



NOOSA COUNCIL'S PLANS TO MEET THE SEQ REGIONAL PLAN

17 JULY 2018

Change is the law of life and those who look only to the past or present are certain to miss the future – *John F. Kennedy*

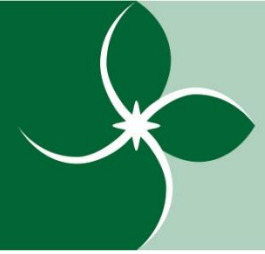
Creating a Context



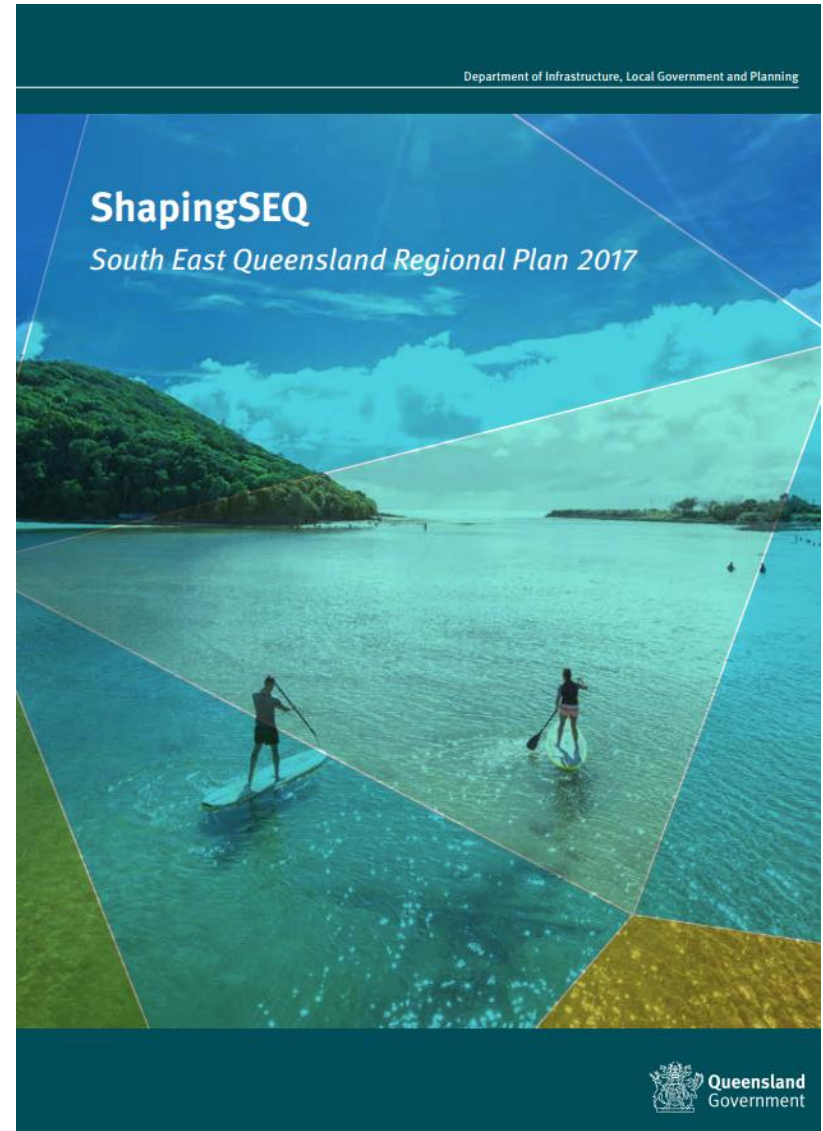
IKEA Job Interview



On a more serious note....



- Direct impacts and expectations
- Indirect impacts and our broader role in SEQ





No significant direct impact on Noosa

- No change to the urban footprint in Noosa
- An additional 9,000
- Primarily “consolidation” around existing towns
- Noosa Council happy with that outcome

	2016	2041	Change
Noosa	54,000	63,000	9,000
Sunshine Coast	303,400	495,000	191,600
SEQ	3,462,400	5,349,000	1,886,600

Job Creation target of 10,600



2015-16	2040 - 41
22,779	33,454

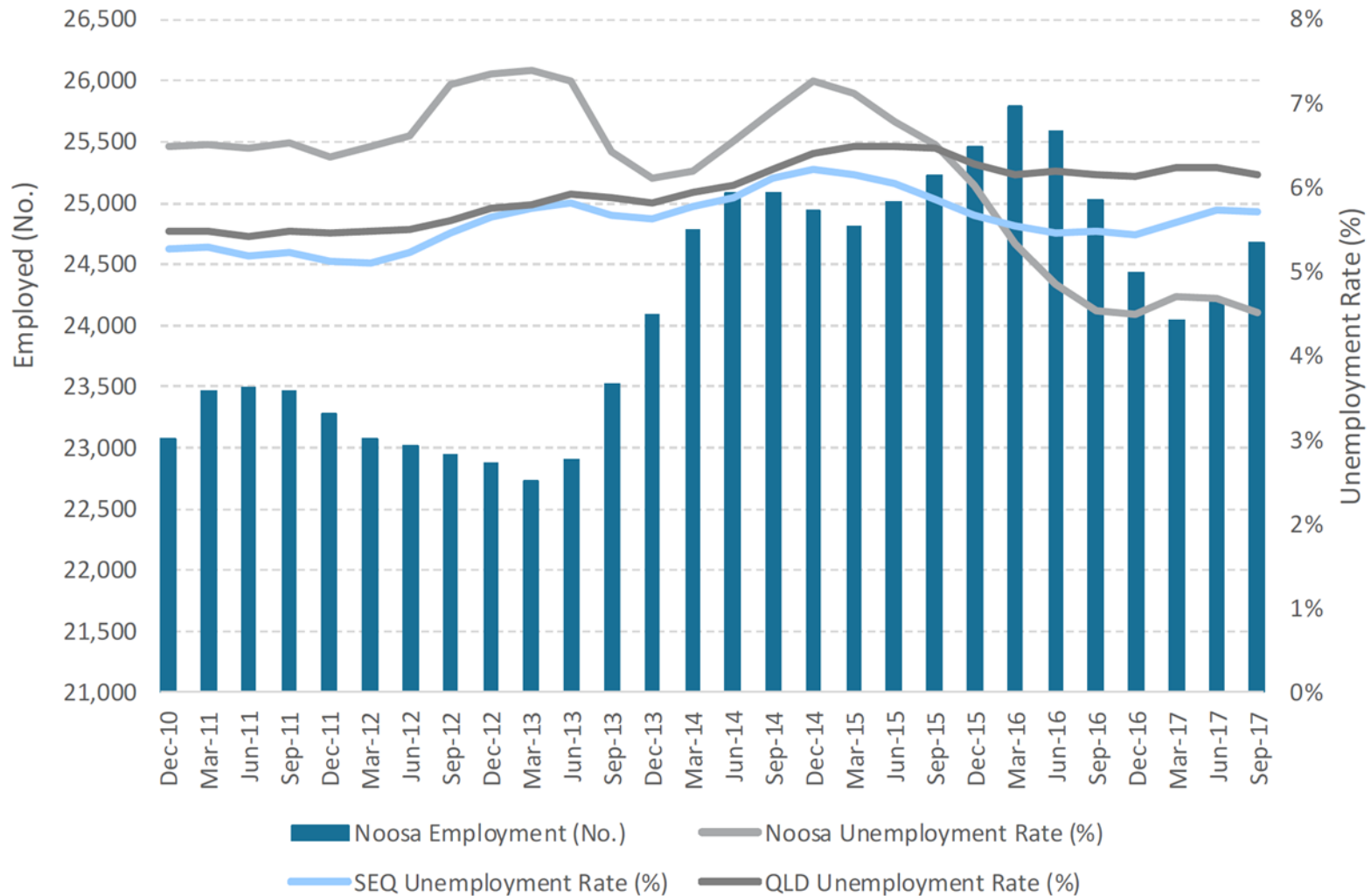
Source – SEQ Regional Plan page 54

- Reconcile to population growth?

Current employment and Unemployment



Figure E.3: Employment and Unemployment Rate, Noosa

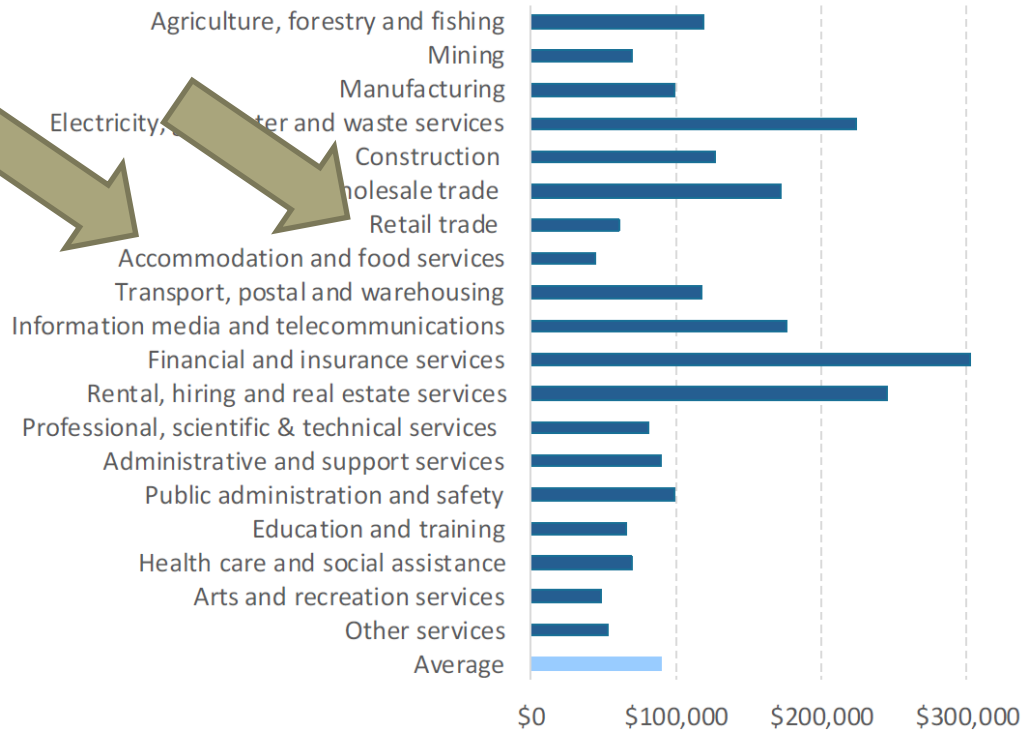


Source: QGSO (2017)

The “hidden element” of employment



Figure 3.4: GRP per Employee (\$'000)

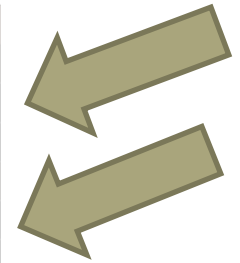


Source: AECGroup (2017)

Table 5.1: Median Total Household and Personal Income

	2006	2011	2016
Household Income (\$/weekly)			
Noosa	\$884	\$953	\$1,191
Queensland	\$1,036	\$1,227	\$1,392
Personal Income (\$/weekly)			
Noosa	\$422	\$506	\$595
Queensland	\$476	\$587	\$660

Source: ABS (2017b)

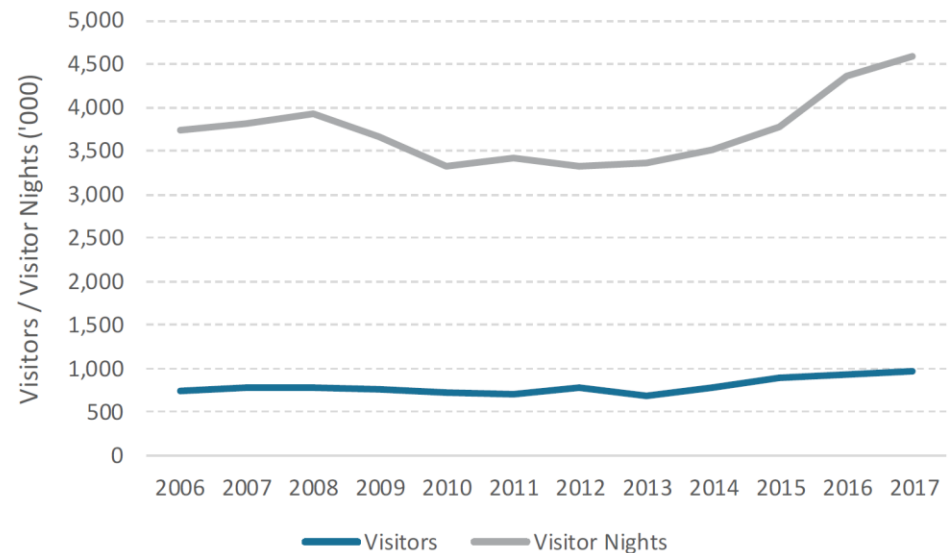


How does this fit with our economic strategy?



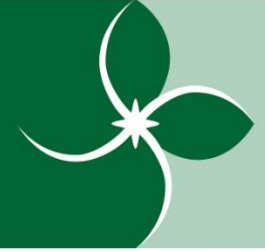
- Diversification beyond tourism
- “Value over volume”
- Key industry focus areas
 - Health and wellness
 - Digital economy
 - Environmental industries
 - Rural enterprise
 - Tourism
 - Creative industries
 - Professional services

Figure E.2: Visitors and Visitor Nights, Noosa

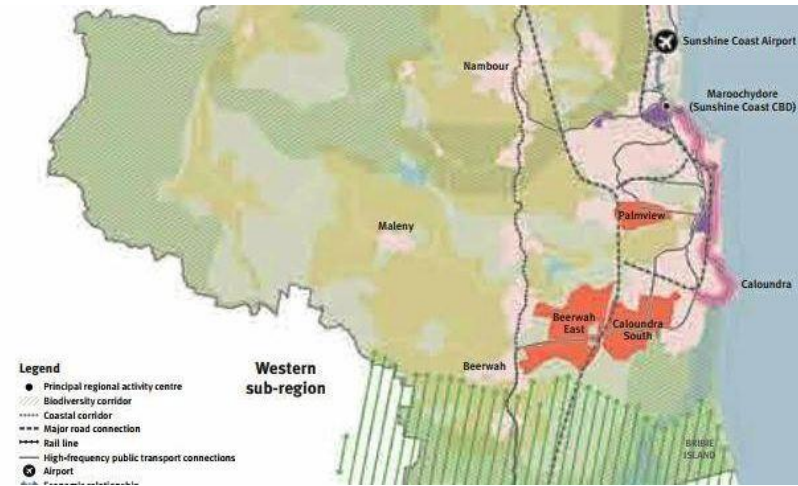


Note: Year ending September.
Source: TRA (2017)

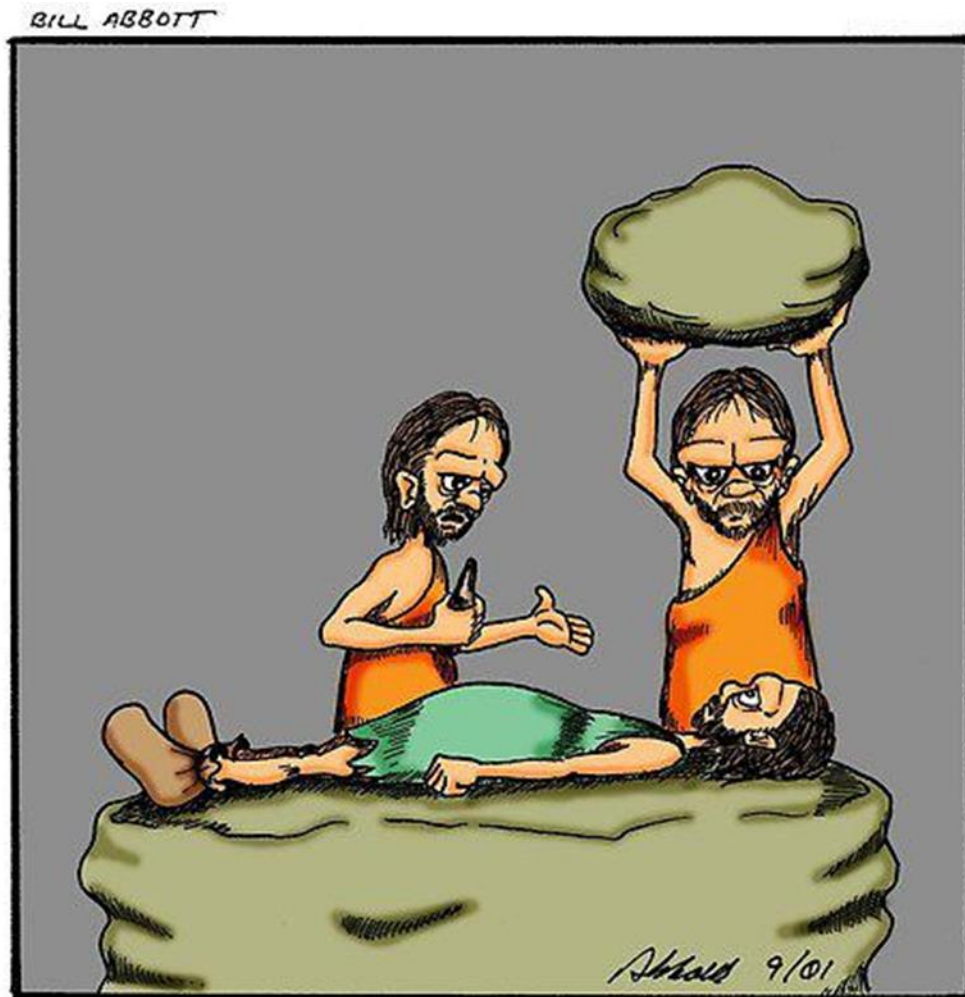
“As one with SCRC”



- Inter-Urban Break
- Upgrade to rail corridor
- Offshore cable protection zone
- Role of Maroochydore as the principal regional activity centre



“What keeps me awake at night”



“...and this is Ralph, your anesthesiologist.”

Transport is an SEQRP Challenge



“Intra”

- Sunshine Coast has major infrastructure (Hospital, Uni, Airport, CBD)
- Not particularly well served by public transport

“Inter”

- More roads is not the answer to the SEQ region's dependence on cars
- Transport orientated development
- Efficient rail and public transport
- Frequency / reliability

Transport plus side



- Transport orientated development in major urban areas is good. Make public transport work
- Chermside example



Indirect impact of SEQ Growth on Noosa



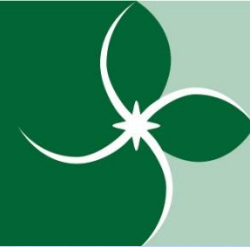
- Noosa's role in SEQ as a lifestyle/holiday destination
- “Relaxation capital of Australia”
- 1.1M current day trippers – economic benefit?
- Traffic congestion
- What will an additional 1.8M people in SEQ mean?

Summary



- Noosa is happy with the SEQ Regional Plan as it recognises Noosa's consistent and unique planning approach
- We can meet the Plan's targets
- SEQ has challenges – transport is the missing link
- Noosa's indirect challenge is the potential growth in day trippers

Questions?



Quote of the Day



“Education is the great engine of personal development. It is through education that the daughter of a peasant can become a doctor, that a son of a mineworker can become the head of the mine, that a child of farm workers can become the president of a great nation. It is what we make out of what we have, not what we are given, that separates one person from another.”

