

SCBC FOCUS FOR 2015 CY

Focus Areas	1. JOB TARGET OF 250,000 JOBS BY 2031	2. COMMUNICATE NEED FOR PUBLIC & PRIVATE INVESTMENT	3. KEEP FOCUS ON DELIVERY OF CRITICAL INFRASTRUCTURE	4. CAPITALISE ON OUR STRENGTHS	5. BUILD ADVOCACY STRENGTH ACROSS KEY INDUSTRIES
WHY	Employment is a key focus for SCBC. <i>We have an objective that to be a successful region we must outperform state average employment rates for both general and youth unemployment.</i>	Investment is a key focus for SCBC. <i>Broader community is not yet buying in to the need for growth which needs to be better communicated.</i>	Infrastructure is a key focus for SCBC. <i>Need to keep the political pressure on all tiers of government to deliver on its infrastructure promises.</i>	SC has one of the largest infrastructure projects currently under construction at Kawana. <i>We need to understand & leverage this key economic driver.</i>	Need to continue to broaden membership to achieve a better representation of all key industries.
KEY MESSAGES	<ul style="list-style-type: none"> State Gov has population target of 500,000 by 2031 for SC. 250,000 jobs required to support population of 500,000. REDS targets 100,000 new jobs by 2031. SC is still performing below national and Qld average in terms of overall and youth unemployment rates. We need to do something different if we are to lift the region's performance to be consistently above state average. As a region, we need to understand what sectors and projects will drive job creation, loss & retention out to 2033 and keep the focus on progress. 	<ul style="list-style-type: none"> Shift in regional demographics creates investment opportunities. SC is under invested in key infrastructure necessary to deliver on REDS. REDS highlights major projects and investment opportunities. Private investors still perceive SC as not supportive of growth (several reasons) & we need to continue to address this perception. We need to market the region's strategy & potential aggressively to existing & potential investors. This is not a time to reduce funding of the region's RTO. 	<ul style="list-style-type: none"> Infrastructure is critical to economic growth & SC must now press its needs & expectations to a new state government and not allow needs to be pushed aside. Air, road and rail transport links are key to economic growth and have been under invested on the SC. SCC to ensure private investors receive transparent, expedient & commercial assessment of proposals. Need to continuously reinforce Sunshine Coast's; image & performance as a region, and one that welcomes & supports <u>good</u> investment. 	<ul style="list-style-type: none"> Investment Survey 2014 -Kawana Health Precinct is top of mind with investors – putting SC on the investor map. Substantial ripple effect potential but need to drive to maximize the opportunities. Need to ensure any obstacles to this broader project as they arise are addressed quickly. Need to increase the profile and recognition of the region's investment opportunities / projects. Revisit USC Rethinking SC Villages research to determine value to this region to leverage. 	<ul style="list-style-type: none"> SCBC has a demonstrated record of influence as an economic and business advocate. Success is dependent on the strength of the membership base. We need influential businesses and industry groups to combine their power to effect change at the political level.
ACTIONS	<ul style="list-style-type: none"> Continue public dialogue around the number of new jobs required to support the region's future Follow up forum in 2nd half 2015 Continue asking SCC to provide projected job growth numbers by high value and other industry sectors, and by transformational projects, out to 2031. Engage Futures Board, USC and AES in discussions about the need to undertake the above action. 	<ul style="list-style-type: none"> Prepare a communications plan for raise community awareness around need for growth. Engage interest & industry groups in discussion on how to better balance growth, development & environment. Seek thought leaders to contribute to discussion & solutions. (Think Tank). 	<ul style="list-style-type: none"> SCBC Board to reassess infrastructure priorities given new State Government. Maintain regular meetings with Premier, regional representatives & both regional Mayors. Prepare media campaign explaining the need for growth, link between infrastructure and growth, & need to balance sustainable development & env mgmt. Respond to any media around infrastructure 	<ul style="list-style-type: none"> Work with SCC, USC, Stockland, LL, SCDL, KCC to review, report and communicate Kawana ripple effect half yearly. Quarterly media article on the performance of the ripple effect on the economy. Work with SCC, USC to get discussion around the key messages of the research paper – Rethinking Sunshine Coast Villages. Maintain focus on traditional 	