

## November 2012

### Chair's Annual Report

At our annual strategy workshop in February 2012 the Board agreed that the focus for 2012 would be:

- Using the pre-election period to communicate our members' message to local and state politicians
- Delivering on SCBC Economic Directions 2012 strategies which included -
  - Kawana Health Precinct
  - Maroochydore PAC
  - Sippy Downs Town Centre and Business / Technology Precincts
- Contributing to regional strategic discussions through evidence-based research
- Strengthening industry collaboration and partnering
- Improving quality of engagement with members
- Building regional profile and maintaining independence

### What we achieved

#### Pre-election lobbying

The Board was able to engage effectively at the local and state levels to promote the expectations of SCBC members. Our research was widely referenced in political and media discussions and SCBC comment was regularly sought by print, radio and TV media. Notably, the Mayor Mark Jamieson publicly agreed to all 5 of SCBC's election priorities for the region.

During this period, the Premier committed to meeting regularly with SCBC to maintain a close understanding what was happening in the regional economy. We have met with the Premier once and will seek the next meeting early in 2013.

#### Delivering on SCBC Economic Directions

##### Kawana Health Precinct

In August 2012, SCBC partnered with SCC and Stockland in a workshop for building an action plan to optimise the economic "ripple effects" for the Kawana Health Precinct development. The feedback from the workshop was excellent and we have since circulated the first draft of the action plan. We will continue to work with SCC and business to deliver the action plan. We will provide a quarterly update on progress to our members on the SCBC

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#### BOARD MEMBERS

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Managing Director Zubek Pty Ltd

**Michael Hefferan**  
Pro-Vice Chancellor (Regional Engagement) and Professor Property & Development

**Gwyn Jarrott**  
Managing Director, Property Works International

**Tony Sowden**  
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**David Oliver**  
Executive Member, UDIA Sunshine Coast

**Michael Hopkins**  
Regional Manager, Master Builders

**Karen Neuendorf**  
Sunshine Coast Business Women's Network

**Stephen Dittman**  
Chair, Sunshine Coast Chambers of Commerce Alliance

website.

SCBC also participated in a recent investment mission hosted by SCC to Sydney. Importantly, we now have a health industry professional as a member of the SCBC Board.

#### Status

SCBC will continue to work with stakeholders in whatever way we believe we can add value.

#### **Maroochydhore PAC**

SCBC has met with SCC and been briefed of the progress of their plans for the Maroochydhore PAC. We have offered our views on what is required in any new commercial precinct that is not the typical 'Chatswood' style development. In particular, we expressed our view that the analysis required to understand where future demand is coming from is not being adequately addressed. We believe it would be an opportunity lost if the PAC did not anticipate retail and office space trends and supplied outcomes not matching the shift in trends and demand. Finally SCBC expressed concerns regarding the conflict of interest that may be exposed where SCC is land owner, developer and planning authority.

#### Status

Part of SCBC's current research project may provide insights on the trends and future direction of demand with respect to the PAC. We will provide the results to SCC to work towards a PAC planning document that anticipates and matches demand.

#### **Sippy Downs Town Centre and Business / Technology Precincts**

The SCBC Board received a briefing from one of its members about the challenges of developing in the planned Sippy Downs Town Centre. Direct representations were made to the Regional Council, by SCBC and the member to facilitate a speedier development application process. The issues involved are broader than a single application.

#### Status

SCBC recognises there are obstacles to the development meeting planning scheme objectives as they currently stand and we will continue to monitor progress of the overall development of these precincts.

#### **Evidenced Based Research**

SCBC released two research reports in 2012:

- SCBC Economic Directions 2012 - 2031
- SCBC Calculation of Full Time Equivalent Report

Both reports are available on SCBC website [www.scbusinesscouncil.com.au](http://www.scbusinesscouncil.com.au)

#### **Industry Collaboration and Partnering**

We believe that Sunshine Coast industry is now speaking consistently with one voice, particularly at the macro level, and our visions for the region are also becoming more aligned.

Several key industry groups are members of SCBC and we hope more will join in 2013. During 2012, SCBC and its industry group members collaborated effectively in meetings with the Mayor, the Premier and recently

with the Boundaries Commissioner.

Most importantly, SCBC and industry joined together in responding to key regional issues such as de-amalgamation and commenting on the new planning scheme.

As mentioned earlier, SCBC also successfully partnered with SCC and Stockland in the August Health Precinct workshop.

### **Improvement engagement with members**

This year we introduced two initiatives to seek member engagement. We invited:

- One member (business or industry) to every second board meeting to offer their views on the regional economy, impacts on their business and industry and any issues that may require SCBC assistance. Members have suggested that this initiative continue in 2013 and we will endeavour to do so.
- A small number of members to participate in the annual SCBC strategy workshop to agree our annual priorities. We will be conducting the 2013 workshop in late January and intend to invite up to 5 members to participate. If you are interested in attending then please let me know.

We will continue to look at effective ways of involving our members in our key activities. However, our need to focus on few but impactful events limits our capacity to include all members, but we will do our best to continue to offer opportunities for involvement to those members who are interested.

We have also improved the quality and regularity of our member newsletters and we will be releasing a new website on 22<sup>nd</sup> November 2012.

If you have any suggestions of how we can improve our communications to you please let me know either by phone on 0408 835 954 or by email on [scbusinesscouncil.com.au](mailto:scbusinesscouncil.com.au).

### **Building regional profile**

SCBC received more media attention in 2012 than in any other year since its inception. We believe this is a reflection on the priorities we have chosen to focus on as well as the impartial and informed way we have gone about our business.

We do not comment on issues that are outside of our agreed charter and we make every effort not to confuse the marketplace by commenting on areas that are the responsibility of other industry groups.

In 2013 we will continue our targeted campaign to comment on the macro issues that are relevant to our regional economy and to ask the questions that need to be raised.

### **Summary**

This has been a successful year for the Business Council. We have gone a long way to achieving what we set out to do and we look forward to continuing to work on behalf of Sunshine Coast business in 2013.

Our success very much depends on our sponsors and members. Unless we are able to increase our membership base and our sponsors in 2013 we will

not be able to continue to contribute the research we have in the past two years. This research gives SCBC the fact base to successfully advocate for business on Sunshine Coast. We need the support of industry and large business and urge you to introduce new members, so we can keep up our work on your behalf..

I would like to thank Sunshine Coast TAFE for their continued support as Patron Sponsor during 2012 and hope we will continue our relationship with SC TAFE into the future. I would also like to thank Telstra Business for their ongoing support.

Lastly, I would like to thank you our members for your commitment to the Sunshine Coast and the Sunshine Coast Business Council, and the Board for their time, efforts and cooperation over the past 12 months.

Merry Christmas and all the best for the New Year.