

# Focus of SCBC's economic & business advocacy

## Maintaining a consistent approach and program for 2017 CY

FOCUS AREAS	1. JOB TARGET OF 250,000 JOBS BY 2033	2. COMMUNITY'S SUPPORT FOR ATTRACTING PUBLIC & PRIVATE INVESTMENT	3. KEEP FOCUS ON DELIVERY OF CRITICAL INFRASTRUCTURE	4. CAPITALISE ON REGIONAL STRENGTHS	5. BUILD ADVOCACY STRENGTH ACROSS KEY INDUSTRIES
WHY	<p><b>Employment remains a key focus for SCBC and for policy makers.</b></p> <p><i>To deliver on regional growth and sustainability strategies, Sunshine Coast must at least - achieve state average job growth and employment rates for both general and youth unemployment – for participation and productivity rates.</i></p>	<p><b>Public &amp; private investment remains a key focus for SCBC.</b></p> <p><i>Many of the major projects are now require private investment to proceed.</i></p> <p><i>At is up to the SCBC (and others) to keep making the case for sustainable growth within the regional communities and to continuously challenge mis-information regardless of its origin.</i></p>	<p><b>Infrastructure remains a key focus for SCBC.</b></p> <p><i>Sunshine Coast's growth aspirations require 'state of the art' infrastructure to support growth into the future.</i></p> <p><i>This covers the important infrastructure required to support rail, road and air transport, tourism, housing affordability, technology, health, education, agriculture, clean manufacturing, etc.</i></p>	<p><b>SC has some of the largest infrastructure projects planned or underway in Australia.</b></p> <p><i>These projects provide the opportunity to underpin the region's economic performance for the next 20+ years.</i></p> <p><i>Un-locking the full potential of these opportunities requires honest collaboration, cooperation and transparency between the 3 layers of government and the business community.</i></p>	<p><b>The business sector is more aligned now than in the past however national corporates are slow to add their weight and advocating for the regional economy outside of their business or industry interests.</b></p> <p><i>Maintain efforts to demonstrate the need to come together and speak with 'One (Strong and Powerful) Voice' on what the business community needs to have the confidence in the regional economy and to continue investing.</i></p>

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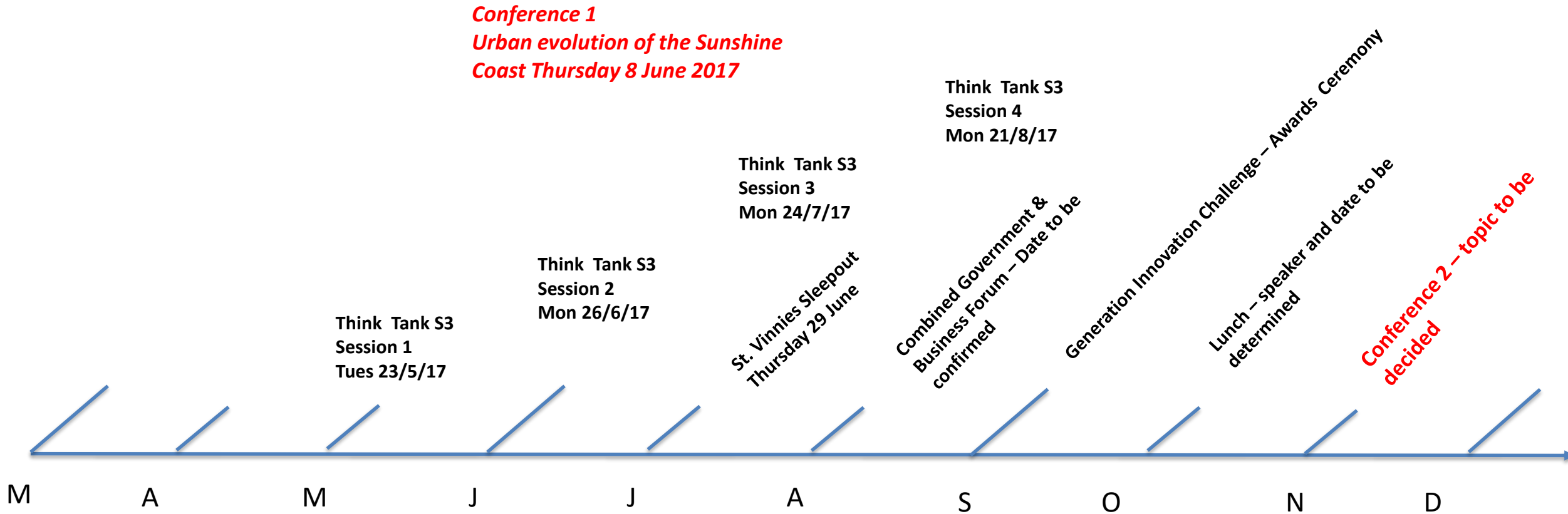
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<b>KEY MESSAGES</b>	<ul style="list-style-type: none"> <li>• State Gov has population target of 500,000 by 2041 for SC region.</li> <li>• 250,000 jobs are required to support population of 500,000.</li> <li>• REDS targets 100,000 new jobs by 2033.</li> <li>• SC is currently performing better than national and Qld averages in terms of overall and youth unemployment.</li> <li>• Raw job numbers are declining - 3,000 less jobs produce in the last 12 months.</li> <li>• Numbers are not easily transparent at regional level</li> <li>• Need to have better insights as to what is driving good/poor results – not just headline numbers that may not tell the 'real' story.</li> <li>• Need to understand as BAU what sectors and projects are driving job creation or loss so decision makers can pull the right leavers to achieve the job growth target.</li> <li>• Need to keep open dialogue between decision makers, industry and the community on progress and opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• All urban, regional and country areas are competing for investment.</li> <li>• Investors have choice so SC must be competitive and active in attracting investors..</li> <li>• SC is (and has been for a long time) under invested in areas of key infrastructure necessary to deliver on regional strategies and to support our community's prosperity, health, education, skilling and safety.</li> <li>• SC are fortunate to have a pipeline of infrastructure projects to underwrite our prosperity providing we can secure the investment and get the projects underway.</li> <li>• We need to maintain a strong position over time to attract investors and keep the investing in the region.</li> <li>• We are a great region that expects great things and we need to be unified in achieving sustainable growth in a way that protects and maintain the integrity of what the Sunshine Coast means to its people.</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure is critical to economic growth &amp; the business community need to stand together to press its case.</li> <li>• Rail, road and air transport links are key to economic growth and have been under invested on SC for decades and only now making progress albeit slow in some areas</li> <li>• Regional political members(regardless of party), and business, must consistently hunt as a pack on behalf of the region.</li> <li>• supports <u>good</u> investment.</li> <li>• There is a strong expectation that the 3-tiers of government will work collaboratively to determine the direction for the region, identify, prioritise ad deliver regional infrastructure and resolving regional issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Sunshine Coast Health Precinct, Aura, Airport expansion, Maroochydore City Centre are examples of major projects that create opportunities for private investors.</li> <li>• Substantial ripple effect potential will occur from all these projects and if well managed, the ripple effect can be maximized.</li> <li>• This is an example where the 3-tiers of government and business need to work closely together to capture the full potential of the RE from major projects.</li> <li>• Effective community engagement and leadership, by political leaders and investors, is required to demonstrate where projects fit in terms of the economic plan and the long term benefits for future generations and sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful regional economic and business advocacy is dependent on speaking as 'One Voice'.</li> <li>• SCBC (through its membership) has a demonstrated record of influence as a regional economic and business advocate and a solid base to become a powerful regional voice.</li> <li>• Major industry groups have joined the business council as a way to align with other groups to align on critical regional issues.</li> <li>• We need to encourage national corporates, 'high valued industries groups to join and further strengthen the business community's voice.</li> <li>• SCBC encourages medium &amp; large businesses professional services firms and industry groups to join forces with others through the business council to combine their political power to effect change and regional prosperity.</li> </ul>

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<b>ACTIONS</b>	<ul style="list-style-type: none"> <li>• Continue public dialogue around the number of new jobs required to support the region's population growth.</li> <li>• Follow up job growth numbers not only employment rates.</li> <li>• Ascertain the currency and accuracy of ID Economy as a <u>regional</u> statistical resource.</li> <li>• Follow up RDA on their interpretation of regional job data.</li> <li>• In any update of REDS, ask SCC to provide projected job growth numbers by high value and other industry sectors, and by transformational projects, out to 2033 – jobs on and off.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a media presence on the need for investment, in what areas, and what the benefits will be for the region.</li> <li>• Address misinformation in the market and promote fact based messaging.</li> <li>• Support members projects in the community by highlighting the benefits of the project to the industry and the economy.</li> <li>• Engage with councils on a regular basis representing industry and business needs to keep encouraging investment and growth..</li> <li>• Undertake further research to ascertain investor interest in the Sunshine Coast against other regional markets..</li> </ul>	<ul style="list-style-type: none"> <li>• SCBC Board to reaffirm infrastructure priorities for 2017.</li> <li>• Work closely with RDA to draw together a regional transport direction supported by all tiers of government as a means to access and attract public and private funding.</li> <li>• Maintain regular meetings with federal, state and local representatives on the business communities priorities.</li> <li>• Invite senior members of council/councilors to provide regular updates on status of major council projects.</li> <li>• Bring regional government representatives and business leaders together to discuss key issues (Combined G &amp; B Forum).</li> </ul>	<ul style="list-style-type: none"> <li>• Work with key stakeholders for major projects, to track whether the drivers of the 'ripple effect' have been identified and set up to maximise the 'ripple effect' over the life of the project, and beyond.</li> <li>• Media articles on the potential and or performance of the 'ripple effect' from major projects.</li> <li>• At least one event (large or small) on the progress of major projects in setting up to achieve the potential 'ripple effect'.</li> <li>• Maintain awareness in the general and business community of progress.</li> <li>• Maintain media focus on the regional pillars such as tourism and agriculture.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure board member work across the key industries promoting the role and value of the business council.</li> <li>• Use events, media and website to promote the SCBC advocacy messages; particularly covering the economy, jobs, investment and infrastructure.</li> <li>• Invite SCBC member to join together with the general community to support the St Vinnies Sleepout and the GI Challenge – helping to improve communities understanding of SCBC.</li> <li>• Board members to promote their involvement with SCBC whenever possible, to talk about the successes and the value of becoming a member to work for a stronger region.</li> </ul>

# DRAFT Calendar for CY 2017



*Red denotes major conferences*

Think Tank Series 3 - Sunshine Coast Growth Challenges  
 Emanating from the Draft SEQ Plan

- Research Projects.
1. Sept Quarter (Census update)  
 Sunshine Coast – 3P Performance  
*Population/Participation/Productivity*
  2. Testing regional investment sentiment

AGM & Xmas function