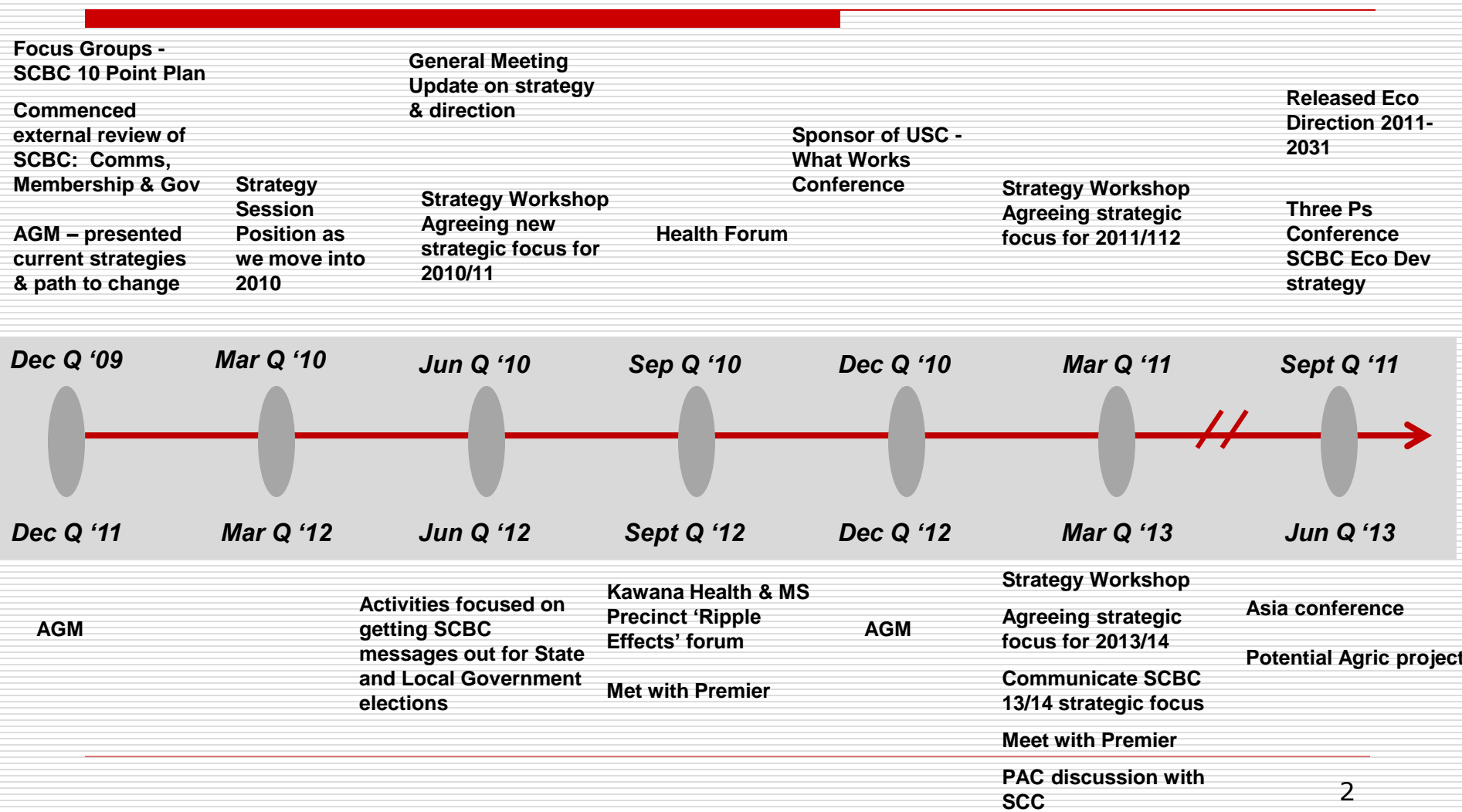


**WELCOME**

**2014 Strategy Workshop**

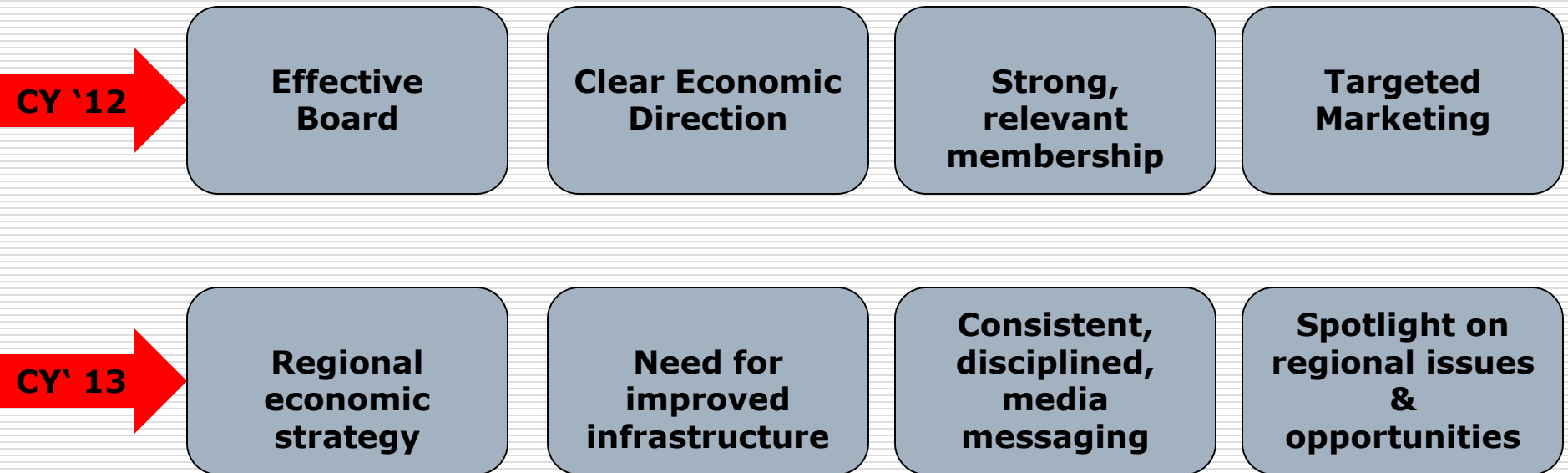
**Thursday 13 February 2014**

# Journey since 2009



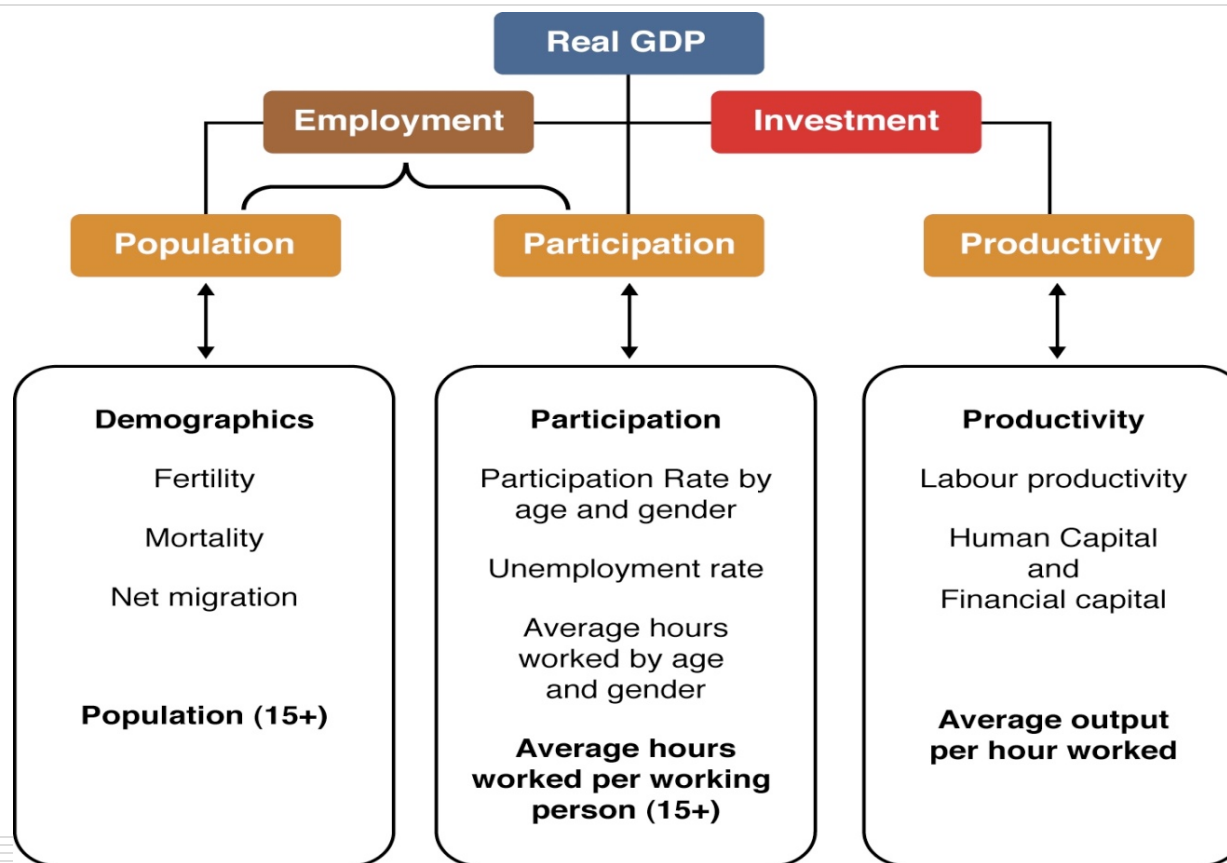
# Strategic Focus over last 2 years

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# Applied National Economic Framework to SC

3Ps and E (Intergenerational Report 2010/SCBC)



# Now turning to 2013/14

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- **Today:**
  - **Listening to our key members on regional issues**
  - **Agreeing regional issues to drive in CY '14**
  - **Agreeing research / leadership focus**

# **Economic Environment Next 12 Months**

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**Prof. Mike Hefferan**

# Regional Issues

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## SCBC Members

# Regional issues suggested by members via email

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- SCBC may want to make a submission on is Employee Share Scheme legislation
- Focus on improved Tourism promotion – both domestic and international
- Focus on tourism icons in the promotion e.g. Australia Zoo, rather than simple lifestyle
- Improved road infrastructure especially from Brisbane
- Improved / increased air services into SC airport – both domestic and international
- Improved rail infrastructure and serviced frequency



# Regional Economic Development Strategy

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- SCC expectations
- SCBC response & approach
  - Youth Forum
  - Agriculture Project
  - Contribution to Regional Tourism Strategy
  - Feedback on key infrastructure projects
- What appears to be happening

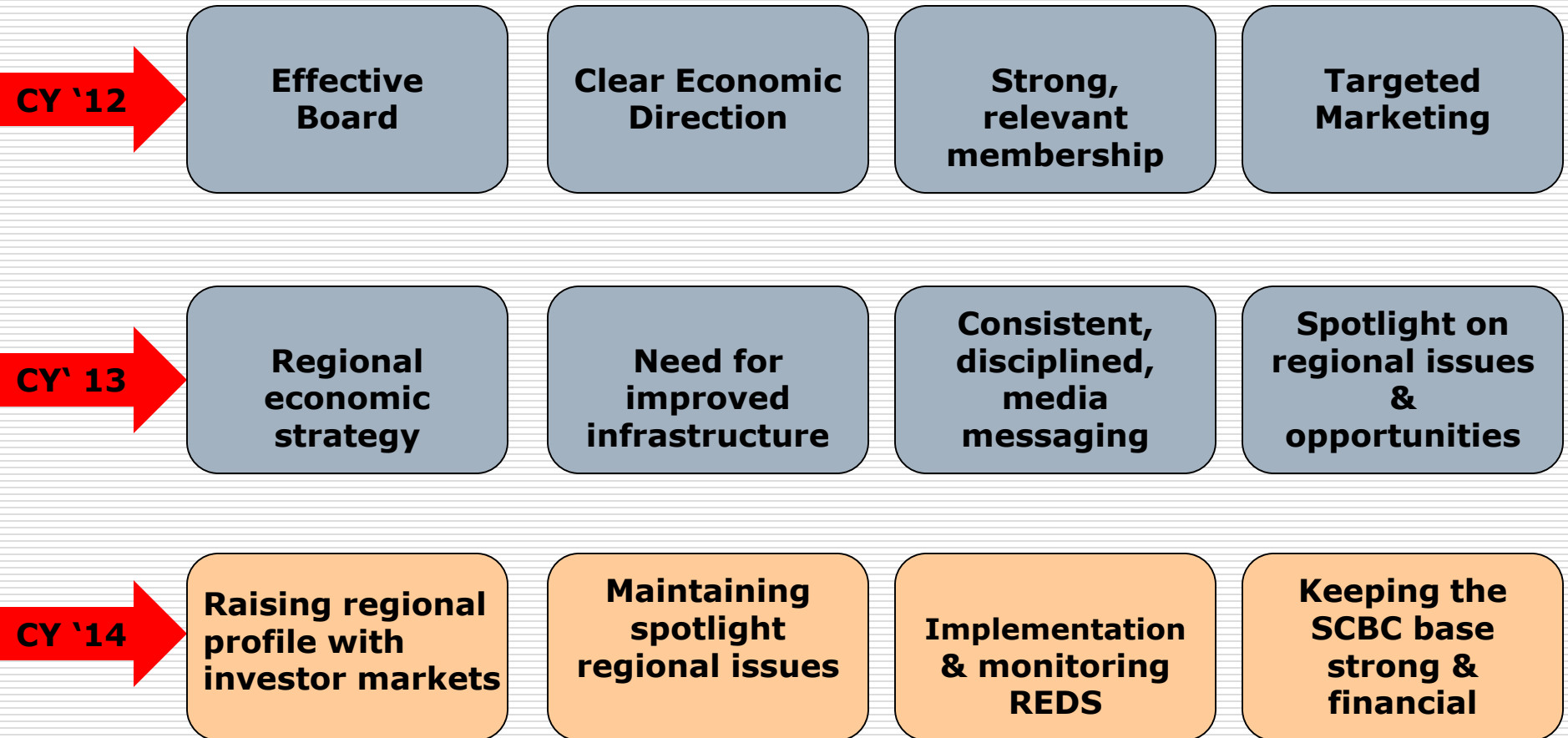
# Agree SCBC Top 3 Issues for 2014

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- Raising regional profile with potential investors
- Maintaining focus on transport & other infrastructure needs
- Monitoring growth & progress of REDS

# Strategic Focus over last 3 years

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# Recap on 2013 research focus

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## **Communicating and actioning**

1. Updating for 2011 census
2. Explanation around measuring FTE
3. Changing Asian Middle Class Demand
4. Investment market survey

## **New Research**

1. Review of status and potential of agriculture on Sunshine Coast
2. Anything else??

# 2014 SCBC Research / Leadership Focus

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- Presentation of Agriculture/agribusiness project (budget already approved \$5k)
- Potential research requirements – 2 Options
  1. Follow up Investment Market Research
  2. REDS Investment Links Between Major Projects and HVIs

## ***OR, ARE WE BETTER OFF IN 2014 DIRECTING FUNDS TO:***

- Getting key speakers into the region
  - Financial commentators
  - Fund managers
  - Key influencers

# 2014 media & communications approach

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## Pro-active

- Engage with members, key stakeholders & media
  - Monthly e-newsletter
  - Face to face visits
  - SCBC events
  - Meetings with politicians / local councils
- Media comments on positive regional economic news to support investment attraction
- Media comments on regional infrastructure projects
  - Maroochy PAC
  - Planning scheme
  - Airport upgrade
  - Bruce Highway upgrade
- Use 'experts' to support SCBC comments where possible

## Re-active

- Respond to media enquiries on issues relating to SCBC charter
- Messages will be aligned to:
  - Economy, investment & employment
  - REDS
- Messages to be balanced and supported by facts

# 2014 draft Marketing Calendar

## JAN - FEB - MAR

Agribusiness stakeholder forum (SCBC / SCC /USC)  
Key Property Industry members boardroom lunch  
(Planning Scheme)  
Monthly e-news  
**Media topics:**  
Jan – Destination Q  
Feb – ABS employment stats  
Mar – Agribusiness, Planning scheme; Maroochy PAC

## APR - MAY - JUN

Youth forum review event (DEWR / SCBC)  
Members boardroom lunch (Investment Theme)  
Monthly e-news  
**Media topics:**  
Apr – Agriculture on the Coast, Planning Scheme,  
Maroochy PAC  
May – ABS employment stats  
Jun – Council budget

## JUL - AUG - SEP

Investment related event (key annual event)  
Monthly e-news  
**Media topics:**  
Jul – Review of REDS Year 1 Actions  
Aug – ABS employment stats  
Sep – Topics on investment

## OCT - NOV - DEC

Women's careers event (if need to raise funds), or  
Members boardroom lunch (Investment Threme)  
SCBC AGM, Christmas party  
Monthly e-news  
**Media topics:**  
Oct –Are we getting economic traction  
Nov – ABS employment stats  
Dec – AGM outcome; Year in Reflection

# Next steps

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- Update website with 2014 strategic focus
- Newsletter to members
- Media release



**Close**

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**Thank You**