

Protecting the diversity and richness of the Sunshine Coast region beyond its economic value – balancing growth, development and the environment

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Sunshine Coast Business Council
Think Tank Session 1
30 March 2015



This presentation

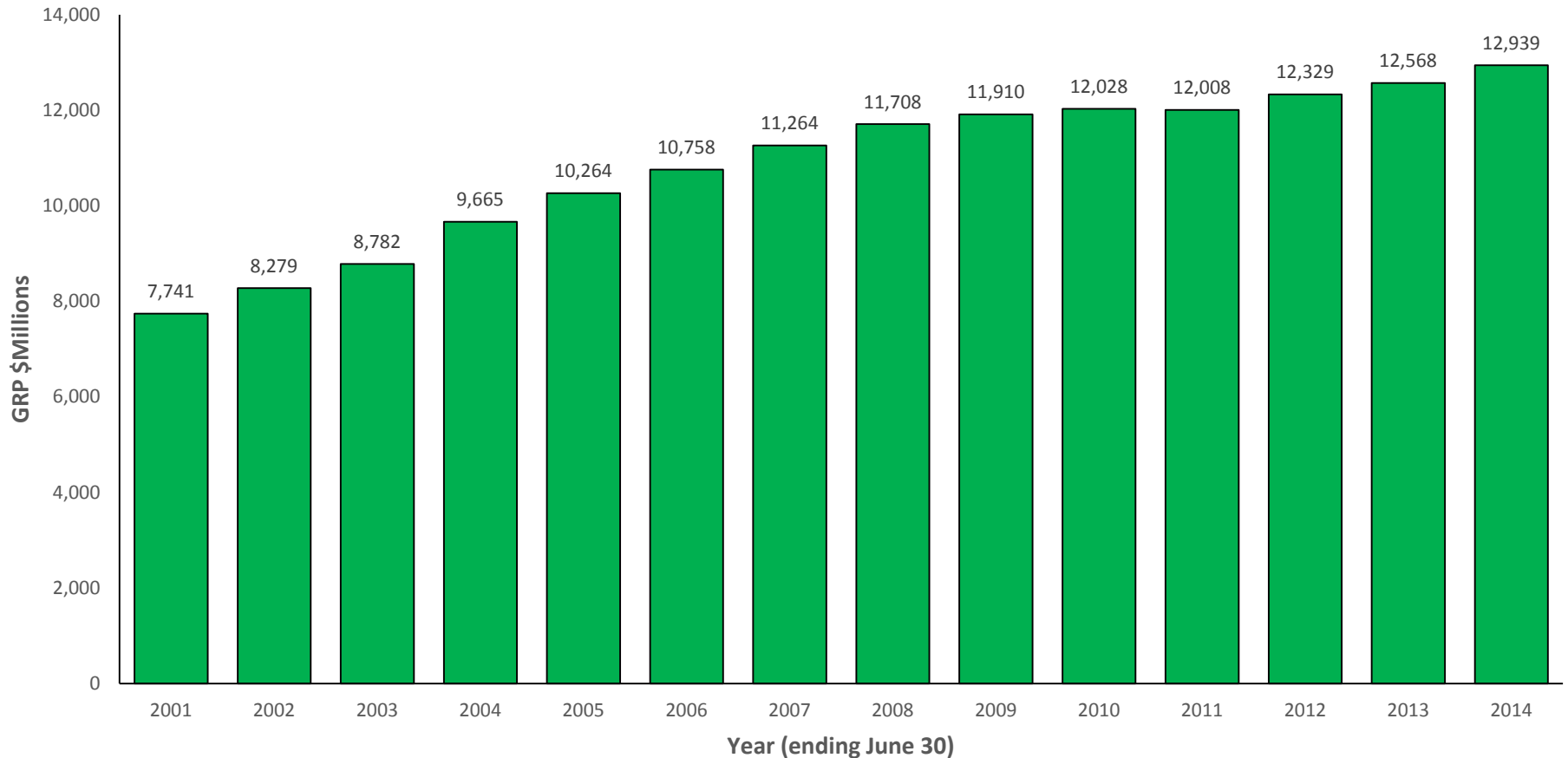
1. a quick (updated) snapshot
2. about demography

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Gross Regional Product (GRP)

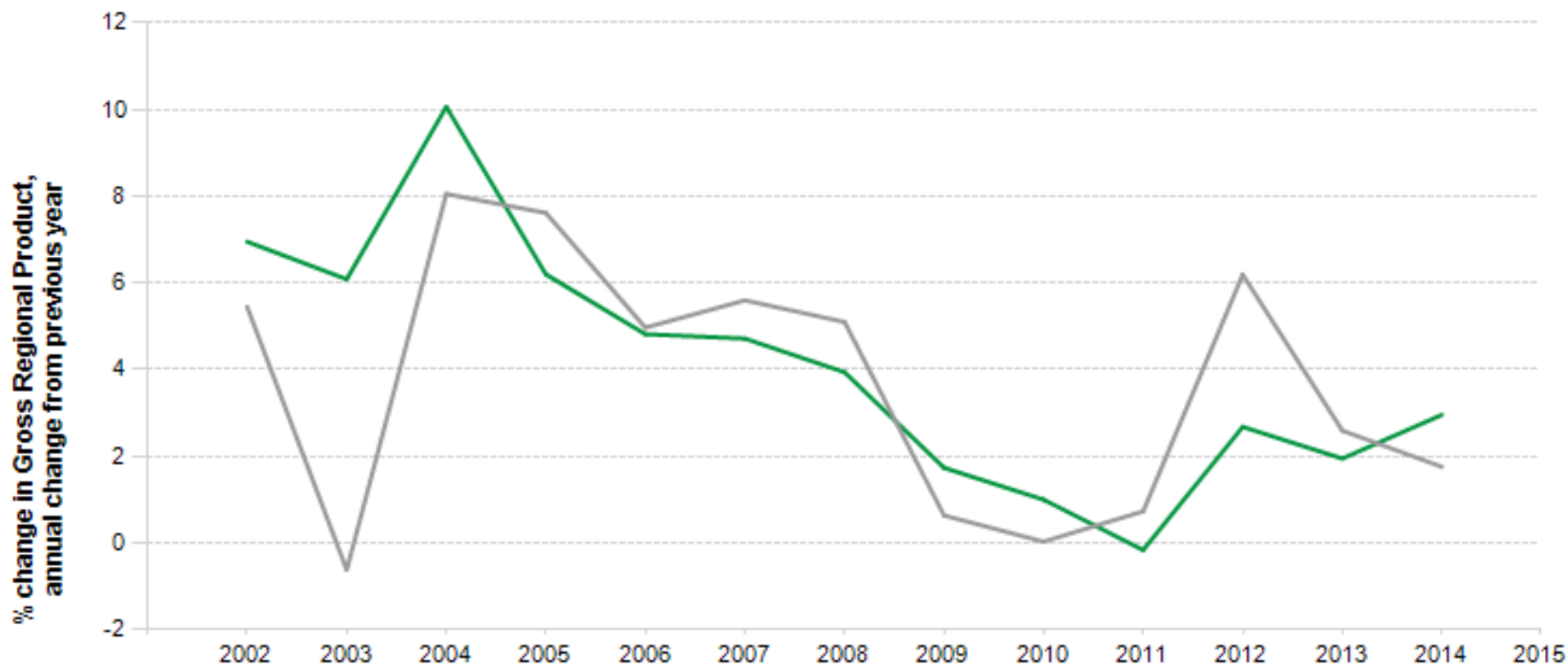
Sunshine Coast Council area



Source: National Institute of Economic and Industry Research (NIEIR) ©2014. Compiled and presented in economy.id by .id The population experts
Data is based on 2011-12 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Gross Regional Product (GRP)

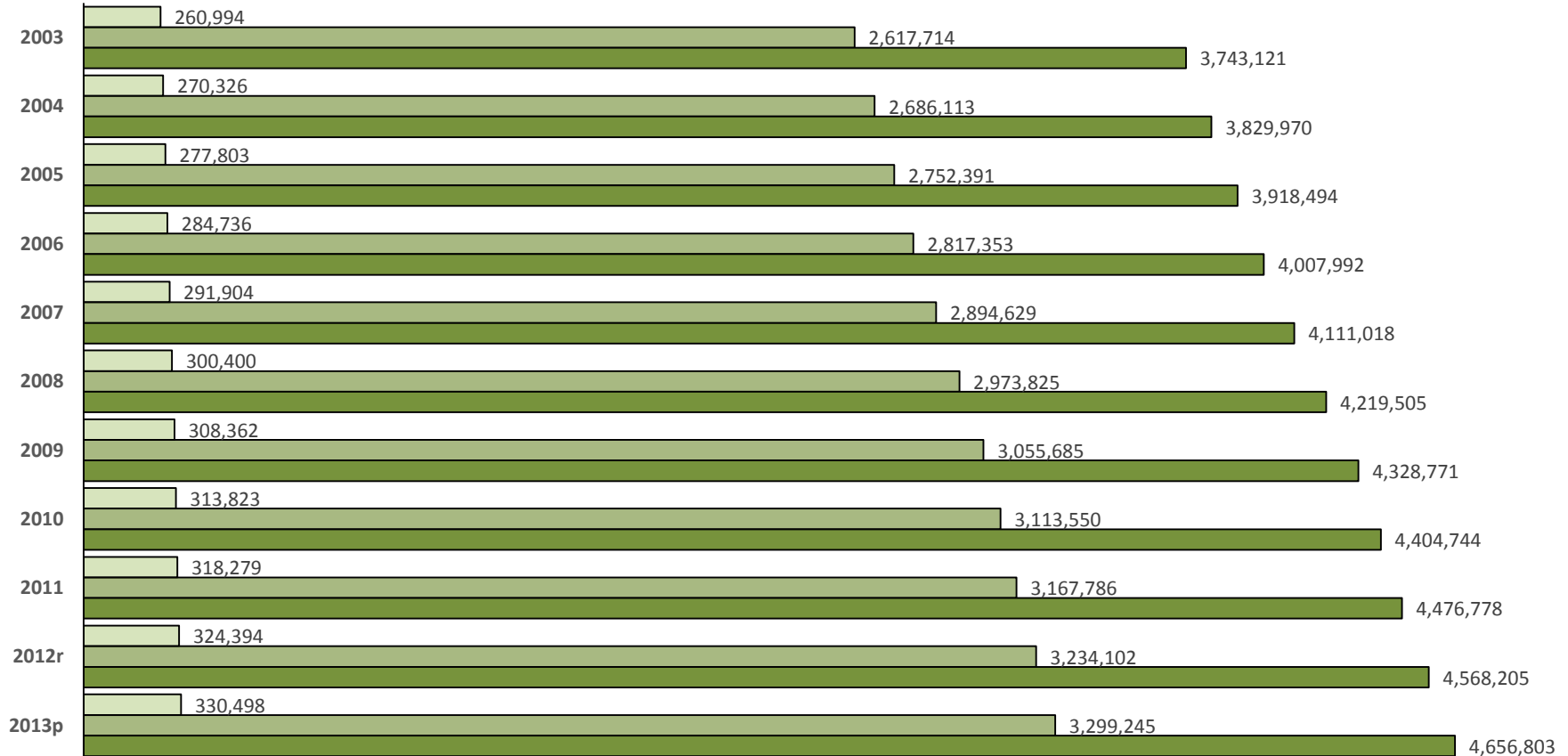
Sunshine Coast Council area and Queensland



Source: National Institute of Economic and Industry Research (NIEIR) ©2014
Compiled and presented in economy.id by .id the population experts

Population

Greater Sunshine Coast South East Queensland Queensland

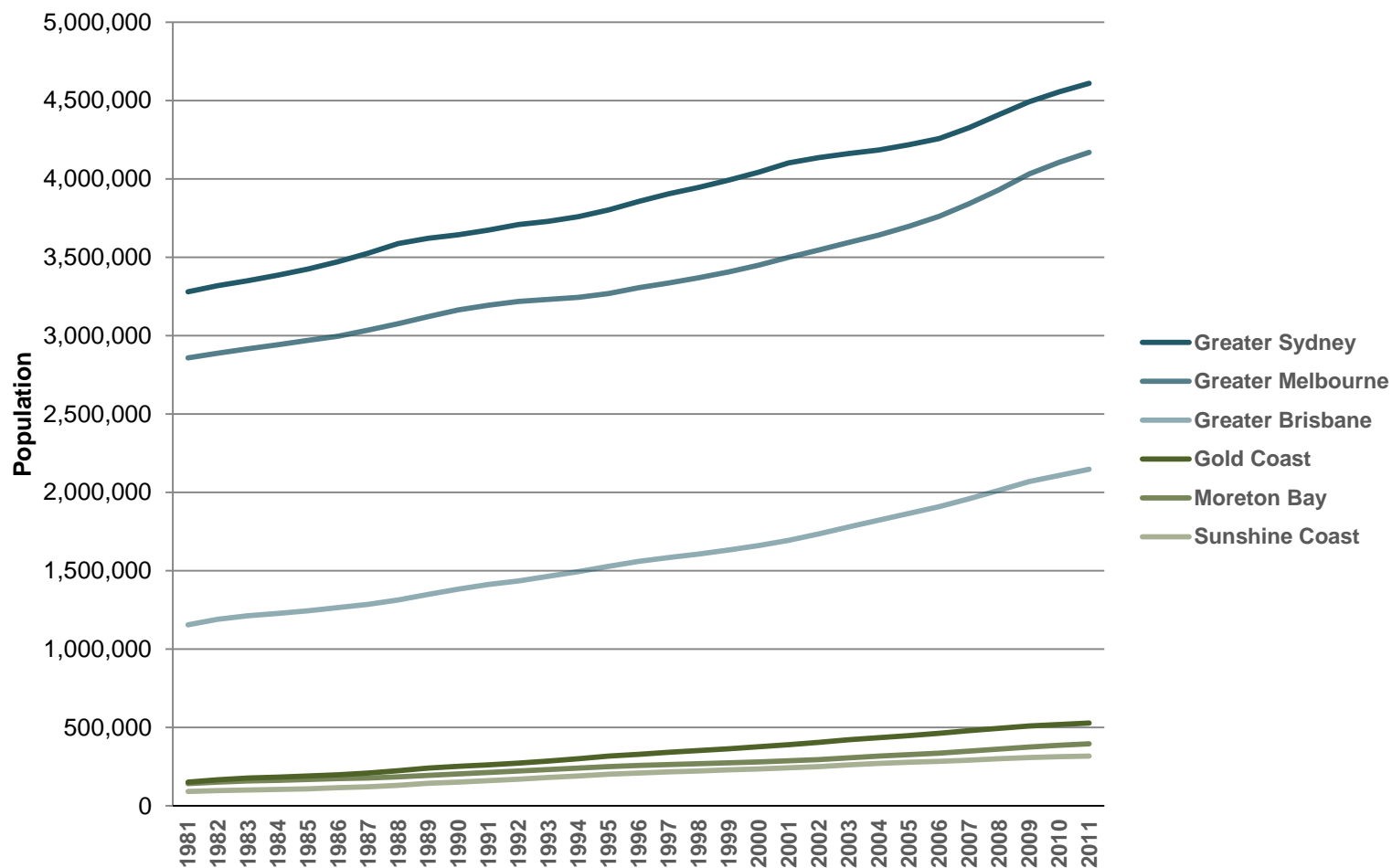


Note: Estimated population figures for 2012 are 'revised', and 'preliminary' for 2013

Source: Australian Bureau of Statistics 2014

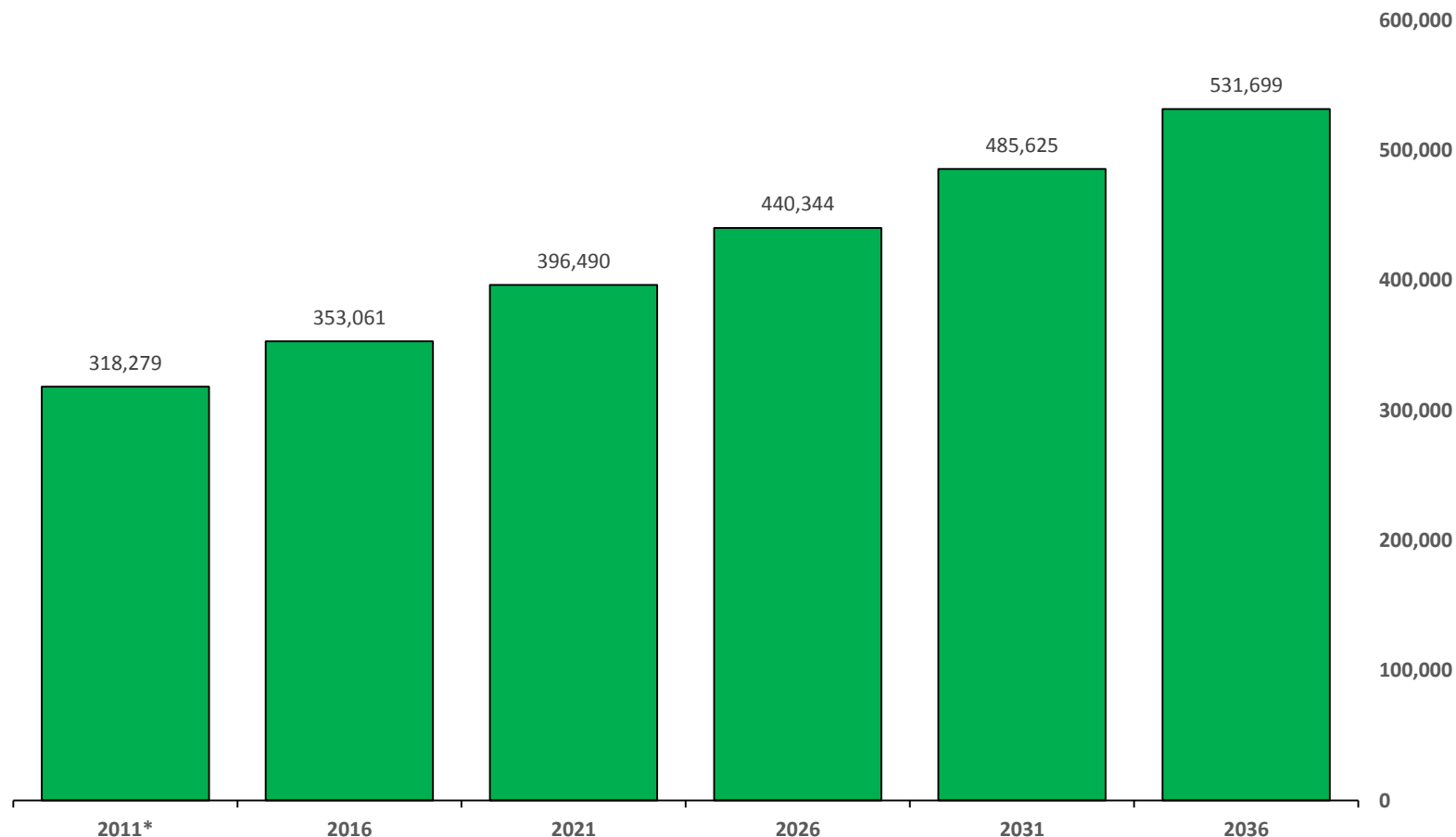
Estimated Resident Population

1981 - 2011



Source: Australian Bureau of Statistics 2013

Projected population – Greater Sunshine Coast



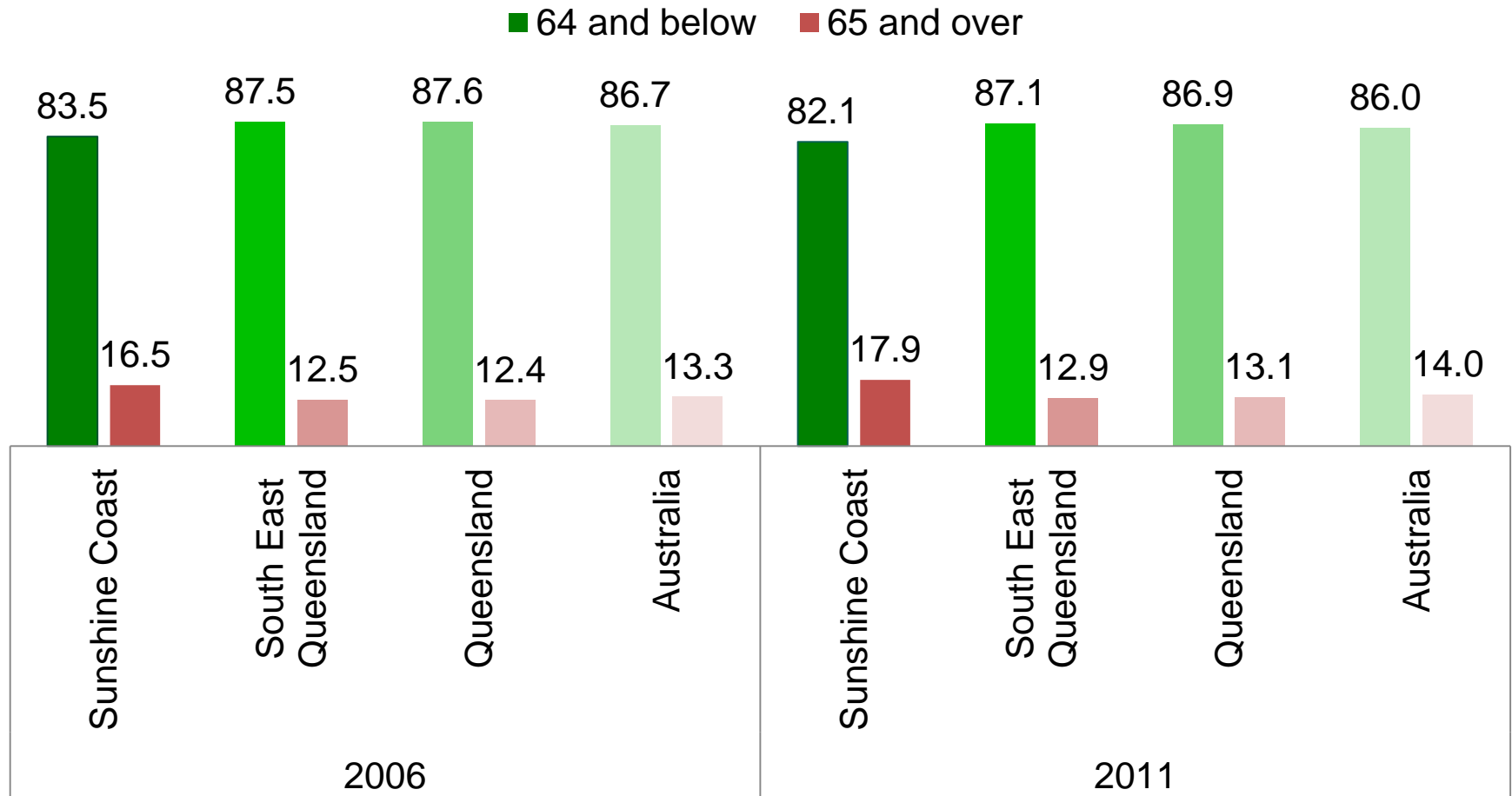
Note: Projected population is based on 'medium series' estimates

*Population figures for 2011 are estimates of resident population

Source: Queensland Government Statistician's Office 2013; Australian Bureau of Statistics 2014

Aging

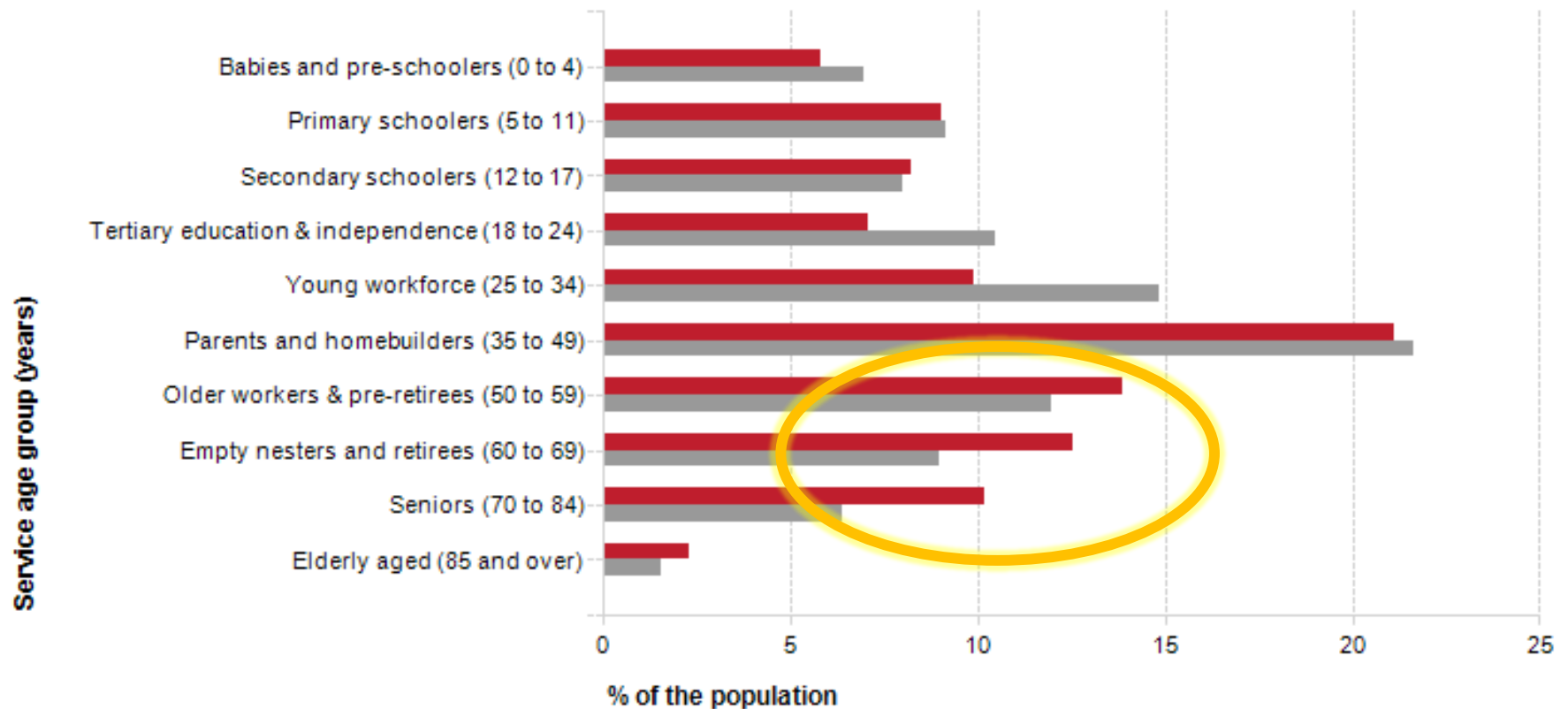
Sunshine Coast Council area, SEQ, Qld and Australia



Source: OESR Queensland Government population projections, 2011, 2013

Age structure 2011

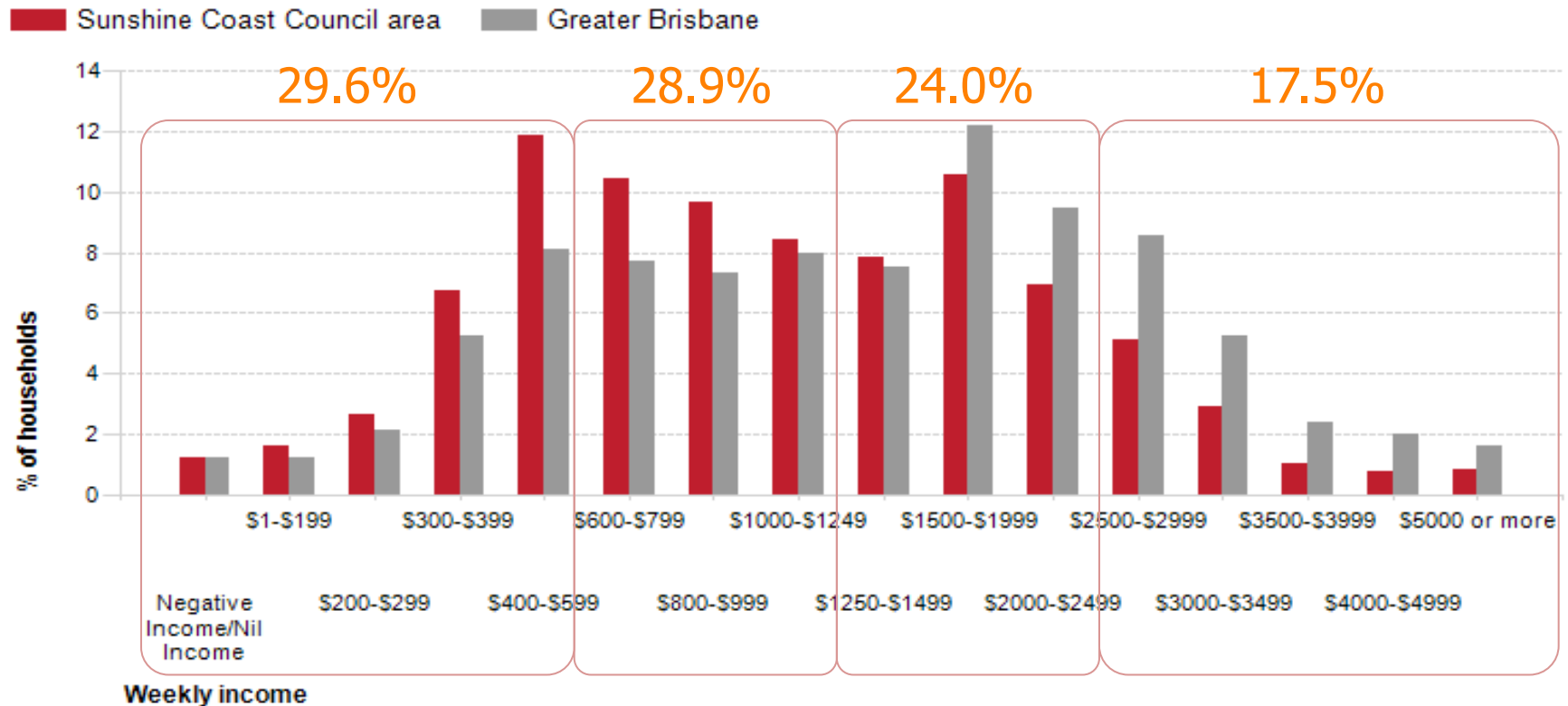
■ Sunshine Coast Council area ■ Greater Brisbane



Source: National Institute of Economic and Industry Research (NIEIR) ©2013. Compiled and presented in economy.id by .id the population experts

Weekly household income, 2011

Household income quartiles

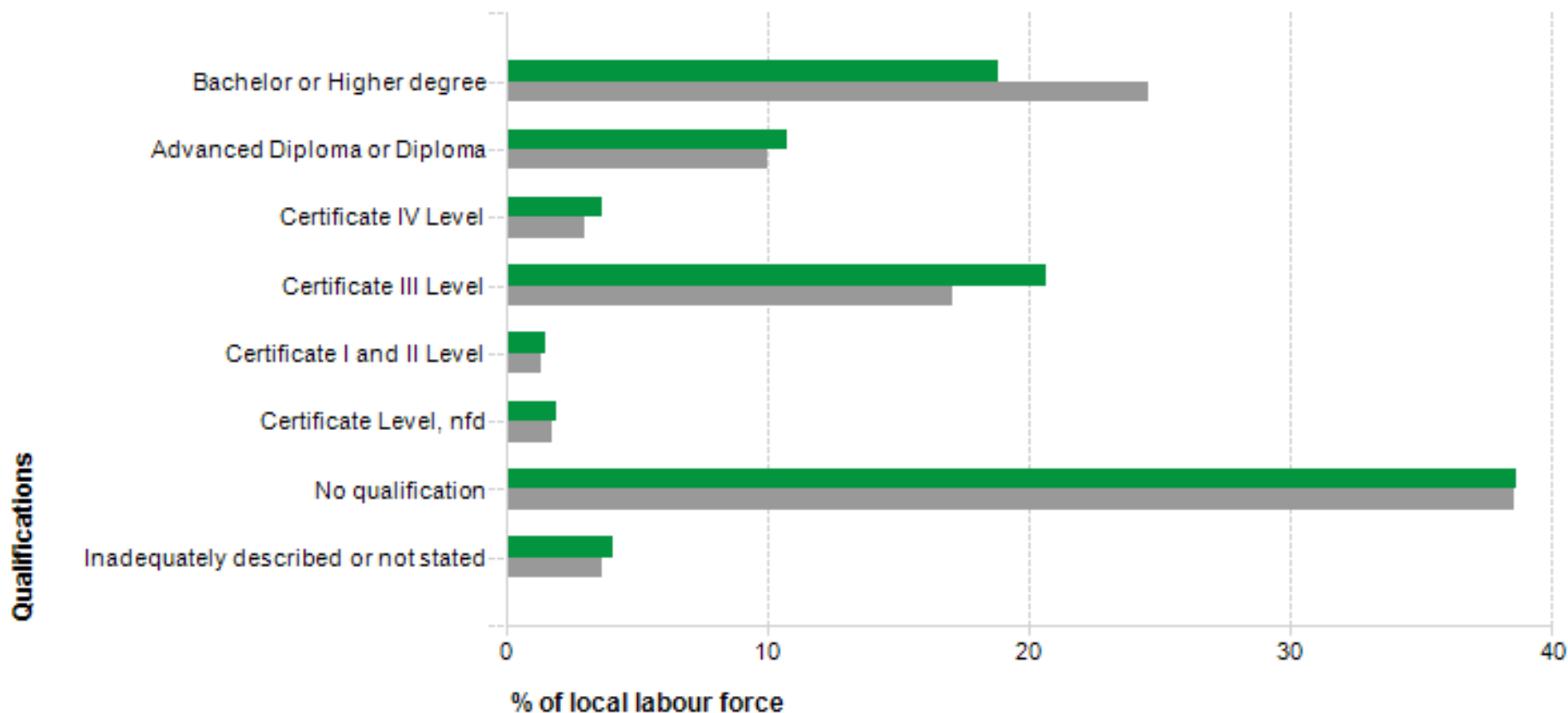


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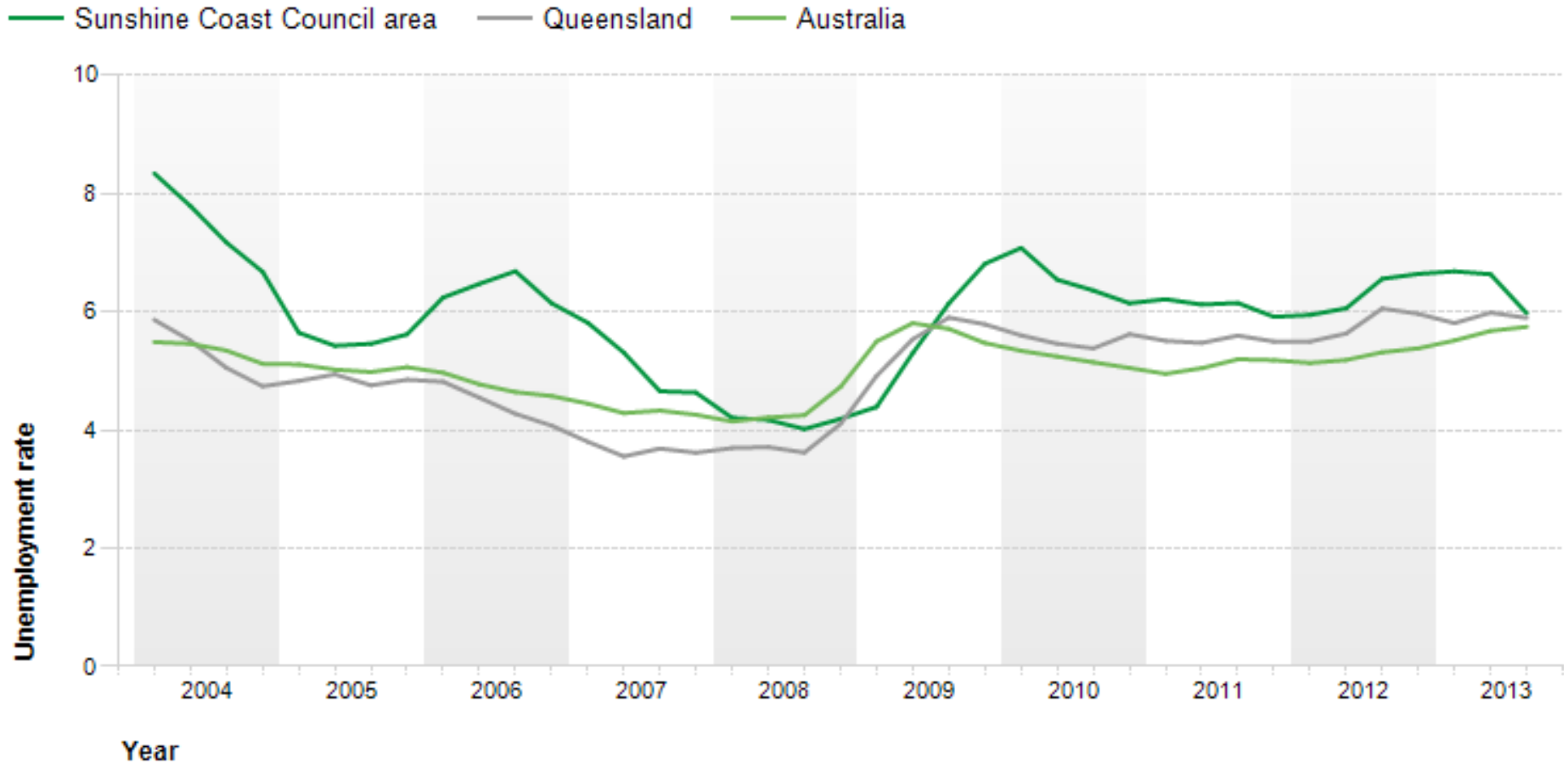
Local labour force qualifications, 2011

■ Sunshine Coast Council area ■ South East Queensland



Source: National Institute of Economic and Industry Research (NIEIR) ©2013. Compiled and presented in economy.id by .id the population experts

Quarterly unemployment rate

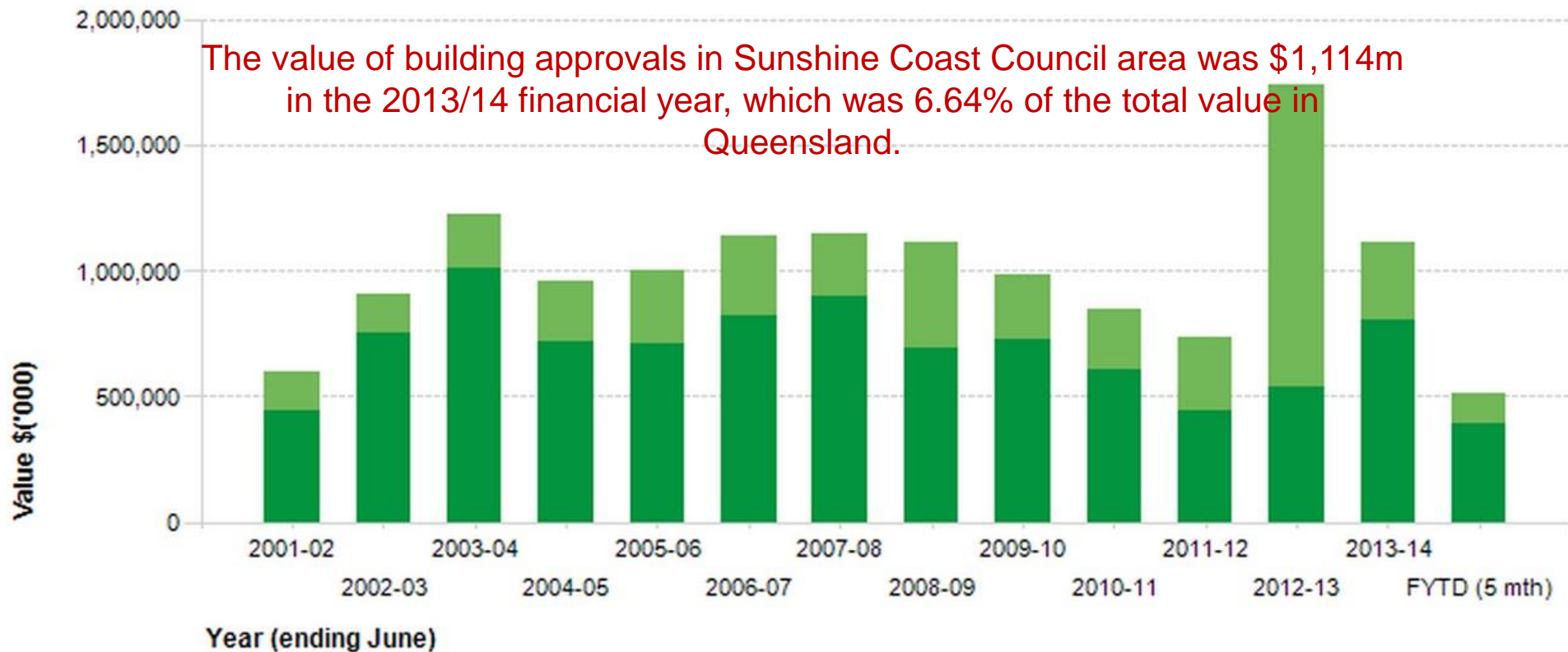


Source: National Institute of Economic and Industry Research (NIEIR) ©2013. Compiled and presented in economy.id by .id the population experts

Value of total buildings approvals

Sunshine Coast Council area

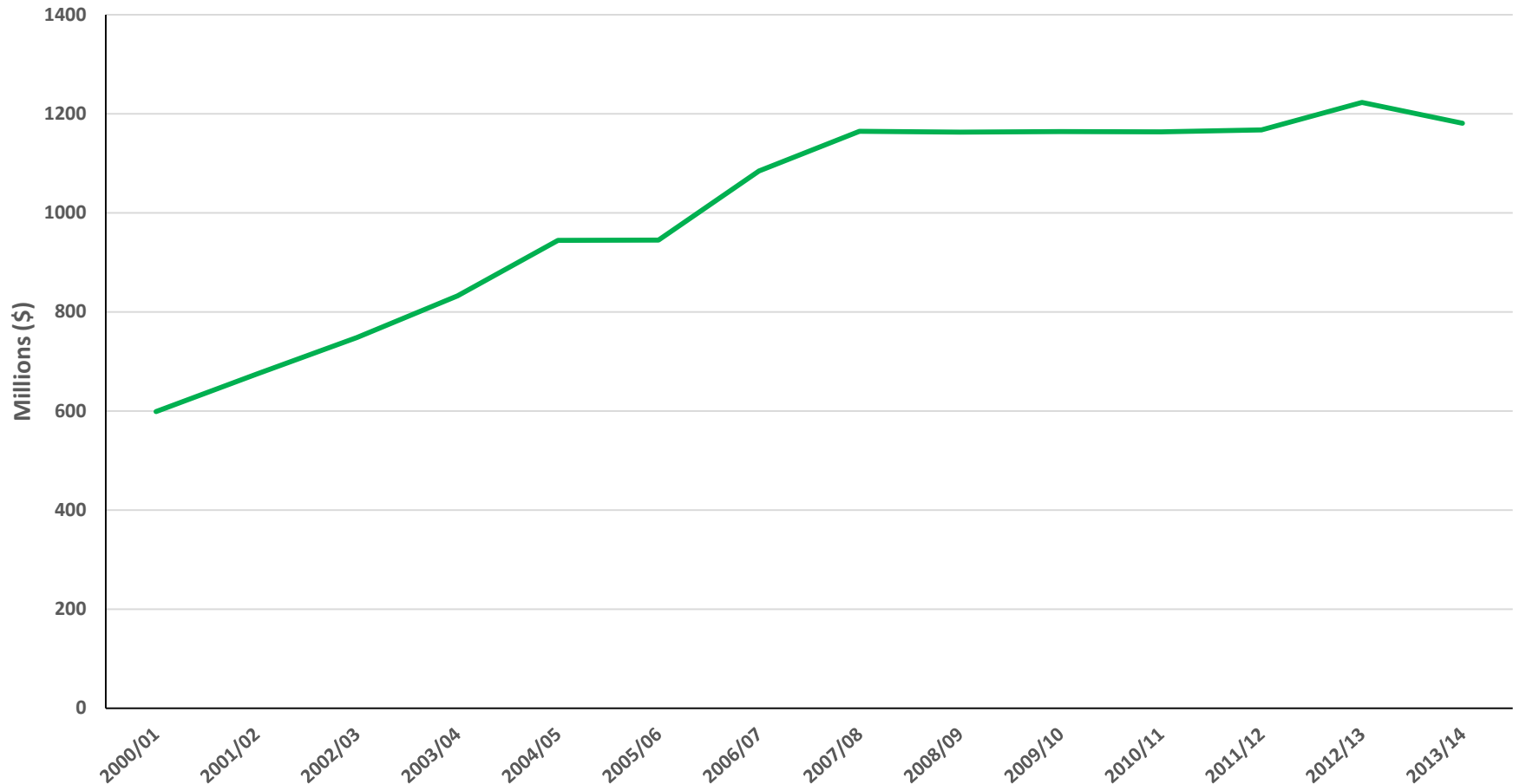
Residential Non-residential



Source: Australian Bureau of Statistics, Building Approvals, Australia, catalogue number 8731.0.
Compiled and presented in economy.id by .id The population experts

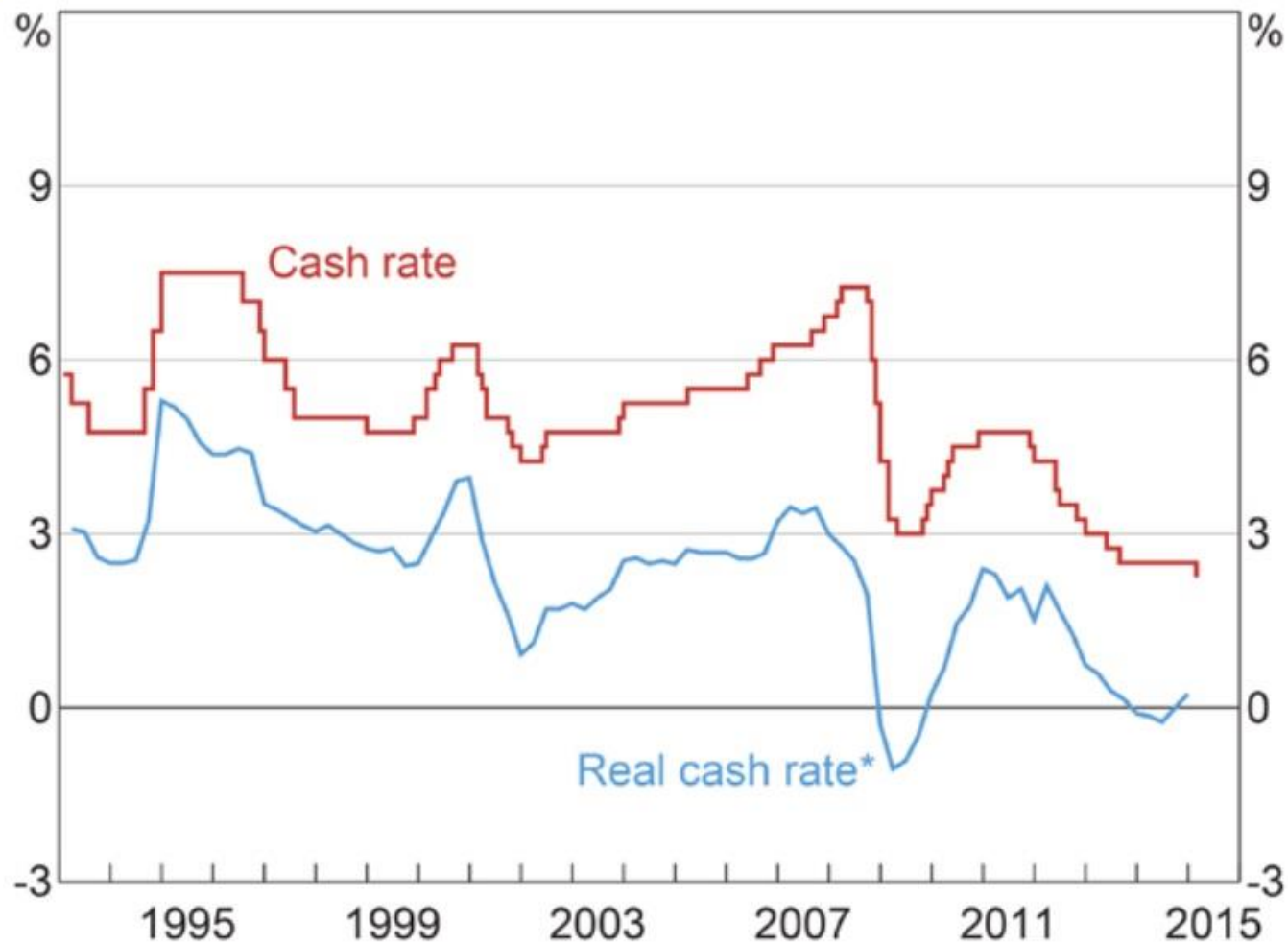
Retail sales

Sunshine Coast Council area



Source: Economy.id 2015 (Local sales by industry sector)

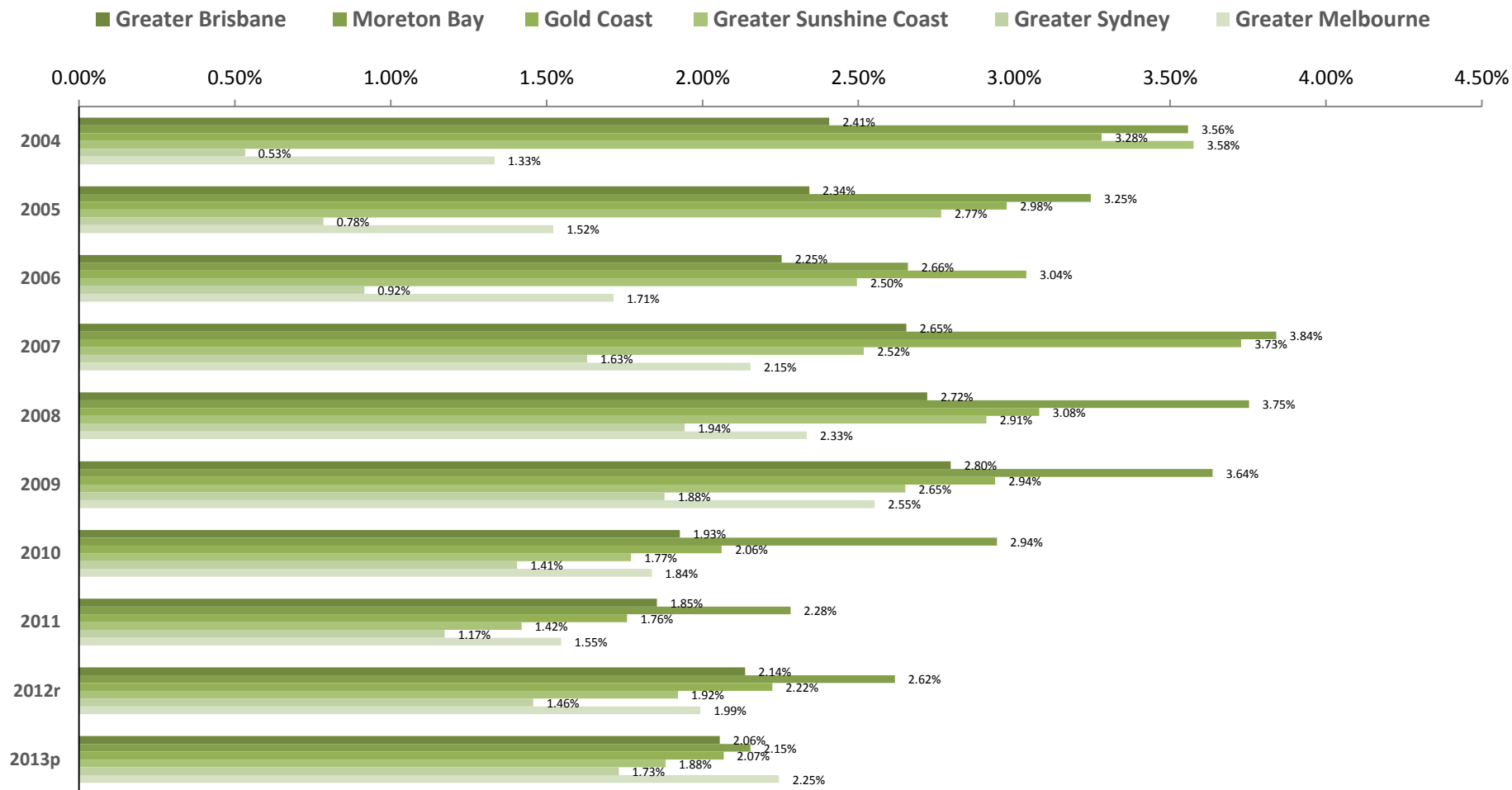
Interest rates (cash rate)



*real cash rate calculated using average of weighted median and trimmed mean inflation

Source: ABS, RBA www.rba.gov.au/chart-pack/interest-rates.html

Population growth rates



Note: Population growth figures are based year-to-year, and for 2012 are 'revised', and 'preliminary' for 2013

Source: Australian Bureau of Statistics 2014

This presentation

1. a quick (updated) snapshot
2. about demography

- predetermined outcomes (unlike practically anything else!)
- mainly age (birth & death rates) ‘the longevity factor’
- other ‘demographic’ influences (e.g. education, health, family structure)... but mainly age.

So what is difference about the Sunshine Coast?

- Not as much as is often made out!
 - resembles a lot of other peri-urban regions
 - a bit older (always was!... significant but...)
 - household incomes lower (but should be compared to other regions... not state / national average) ... (also, house affordability against household income)
 - any major population growth will come from in migration
- Some things are decidedly different...
 - the 'interesting' location vis-à-vis the major urban centre – links and poor infrastructure!
 - the 'unique' spacial layout
 - poor / difficult overall major infrastructure position
 - highly sensitive environmental issues
 - unusual basic economic and industry structure

So what drives growth/population increases in the contemporary environment

- may not be what we experienced in the past...
- jobs and money drive growth!

according to practically all leading researchers (Glaeser, Polese, Moretti, Florida, Bruggmann, Kotkin etc.)... it is all about cities and the peri-urban areas (abt. 100 km around them and with good infrastructure links connecting them) includes education and clustering of money and talent.

- growth from....
 - natural increase?
 - international migration / investment?
 - internal drift?... the baby boomers retiring / new start ... are they on the move?
 - urban spread ... city influence?

Population and growth on the Sunshine Coast...particularly consider

- Brisbane and links (what infrastructure priorities?)
- cost of energy ... affect on future land use and living patterns;
- what value 'the urban foot print'?
- ensure the legislative, political and economic realities are understood
- consider / lobby for new models for infrastructure funding
- the existing (unusual) layout of the Sunshine Coast ... and the existing image / 'goodwill' ('Sunshine Coast vernacular'),
- the lack of a manufacturing base (job absorption) ... but some opportunities ... professional services and specialist tourism,
- maximising the 'offer to the new aged',
- think about the examples that work.... Bendigo, Hunter, Portland (US) etc.

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