

Small Business Heating up the Economy



TODAY'S SPEAKERS

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Sunshine Coast Council

Ted O'Brien

LNP Candidate for Fairfax

Gwyn Jarrott

Director, Sunshine Coast Business Council



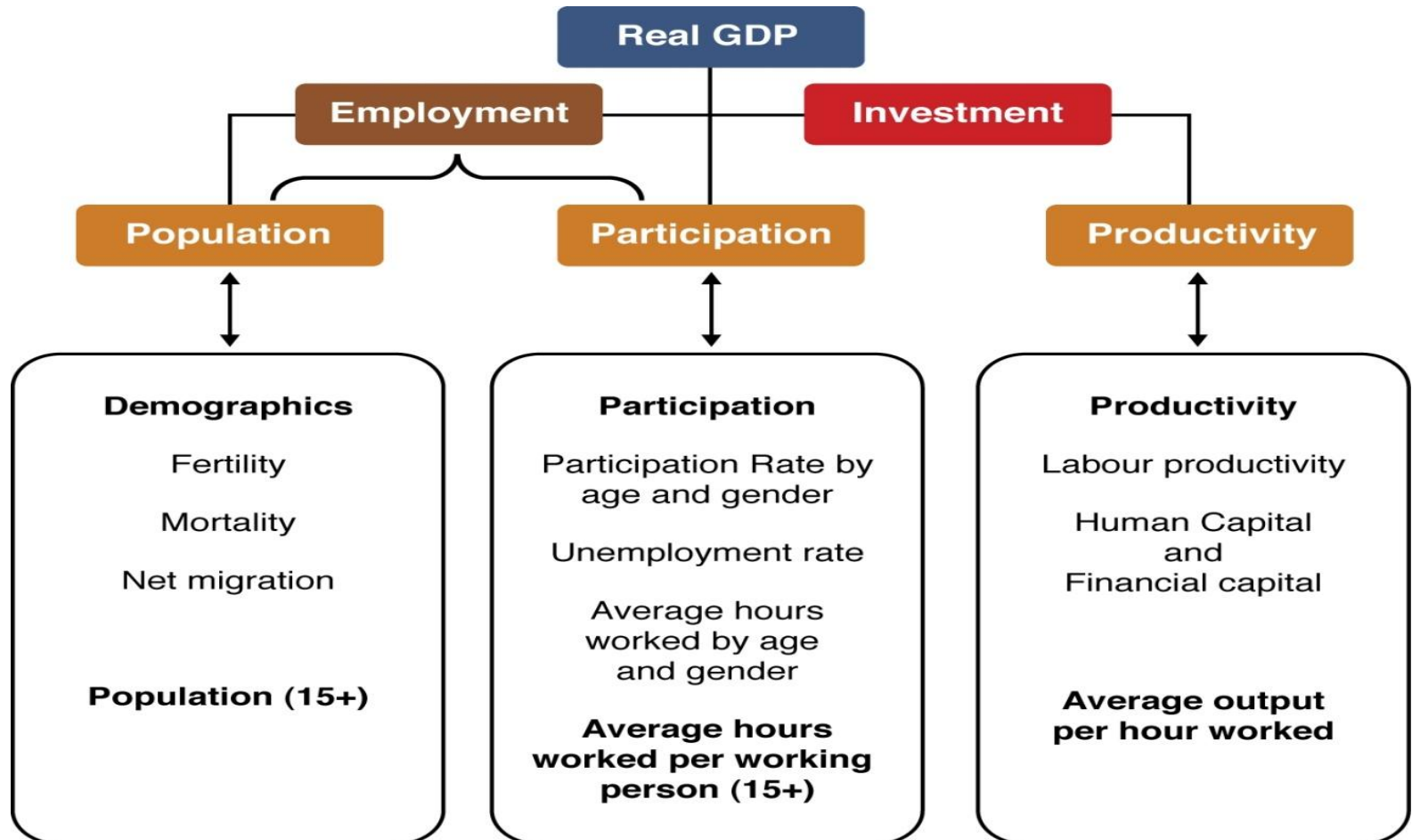
Today we begin a dialogue on SMEs pursuing growth on the Coast.

- The Question -

**How can small & medium enterprises
grow their businesses on the Sunshine Coast?**

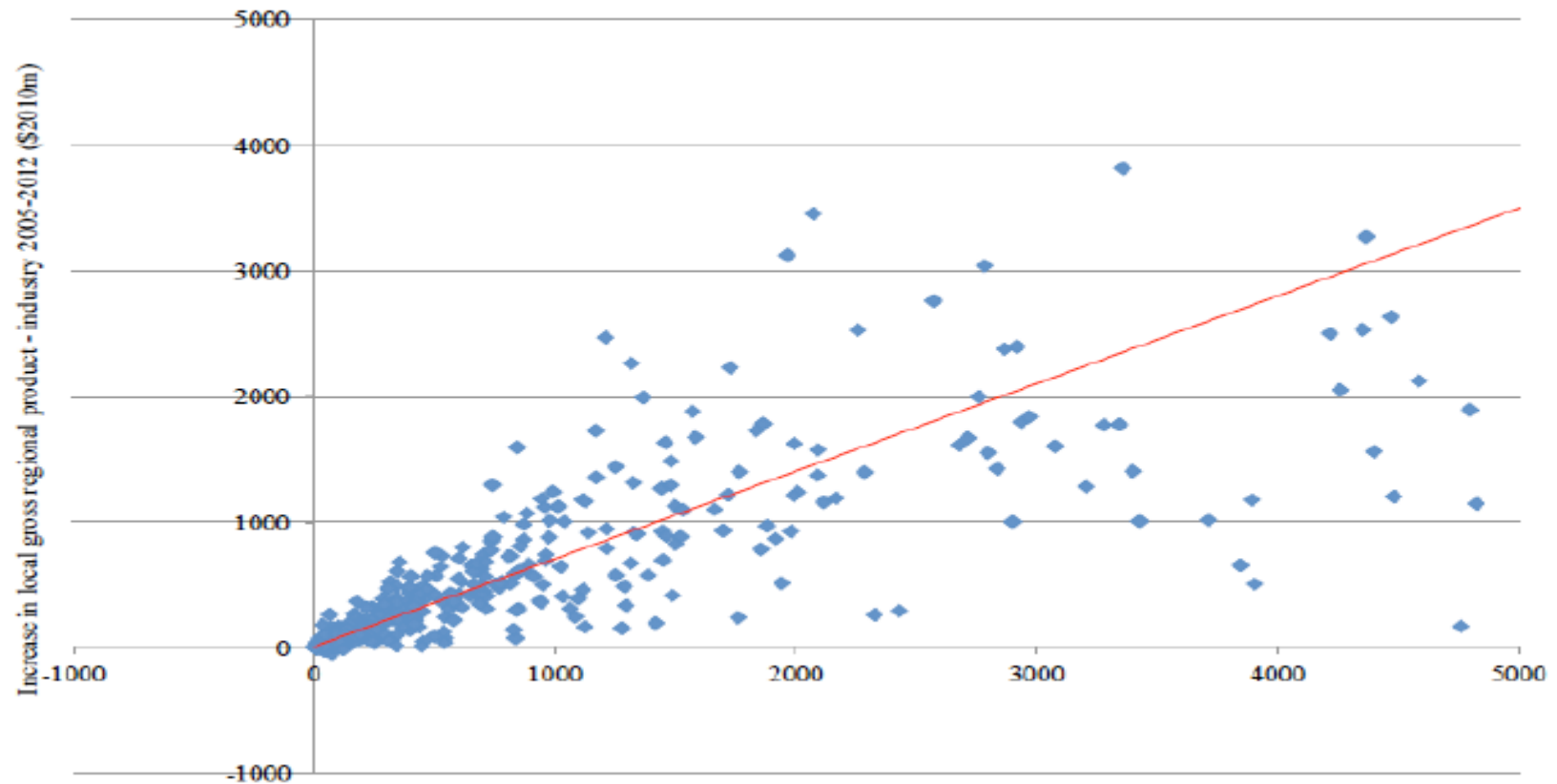
SCBC Research uncovers the economic challenges that face our region.

- Michael Caine, British actor.... 'use the difficulties'! -



We know there is a correlation between investment and GRP.

**- ALGA Regions research confirms -
\$1Bn 'non res' investment adds \$700m to GRP (win-win!)**



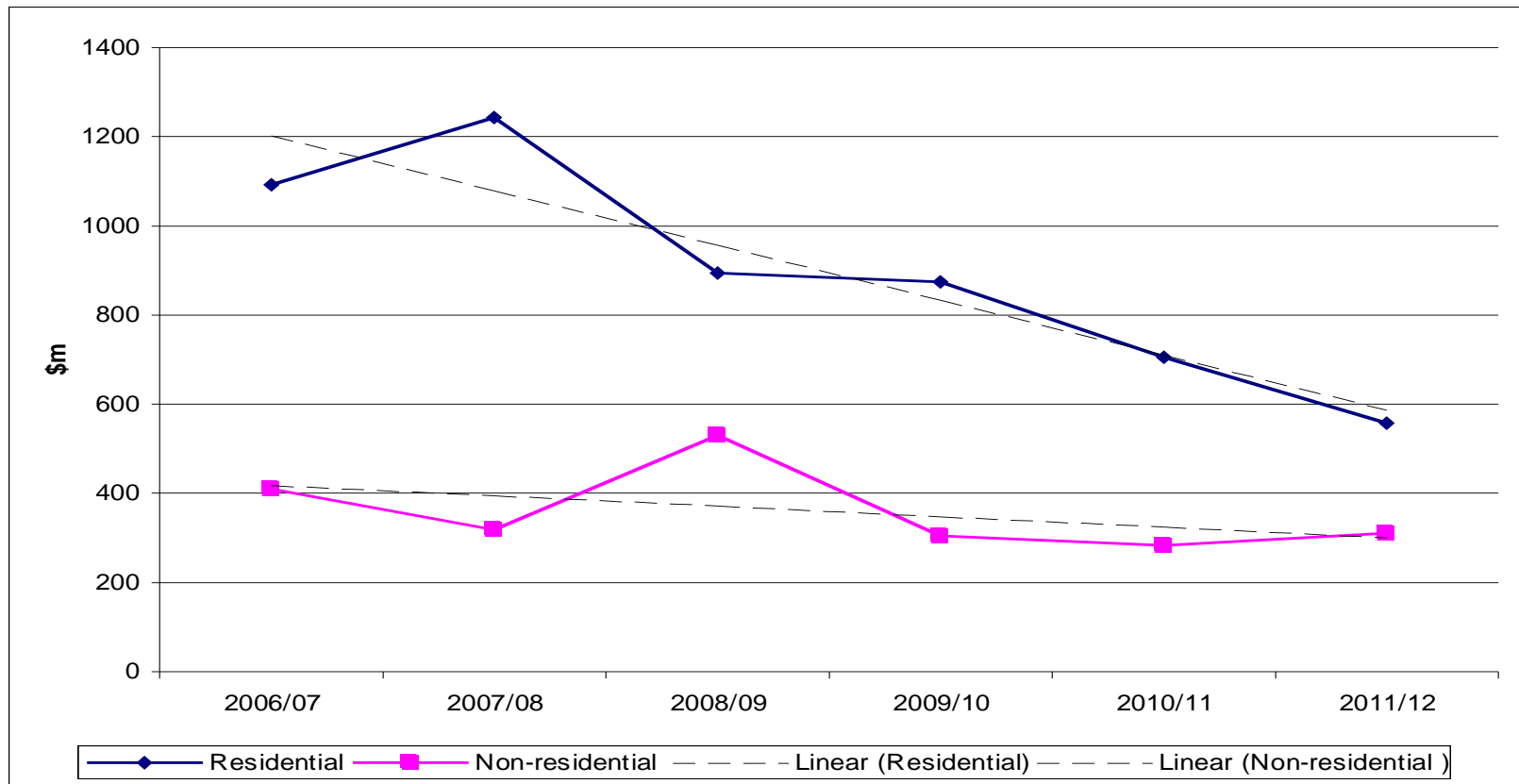
Source: 2012 ALGA Report 'State of the Regions – Investment 2005-2012'

NOTE: Vertical - increase in GRP (\$m)

Horizontal - increase non-residential investment (\$)

We know that declining Investment impacts GRP & Employment.

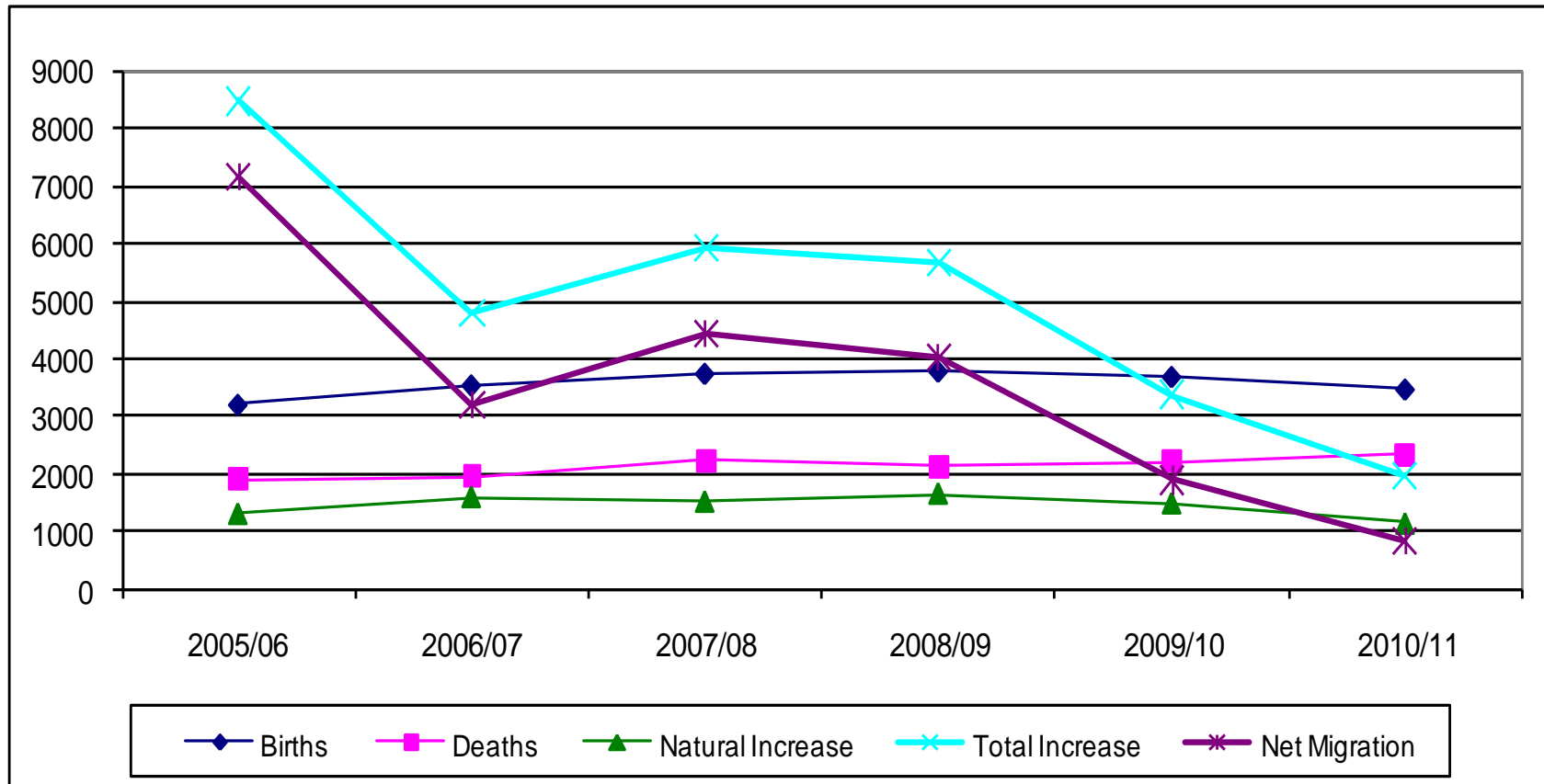
- BOTH Res and Non res Investment have been falling! -



Source: ABS, RBA \$000 - Real value of work done.

We know Net Migration is critical to Population growth.....

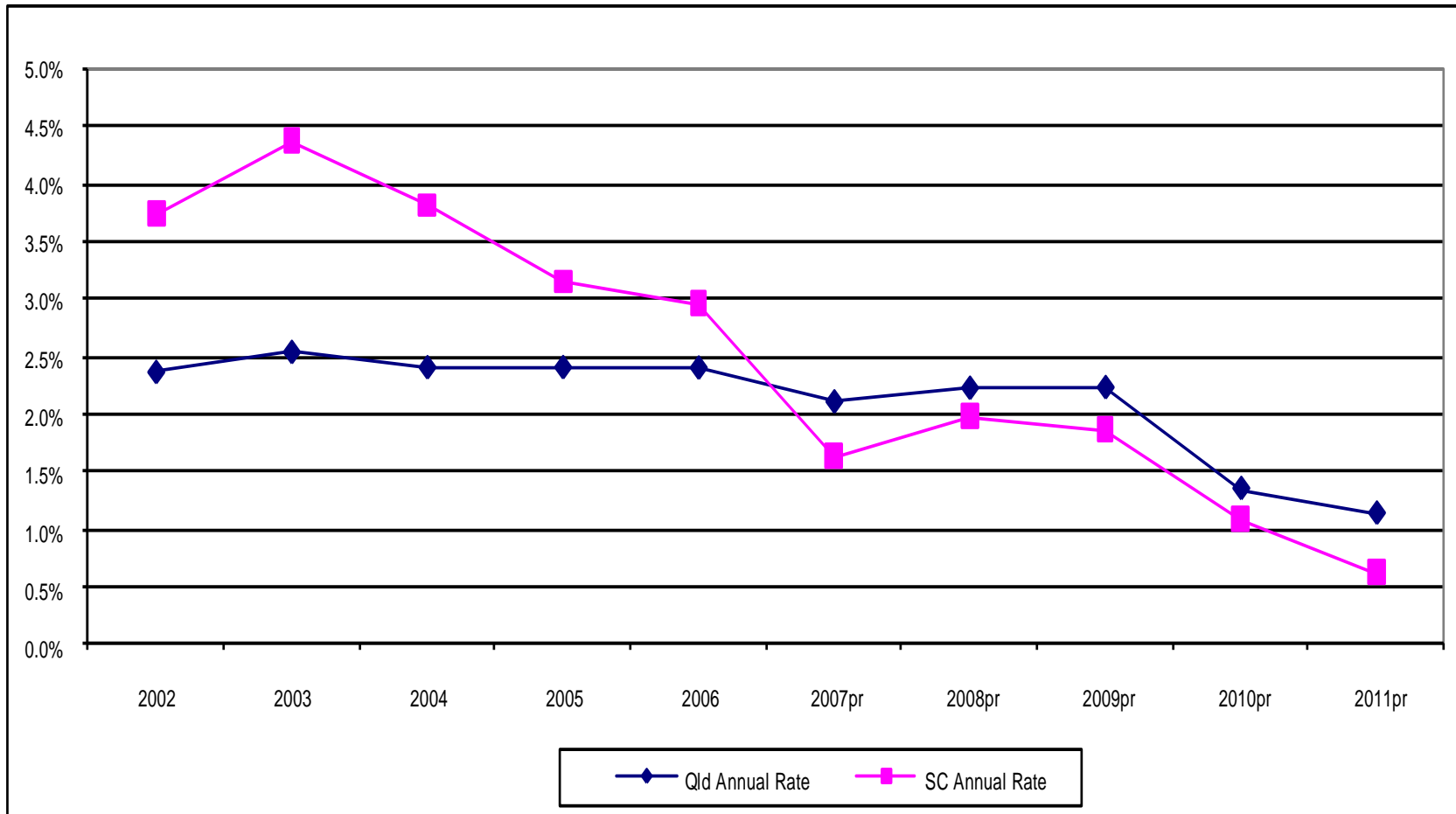
- Net Migration has been declining since before GFC! -



Source: ABS Population Estimates, Births and Deaths 2012

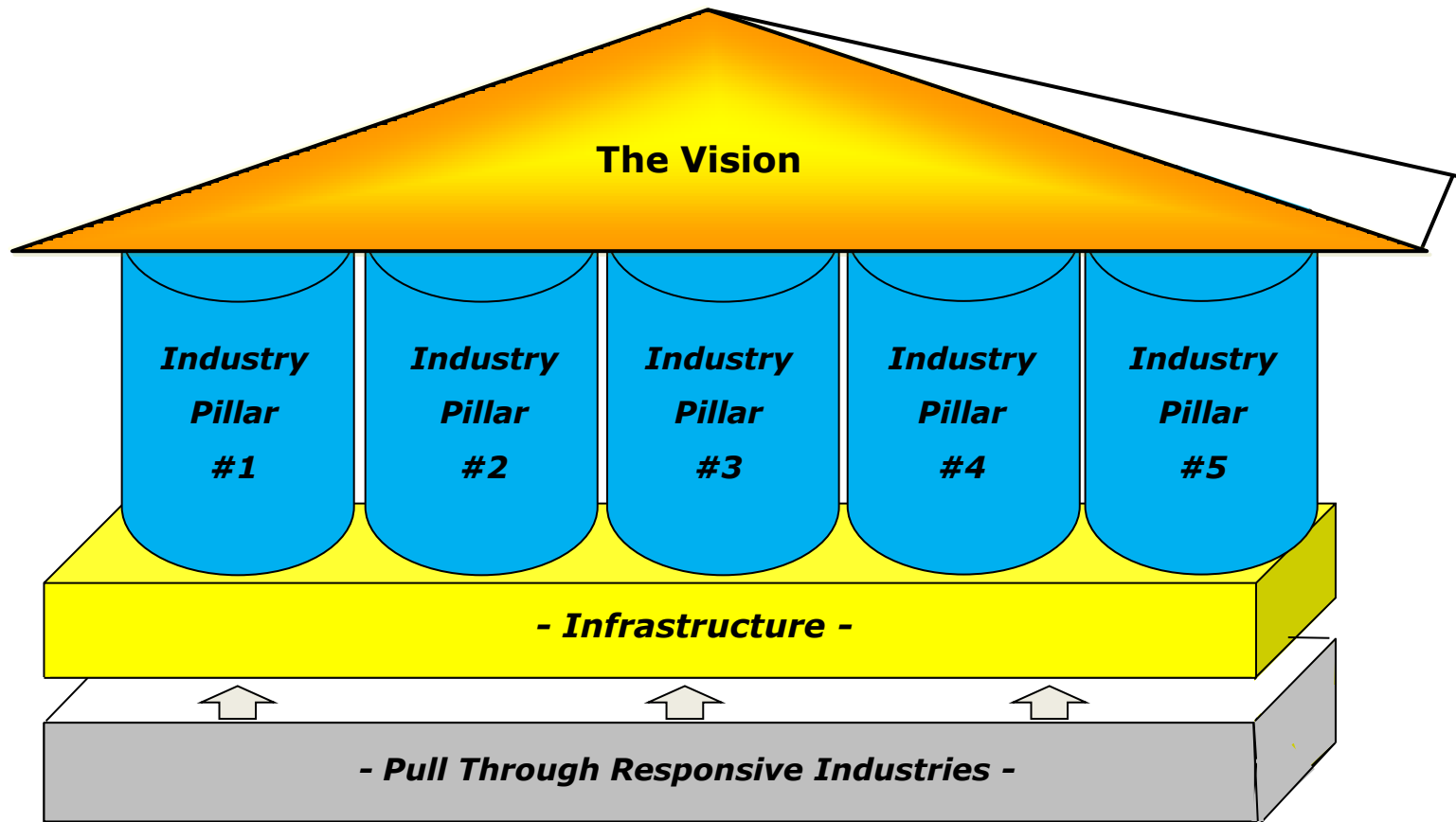
We know that declining Population growth will not lift GRP

- To go forward – ‘use the difficulty’ & take a new direction! -



Source: ABS Population Estimates 2012

We need a new economy.



We need a cultural shift in how we approach economic growth.

We need to be less ...

Tactical

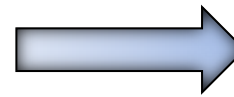
Short Term

Passive

Supply-focused

Internal Capital

Single Industry Deals



... and become a lot more:

Strategic

Long Term

Proactive

Demand-oriented

External Capital

Bundled Deals

We need united leadership to make it happen.



A heat map can SMEs identify opportunities lie now and in the future

- The Heat Map -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary <i>Natural Resources</i>					
Secondary <i>Manufacturing Production Construction</i>					
Tertiary <i>Information Services Retailing</i>					



Hot



Warm



Cool



Cold

In the past, we were a simpler economy.

- The Heat Map about 25 Years Ago -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary <i>Natural Resources</i>				Warm	
Secondary <i>Manufacturing Production Construction</i>	Warm	Cool	Cool		Hot
Tertiary <i>Information Services Retailing</i>	Warm	Cool	Cool		

 Hot

 Warm

 Cool

 Cold

Today, we're different and struggling.

- The Heat Map Today -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary <i>Natural Resources</i>				Cool	
Secondary <i>Manufacturing Production Construction</i>		Hot	Cool	Cool	Warm
Tertiary <i>Information Services Retailing</i>	Cool	Warm	Warm		Cool

 Hot

 Warm

 Cool

 Cold

In the future, a new economy will heat things up.

- The Heat Map in about 25 Years Time -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary <i>Natural Resources</i>				Cool	
Secondary <i>Manufacturing Production Construction</i>	Warm	Cool	Cool	Warm	Warm
Tertiary <i>Information Services Retailing</i>	Hot	Hot	Hot	Cool	Cool



Hot



Warm

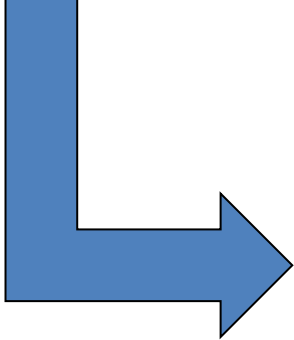


Cool



Cold

Back to 2013 - Let's dive into one opportunity – the health precinct.



	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary <i>Natural Resources</i>					
Secondary <i>Manufacturing Production Construction</i>					
Tertiary <i>Information Services Retailing</i>					

Evidenced based research tell us these opportunities are Real...

- Case Study: McGill Medical School – Prof. Abe Fookes -

- ❑ McGill – Canada's oldest Medical School

- ❑ Focus: patient care-teaching-research

- ❑ Employment & Services – development & operational
 - Development: financing, design, construction & delivery
 - 'On site' opportunities: patient/staff/visitor services; hospital services; research & teaching+++
 - 'Off site' opportunities: students, staff and visitor housing and child care, retail, food and clothing services, medical and hospital supplies, IT&C, health professionals +++

- ❑ **What's the evidence:**
 - **Employment: 11,000 over term: 4500+ permanent**
 - **Population: 9,000pa growth (500k by 2021)**
 - **Multiplier (1.7:1) - \$2bn attracted \$3.4+bn private investment**

But focused leadership and execution is the 'game changer'

- Getting the most for SME's requires collaboration – business, community and government!!-

Learn from McGill & Gold Coast – change the game & focus on 'delivery'

HOW

Create a project: Greater Kawana Health Hub (GKHH)

Project Director & Secretariat: Council appointment

Role: \$4Bn investment facilitation (COG role)

Project Board: project review role

Start now: Terms of Reference and Timetable

A united approach means working together to win deals.

- Government and Business Working Together -



- A new Economic Development Strategy for the region
- Developed and owned by business, industry and government
- Recognises the strengths and opportunities for our economy – reflecting the Heat Map
- Real and measurable actions over the next five years if our economy is to be more resilient, globally focused, a generator of enduring employment and a place where business succeeds

Council is focused on supporting economic growth.

- A focus on investment -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary					
Secondary					
Tertiary					

- A balanced budget
- Reducing DA fees
- TLPI for Sippy Downs Town Centre
- New business investment – Stellar Asia Pacific, Zehnder, Hearty Foods
- Health and Medical Services Investment Mission
- International business development – our first business mission to China in April this year

Council is focused on supporting SME's to grow.

- Local Business Support Program -

	Tourism & Leisure	Health & Wellbeing	Education & Training	Farm & Food	Design & Develop
Primary					
Secondary					
Tertiary					



- 24/7 critical information on starting and operating a business on the Sunshine Coast 24/7 basis – through Business Ezy
- Connecting SME's with professional service providers
- Information and support on preparing tenders for Council works and services
- Education programs on accessing new business opportunities
- Better access to grants and programs offered by all levels of government

Council is focused on SME's securing opportunities from the Sunshine Coast University Hospital development.

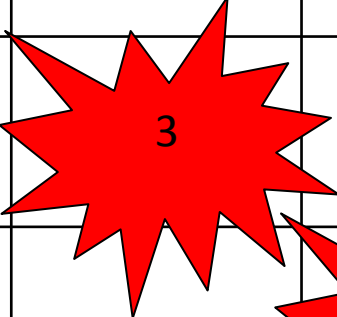
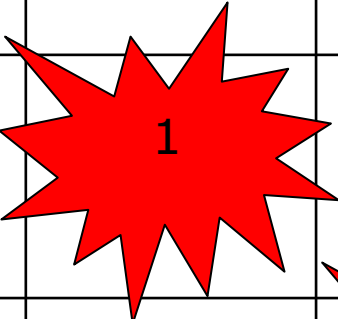
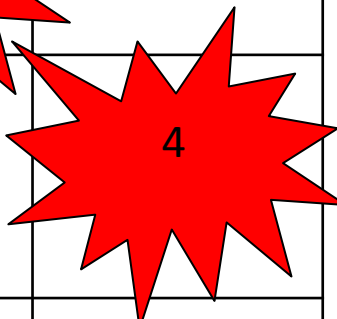
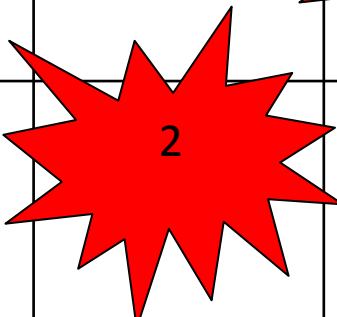
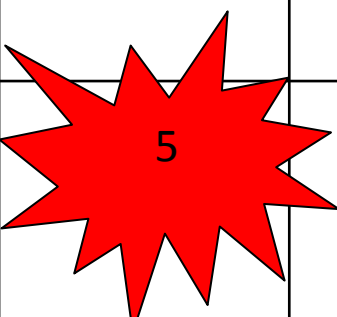
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Primary					
Secondary					
Tertiary					

- Approximately 240 works packages – a great opportunity for SME's now and over the coming months and years
- Council will continue to offer free or subsidised workshops to help local businesses access work on the hospital project
- Tours for SME's through prototype of rooms and bays
- Mapping the supply chains for the delivery and operation of the hospital – more opportunities for local businesses in a wide range of industries

Now is the time for local business to put their best foot forward!

Let's continue this dialogue across other sectors.

- Workshop Program -

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