

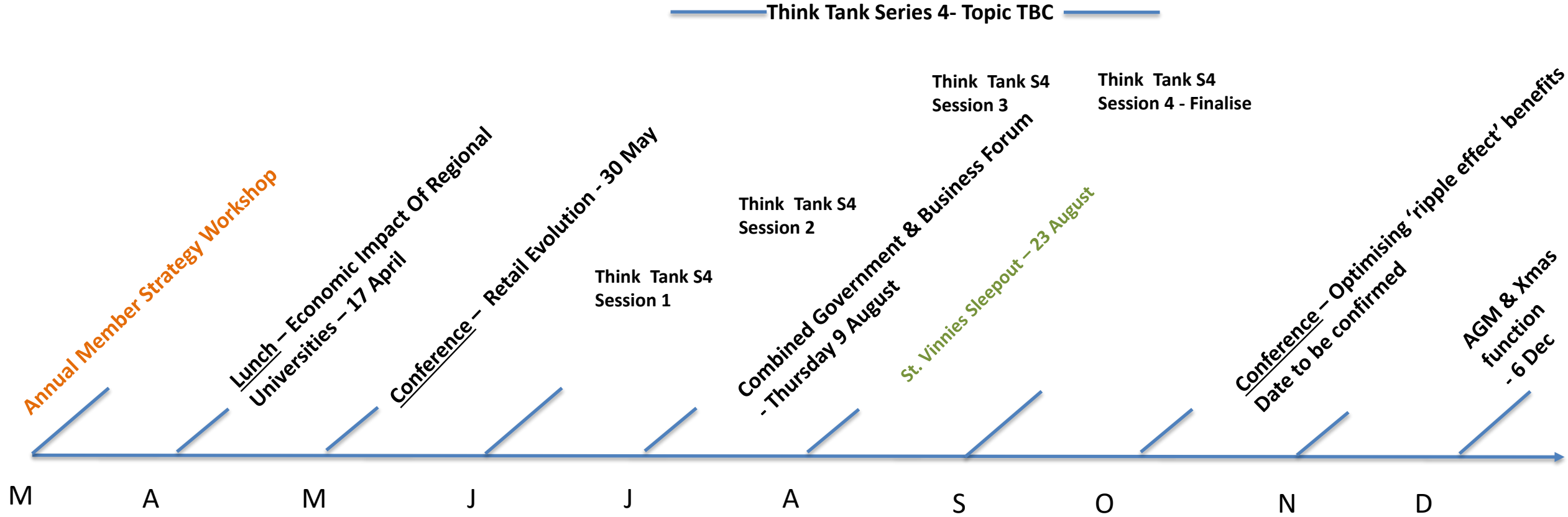
SCBC FOCUS FOR 2018

FOCUS AREAS <i>'WHAT'</i>	1. JOB TARGET OF 250,000 JOBS BY 2041	2. PRIVATE AND PUBLIC INVESTMENT	3. INFRASTRUCTURE TO UNDERPIN THE FUTURE	4. CAPITALISE ON REGIONAL STRENGTHS	5. BUILDING ADVOCACY THROUGH THE MEMBERSHIP BASE
'WHY'	<p>Job target is required to support the projected population of 500,000+.</p>	<p>Private and public investment is required to growth the economy both directly, and through Private & Public Partnerships (PPPs).</p>	<p>Collaborating around clear regional strategies and an infrastructure pipeline that will drive the region's future growth, deliver superior sustainable economic performance and meet the community's needs.</p>	<p>New thinking is required to understand, protect and capitalise on regional strengths, which include the significant private and public investment being made in region building projects.</p>	<p>Encouraging members to stand together and through the Business Council speak with 'one voice' to champion balanced growth and prosperity.</p>
'HOW' ACTIONS	<ol style="list-style-type: none"> 1. Continue public dialogue around the number of new jobs required across all sectors and age groups to support the region's projected population growth. 2. Continue regular media commentary around the job market and SC's performance against other regions across a range of job measures, regional strategies and spread of jobs across sectors and age groups. 3. As a REDS member, ensure regional job targets are more ambitious and benchmarked against the best regions nationally, and drill down into the underlying data and look beyond the popular headlines. 	<ol style="list-style-type: none"> 1. Maintain a media presence on the need for, and benefits from, investment and address misinformation in the market. 2. Support members' projects in the community by highlighting the benefits of the project to the economy and to the community. 3. Engage regularly with councils, with a focus on growth from both private & public investment, intra regional collaboration and inter regional collaboration on aligned projects. 4. Undertake market sounding to test investor interest in the Sunshine Coast against other regional markets. 	<ol style="list-style-type: none"> 1. SCBC Board to reaffirm infrastructure priorities for 2018. 2. Seek further information from SCC on light rail and undersea cable before a position is taken. 3. Maintain regular meetings with federal, state and local representatives on the business community's priorities. 4. Prosecute our position that all tiers of government must discuss and align around key infrastructure priorities. 5. Continue to engage with RDA and DMR around the progress of the regional ITS. 6. Invite key stakeholders to present to board meetings on industry infrastructure requirements and any advocacy support required. 	<ol style="list-style-type: none"> 1. Encourage both councils to work with SCBC to better reflect regional strengths through developing a consistent SC Story including regional values. 2. Collaborate with USC, members & stakeholders on new research to design an evaluation framework to better measure economic benefits from 'game changer' projects. 3. Through REDS review promote 'new thinking' in terms of what may constitute a 'game changer' project. 4. Continue to promote SC Health Precinct and Airport as 'game changers' as their economic impact is not yet optimised. 	<ul style="list-style-type: none"> • Maintain annual Strategic Focus Workshop to align priorities with members. • Update members on priorities and reinforce 'one voice' approach to members through quarterly newsletters . • Use events, media and website to promote the SCBC advocacy messages. • Maintain annual Combined Gov & Business Forum and Think Tank sessions as key advocacy platforms. • Expand the community's understanding of SCBC's work through events such as St Vinnies Sleepout and through members such as Lifeline and Chambers of Commerce.

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KEY MEDIA MESSAGES	<ul style="list-style-type: none"> • State Gov has population target of 500,000 by 2041 for SC region. • 250,000 jobs are required to support population of 500,000. • REDS target is 100,000 new jobs by 2041. • SC is currently performing better than national and Qld averages in terms of unemployment rates. • However, raw job numbers have declined over past few years –with total people employed down 3.2% or 5,300 fewer people employed in the 12 month period Aug '16 to Aug '17. • Employment growth has dropped by 8.4% over the same period but has strengthened over the past 6 months to March 2018; probably reflecting strength in construction, tourism and health markets. • There needs to transparency, analysis and debate around the total job data to understand: <ul style="list-style-type: none"> • performance against a set of job measures and against top performing regions • Job trends in line with regional strategies. 	<ul style="list-style-type: none"> • All urban, regional and country areas are competing for investment. • Investors have choice so SC must be competitive and active in attracting investors.. • 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. • SC is fortunate to have a pipeline of infrastructure projects to underwrite its prosperity providing it can secure the investment needed. • 3 tiers of government and business need to be consistent in describing regional investment priorities to the market. • SC is a great region that expects great things, and needs to be unified in achieving balanced growth in a way that protects and maintain the integrity of what the Sunshine Coast means to its people. 	<ul style="list-style-type: none"> • Transport, communication, health, education, tourism etc infrastructure are all critical to economic growth and require investment, therefore regional priorities must be aligned through all tiers of government and the business community. • Any integrated transport strategy must be capable of future proofing the region's growth and fulfil intra and inter regional needs, and attract investment/funding required to deliver the multi-nodal strategy. • The region must address the criticism it is not 'hunting as a pack' by consistently demonstrating a collaborative and united front to the external market and within government. 	<ul style="list-style-type: none"> • The region is increasingly focused on international and national export markets for its products, services and tourism. • Consistently articulating and demonstrating our regional story (history and future) and our core values are key to positively promoting and maintaining our regional image. • There is a 'healthy' regional pipeline of private & public sector investment projects. The Sunshine Coast must be capable of optimising the potential 'ripple effect' from these opportunities. The challenge is how to optimise the benefits to the region. • SCBC is working with USC to design new ways to optimise economic benefits from major investment in regional centres, industries and projects. • Ongoing political leadership is required to position investment in terms of regional strategies, growth and continued prosperity. 	<ul style="list-style-type: none"> • Successful regional economic and business advocacy is dependent on speaking as 'One Voice'. • SCBC (through its membership) has a demonstrated record of influence as a regional economic and business advocate. • Major industry groups have joined the Business Council as a way to align with other groups and politicians on critical regional issues. • We encourage 'high value industries' groups to join mainstream business to further strengthen their networks and add to the 'voice' of the business community. • SCBC continues to strengthen its advocacy and leadership through its annual Combined Government & Business Forum and its Think Tanks.

EVENTS CALENDAR FOR 2018



Research – (planned)

Measuring Economic Impact of 'Game Changer' projects

Research – (under consideration)

Investor Market Sounding