodiversity corridor following the coast.

What we like & support



- ✓ Aligns with Local Economic Plan priorities – sectors and diversification
- ✓ Council supports the intent to encourage co-location and the identification of a Major Regional Activity Centre in Noosa is supported.
- ✓ Council also supports the continuation of opportunities for enterprise in rural areas. The allowances for nature based tourist activities with ancillary low key accommodation and commercial uses and outdoor recreation activities are considered appropriate.

What we don't agree with OR request further discussion



Inter-urban break - In relation to the inter-urban break between Sunshine Coast and Moreton Bay

- Noosa Council considers there is a significant inconsistency in the planning philosophy underpinning ShapingSEQ whereby the key strategy to protect the long-term status of the inter-urban break is potentially undermined by commitments for three new areas of undefined but substantial urban development.

New Dwellings - a split of new dwelling locations at 4,600 infill (Peregian Beach - Tewantin urban area) and 3,500 greenfield (balance of shire).

- Noosa Council considers the allocation of dwellings split between infill and greenfield locations should be adjusted to 6,100 and 2,000 respectively

What we don't agree with OR request further discussion



Employment Projections & Benchmarks

Noosa Council believes the employment projection of 11,800 additional jobs is high given the population increase for the same period is estimated at 12,000 persons.

The SCC submission requests the removal of sectoral based employment projections

At the very least we need more dialogue and understanding of the assumptions



Employment Projections

NOOSA				
Jobs located in Noosa				
	2011	2041	chg	% chg
Agriculture, Forestry and Fishing	280	259	- 21	-8%
Mining	38	78	40	105%
Manufacturing	1,038	1,406	368	35%
Electricity, Gas, Water and Waste Services	138	497	359	260%
Construction	2,411	3,993	1,582	66%
Wholesale Trade	675	724	49	7%
Retail Trade	3,553	3,157	- 396	-11%
Accommodation and Food Services	3,025	5,754	2,729	90%
Transport, Postal and Warehousing	558	774	216	39%
Information Media and Telecommunications	249	293	44	18%
Financial and Insurance Services	463	647	184	40%
Rental, Hiring and Real Estate Services	695	1,381	686	99%
Professional, Scientific and Technical Services	1,398	3,151	1,753	125%
Administrative and Support Services	1,033	1,622	589	57%
Public Administration and Safety	601	961	360	60%
Education and Training	1,669	2,759	1,090	65%
Health Care and Social Assistance	2,616	4,549	1,933	74%
Arts and Recreation Services	318	428	110	35%
Other Services	922	1,022	100	11%
Total persons employed	21,680	33,454	11,774	54%

Employment Projections



SUNSHINE COAST				
Jobs located in Sunshine Coast				
	2011	2041	chg	% chg
Agriculture, Forestry and Fishing	2,442	2,559	117	5%
Mining	268	584	316	118%
Manufacturing	7,736	11,368	3,632	47%
Electricity, Gas, Water and Waste Services	1,108	5,326	4,218	381%
Construction	12,236	23,096	10,860	89%
Wholesale Trade	3,559	3,816	257	7%
Retail Trade	15,321	17,312	1,991	13%
Accommodation and Food Services	10,402	17,452	7,050	68%
Transport, Postal and Warehousing	4,019	5,416	1,397	35%
Information Media and Telecommunications	1,432	1,658	226	16%
Financial and Insurance Services	3,221	4,137	916	28%
Rental, Hiring and Real Estate Services	2,739	5,457	2,718	99%
Professional, Scientific and Technical Services	6,599	14,866	8,267	125%
Administrative and Support Services	3,930	7,235	3,305	84%
Public Administration and Safety	4,816	7,978	3,162	66%
Education and Training	9,694	18,803	9,109	94%
Health Care and Social Assistance	16,353	36,497	20,144	123%
Arts and Recreation Services	1,958	2,805	847	43%
Other Services	4,709	6,725	2,016	43%
Total persons employed	112,544	193,092	80,548	72%



Employment Projections

	2011	2041	chg	% chg
Workers resident in Noosa	22,724	26,712	3,988	18%
Jobs located in Noosa	21,680	33,454	11,774	54%
Live and work in Noosa	15,433	19,637	4,204	27%

- Near 12,000 additional jobs to be accommodated in Noosa compared to total population growth for same period of 12,000.
- Employment demand driven by SC projected population growth?
- Connectivity, capacity, infrastructure challenges
- SCC have raised issues with the Treasury's employment forecasts by sector and potential impact on industrial land expectations.
- Recommend more dialogue and understanding of assumptions

The Opportunities (related to ShapingSEQ)



✓ **Overall Collaboration & Common Agenda**

Inter Council, Industry, etc.

- FAN, Regional Innovation Program, SC Business Awards - great models of regional economic collaboration

✓ **Employment Projections and Response**

Opportunity to engage collectively (with State Government) to understand, challenge and move forward together with managing and providing the environment to deliver on economic agendas – high value industries and diversification

✓ **Land Planning**

Noosa Council in latter stage of developing a new Noosa Planning Scheme

✓ **Transport or MaaS (Mobility as a Service)**

Noosa Council assessing strategic solutions. Understand the movement and enablement of our workforce – between LGAs

✓ **Smart Communities**

Noosa, Sunshine Coast and Moreton representatives meeting in June to compare projects, agendas and opportunities

Employment Heat Map



How would the distribution of employment look, in a 'heat map' style - now (133k jobs) and in 2041 (226k)?

Will that show the forecasted accelerated shift to home based business, high value niche industries, VR, IoT, drones, etc.....

