

## November 2012

### Business mission to Sydney

Late last month Sandy Zubrinich from the Sunshine Coast Business Council joined a business mission to Sydney to promote local investment opportunities to the city's health and medical services sector.

SCBC chair, Sandy Zubrinich, said a delegation led by Mayor Mark Jamieson attended a series of meetings to highlight the opportunities associated with the Sunshine Coast University Hospital and health precinct.

Ms Zubrinich said the group included representatives of the Sunshine Coast Hospital and Health Service, the University of the Sunshine Coast, Kawana Chamber of Commerce, Stockland and the Sunshine Coast Private Hospital.

"We were able to present information about the hospital and health precinct to number of major companies and fully explain the enormous potential it represents," she said.

"This is first major new hospital being built in Australia for more than 20 years and those we spoke to were certainly impressed by its scale and the implications for the future of the region.

"They understood that the Sunshine Coast is entering an unprecedented era of investment with the new tertiary hospital, planned expansion of the airport and the development of a new CBD."

Ms Zubrinich said it was essential to sell the region's story to national and international audiences to maximise the economic benefits set to flow from these significant new infrastructure projects.

### Call for regional economic strategy

The Business Council is please to be invited by the Sunshine Coast Council to participate as a business leader in the development of a regional economic strategy. We are keen to ensure the regional strategy appropriately considers our international market opportunities now and in the future and that the Sunshine Coast is competitive and ready to promote itself to be front of mind for potential investors in the burgeoning Asian market.

The Federal Government's 'Asian Century' White Paper confirmed the SCBC's view that the Sunshine Coast should be gearing its business attraction strategies towards Asia and its rapidly expanding middle class.

SCBC chair, Sandy Zubrinich, said the Business Council had been urging the Regional Council to prepare an economic development strategy, supported by State Government, industry and business groups for some time.

"The Sunshine Coast is in a strong position to take advantage of investment from Asia, particularly in the health, education, added value areas such as agriculture and professional services, and tourism sectors, but we need to be

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### BOARD MEMBERS

**Sandy Zubrinich, Chairperson**  
Managing Director ZubeK Pty Ltd

**Michael Hopkins, Deputy Chair**  
Regional Manager, Master Builders

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

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

**Tony Sowden**  
Principal, Tony Sowden Lawyer

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

**Steve Cooper**  
CEO, Sunshine Coast Destinations Ltd

**Sandra Reardon**  
CEO, Sunshine Coast Haematology and Oncology Clinic

**Peter Bolton-Hall**  
Chairperson, Property Council of Australia

strategic, proactive and aggressive about pursuing it," Ms Zubrinich said.

"Both immediate action and a long-term commitment are required from all levels of government and other institutions for Australia to succeed in the areas identified in the White Paper." "We must move now to formulate an economic development strategy and action plan aimed at attracting investment from Asia to the Sunshine Coast," she said.

Ms Zubrinich said fast tracking the airport expansion and introducing a planning scheme that encourages investment in key employment centres such as the airport precinct, the Kawana health hub, and the Maroochydore CBD should remain the region's priorities. The SCC must ensure that the Coast benefits through new investment, new infrastructure and new jobs and vitality, that we are building infrastructure that is world class and forward looking if we are to attract the Asian markets. As an example, she believes a lot more strategic thinking is required around the Maroochydore CBD to ensure it is ahead and not behind the times.

## Meeting with Boundaries Commissioner

Representatives of the Business Council met with the Boundaries Commissioner, Col Meng, on behalf of our members this month to explain why we believe now is not the time for Noosa to pursue de-amalgamation.

Sandy Zubrinich said the business council emphasised it was not against de-amalgamation at some stage and that was an issue for the community as a whole to decide. SCBC was concerned that any proposed split now would become a significant distraction when the region needed to remain focused on driving economic growth, creating jobs and delivering key projects.

Ms Zubrinich said the group received a good hearing from the Commissioner, who is a former mayor of the successfully amalgamated Mackay Regional Council.

Mr Meng delivered his final report and recommendations to the Local Government Minister, Mr David Crisafulli, on November 28. SCBC have requested a copy of Mr. Meng's report.

The Minister will announce in mid-December whether a referendum of Noosa residents will be held early next year to decide whether de-amalgamation should proceed.

## Regional Planning Scheme

Members are reminded that they have one final opportunity to make submissions on the draft regional planning scheme before it is adopted by the Sunshine Coast Council next year.

SCBC is working with other industry groups to make a combined submission, focusing on how the planning scheme promotes economic development and will facilitate investment in the region's four transformational project areas: the CBD; the airport expansion; the health precinct; and the technology hub at Sippy Downs.

The Business Council believes there is room for substantial improvement to the draft document, which is not presently underpinned by a sound regional economic development strategy.

The document can be viewed at [www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au) or various at locations across the region where council is holding static displays with staff on hand to answer questions.

The draft regional planning scheme is available for comment until 4.30pm on 14 December 2012.

## **Business Council AGM**

Representatives from the health, tourism and development sectors have joined the SCBC Board following our AGM on 21 November.

The new members are CEO of Sunshine Coast Destinations Ltd, Steve Cooper, co-founder and CEO of the Sunshine Coast Haematology & Oncology Clinic, Sandra Reardon, and Chair of the Sunshine Coast Committee of the Property Council of Australia, Peter Bolton-Hall.

All nine Board nominees were elected unopposed.

SCBC Chair, Sandy Zubrinich, will continue in her role for another 12 months and Board member Michael Hopkins will take up the position of Deputy Chair.

Treasurer, David Oliver, Board member and Secretary, Tony Sowden, and Board members Mike Hefferan and Gwyn Jarrott, will also stay on in 2013.

Ms Zubrinich welcomed the new members, saying their skills and expertise would greatly assist the Board's efforts to promote economic development in key industry sectors at a critical time in the region's history.

"The new Board members will bring invaluable experience to the table in tourism, health and development at a time when we are working to ensure the Coast is able to maximise the benefits set to flow from major projects in these sectors," she said.

Serving Board members Karen Neuendorf, from the Sunshine Coast Business Women's Network, and Stephen Dittman, from the Sunshine Coast Chambers of Commerce Alliance, did not re-nominate for their positions.

Ms Zubrinich thanked Ms Neuendorf and Mr Dittman for their commitment and contributions throughout the year and wished them both well for the future.