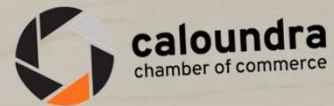


Regional Competitiveness  
Our chance to shape a stronger

# SUNSHINE COAST

LIVE, WORK & PLAY



OPEN

*Welcome*

With the Sunshine Coast  
**POPULATION PROJECTED TO GROW BY 52% BY 2046**  
our region faces the very real challenge of providing:

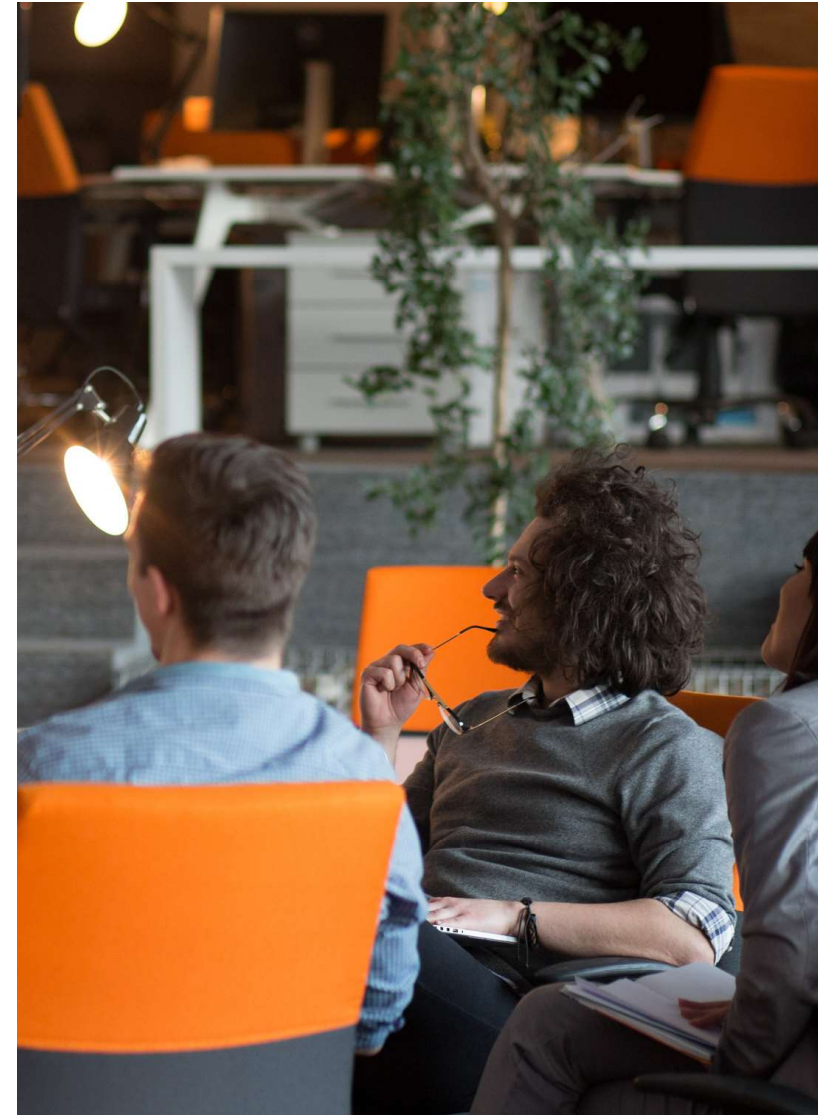


## What do employers and employees currently think of the Sunshine Coast as a place to live, work & play?

In collaboration with the University of the Sunshine Coast, the Caloundra Chamber of Commerce launched the Regional Competitiveness Survey to give busy employers and potential employees an opportunity to engage in time efficient planning feedback.



The data provided insight into how employees and employers perceive the Sunshine Coast's livability and economic landscape and shows what the Sunshine Coast needs to attract and retain a strong workforce that can support our community into the future.





Small businesses employ almost half of the Sunshine Coast's workforce, but

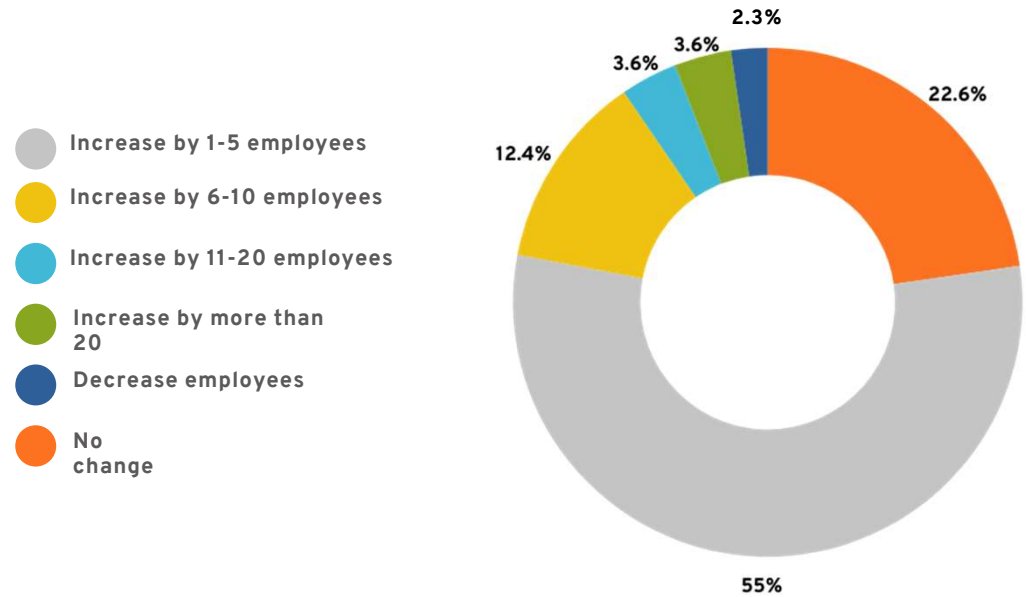
**63% of business owners in this research have never engaged with planning consultation opportunities.**

We must increase engagement across all sections of our community to avoid a misalignment between feedback and long-term community needs.



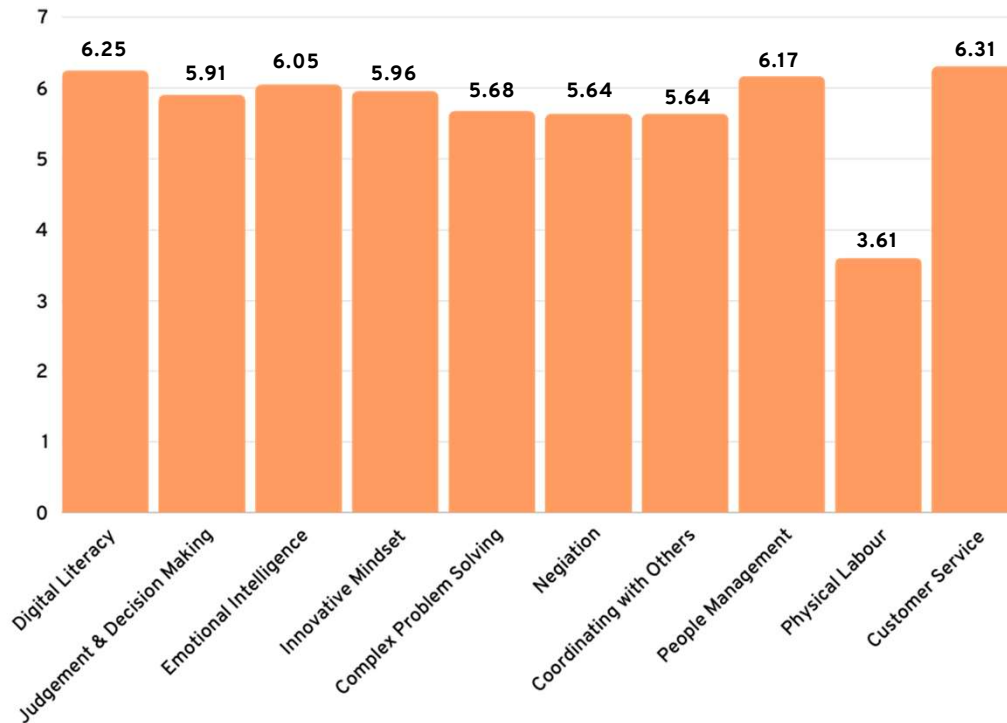
# BUSINESS CONFIDENCE

Sunshine Coast businesses are primed for growth, with 75.1% looking to expand their business. This demonstrates an optimistic outlook on the region's business forecast and will be the foundation upon which the region's future prosperity will be built.



# EMPLOYMENT

The skillsets in new employees that Sunshine Coast business owners will require over the next five years have changed. Digital literacy, people management, emotional intelligence, and customer service will be the most sought after skills, while physical labour is the least in demand.



# EMPLOYMENT GROWTH IN OUR REGION

By 2025-26, Sunshine Coast is projected to experience the second fastest increase in employment in Queensland. It is projected to comprise 7.0% of the state's workforce.

Region	Growth (%) between 2021-22 and 2025-26	People employed in 2025-26
Wide Bay	13.6	133,252
Sunshine Coast	12.5	203,940
Townsville	12.0	134,375
Central Queensland	11.5	138,831
Moreton Bay - South	10.4	73,983
Toowoomba	10.4	85,456
Moreton Bay - North	9.9	94,207
Logan - Beaudesert	9.3	142,093
Brisbane	7.8	1,030,194
Cairns	7.5	142,446
Ipswich	5.9	157,674
Far North	4.5	12,590
Outback - North	2.7	22,310
Mackay - Isaac - Whitsunday	2.3	114,384
Gold Coast	2.2	348,444
Outback - South	-0.5	9,036
Darling Downs - Maranoa	-0.9	70,207



# IDENTIFYING THE BARRIERS

## Building a Competitive Region

Employers and employees believe the Sunshine Coast needs to improve housing affordability and availability, transport and livability to attract a strong workforce, foster sustainable business growth and ensure a prosperous future for the community.

### EMPLOYERS



HOUSING



TRANSPORT



LIVING

### EMPLOYEES



LIVING



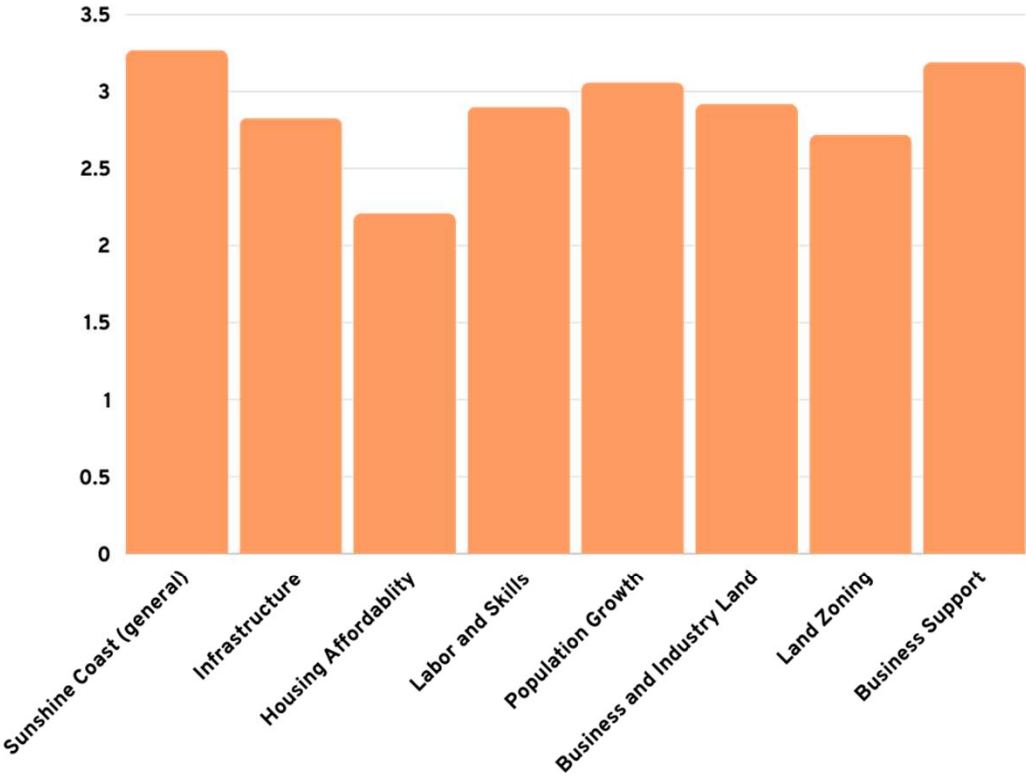
HOUSING



COST



# PERCEPTIONS OF GOVERNMENT SUPPORT



## THREE AREAS OF MOST CONCERN



Housing



Infrastructure



Land Zoning

The research shows employers hold moderate to low perceptions of the amount of Government support given to the Sunshine Coast.

# KEY TAKEAWAYS



Housing affordability will be a critical determining factor for families across Australia in the coming years. The Sunshine Coast has the opportunity, through comprehensive urban planning strategies and developer collaboration, to position itself as a desirable AND affordable destination.



Respondents identified a lack of social spaces where individuals can gather and connect beyond their homes. These “third spaces” like community centres, live music venues, cafes, arcades, art galleries, bars, and pubs play a crucial role in the development of social hubs that bring people together, encourage friendships, and enhance a sense of belonging within the local community.

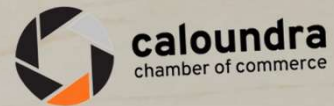


Addressing transportation infrastructure, commute times and accessibility to Brisbane was identified by many respondents as common issues. Proactively investing in training programs that nurture the skills required by employers will help attract the desired workforce, as well as retain the youth of the Sunshine Coast, who traditionally look elsewhere for opportunity.

Regional Competitiveness  
Our chance to shape a stronger

# SUNSHINE COAST

LIVE, WORK & PLAY



OPEN

*Welcome*