



**SCBC THINK TANK SERIES 7 – In partnership with UniSC, TAFE, Sunshine Coast and Noosa Councils
DRAFT 2 - ADVOCACY ACTION PLAN**

WHAT PEOPLE LOOK FOR WHEN MAKING A CHANCE

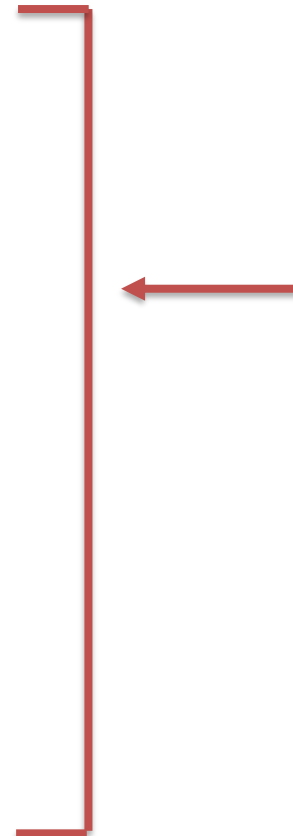
An environment that addresses many factors

Growth region (economic & sustainable)
Community
Job opportunities across industries, competitive salaries
Availability and affordability of housing
Quality education and health facilities
Transport
Connectivity
Safety
Innovation matters
Entertainment – nighttime economy (live, work & play)
Environment and liveability
... A happening place

Must have

Affordable housing / accommodation
Good jobs, careers
Transport - access

As many as possible of these factors



ADVOCACY ACTIONS - HOUSING

1. SCBC, working with TT 7 attendees across industries, to meet with SCC and Noosa Council Mayors and CEOs to outline the focus and objectives of SCBC TT 7 and the subsequent recommended actions to:

- work more collaboratively, and with open mind, with developers/investors/industry groups to agree ways to effectively address housing availability and affordability over short, medium and long term – with key measures in place to monitor progress
- consider the merits of developing a shared vision around regional housing affordability which is then reflected in both LGAs housing and homeless strategies
- consider strategies such as activation of vacant space in off peak times (homestays and hotel accommodation) that may be suitable short term, safe and appropriate student accommodation in key periods of student arrival to commence studies, as well as in the medium and long term

Action: SCBC to write a letter to both Mayors and CEOs outlining the key points above and seek a meeting with Mayors and CEOs. Meeting attendees will include representatives from the education providers and industry.

Due date: Letter to go out by 31 August, seeking a meeting by 8 September 2023 in time for SCBC Regional CEO Lunch on 15 September.

2. UniSC has advised purpose-built student accommodation (PBSA) is included in the proposed Master Plan Application due to go before the University Council by end CY 2023.

Action: SCBC to enquire whether the master plan is flexibly designed to be able to be split between PBSA and hostel and to also integrate 'staff quarters' into their design to ensure accommodation is not a deterrent for students and academic Staff in the future.

Due date: Letter to go to the Chancellor and Vice Chancellor of UniSC by 8 September 2023.

Ongoing Advocacy (BAU)

SCBC (working with industry partners) to continue to lead industry-based advocacy to State Government, SCC and Noosa Council:

- Making the case for planning schemes to support and enable growth in line with economic and other strategies
- Increase land supply and ensure options for future growth area (currently below SEQ Regional Plan target)
- Respond to recently released draft of SCC Housing and Homelessness Action Plan 2023
- To support UniSC Master Plan through the SCC approval process – with the objective of reinvigorating the Campus and activating vacant spaces.

ADVOCACY ACTIONS - TRANSPORT

Working with Dept TMR and both regional councils to provide input into the Northern Corridor Integrated Transport Strategy to ensure:

- Current and future State transport strategies will support and enable regional councils' population and economic growth strategies
- Reflect the needs of the geographically dispersed regional communities need to efficiently access services and employment
- Provide the level of servicing frequency and connectivity between regional communities and major economic and employment precincts - now and into the future.

Action: SCBC, CCC, UniSC and TAFE to coauthor a letter to SCC Mayor and DTMR asking for clarity on the points above.

Due date: Report back by 30 September 2023.

Ongoing Advocacy (BAU)

SCBC (working with industry partners) to continue to lead industry-based advocacy to State Government, SCC and Noosa Council specifically on:

- The importance of a modern Mass Transit Strategy to the regional economy.
- That any holistic transport strategy must include the Noosa LGA.
- The importance of heavy rail between Brisbane and Maroochydore City Centre to better connect and activate the region and city centre.
- The need for improved transport modes to key areas such as Sunshine Coast University Hospital Precinct, UniSC and TAFE and Sunshine Coast Airport.

ADVOCACY ACTION – SECONDARY SCHOOL EDUCATION AND AWARENESS OF UBIQUITOUS DIGITAL TRANSFORMATION

- 1. Advocating to Queensland Department of Education** regarding the need and benefits of greater flexibility in the secondary school curriculum to allow regional state high schools to provide targeted teaching and learning covering technologies and digital transformation within industry and jobs - changing the way the economy, industries and businesses operate - driving innovation, careers and job opportunities, directly and indirectly. Exposing teachers and students to industry changes, getting students job ready to help close the skills gap in areas of the emerging and changing industries, making communities more resilient and delivering on Digital Strategy promises.

Action: *Natasha Wicks, Caloundra High School and Brady Sullivan, Caloundra Chamber of Commerce to collaborate to prepare submission and meet with the Queensland Department of Education.*

Due Date: *Submission to be prepared and meeting to be in place by 30 October. 2023. First touch point by 30 September 2023 on progress.*

- 2. USC, TAFE, councils and tech and high manufacturing industries to collaborate to:**

- map (high level only) current regional entities, events, resources and courses, contributing services and/or knowledge in the area of digital transformation
- identify how entities can better work together to provide a more coordinated and cohesive approach to reach students, parents and community
- fund a short video – for YouTube and websites - explaining how digital transformation changes the way industries do business and creates new career and job opportunities and demonstrates Sunshine Coast’s digital credentials (provide new perspectives and case studies). Should be of a quality to be used to pitch to potential investors.

Action 1: *Brady Sullivan, Caloundra Chamber of Commerce to collaborate with USC, TAFE (Angela Lisle) and Councils to progress above points.*

Due Date: *Report back on ability to undertake all 3 points by 20 September 2023.*

Action 2: *SCC Eco Development to continue to work collaboratively with Industry Groups such as the Sunshine Coast Tech Industry Alliance (SCTechIA), CI-ISAC, local ICT businesses and international and national ICT businesses operating in the region such as Next DC and Maropost to seek their brand to support and promote talent attraction, retention and development initiatives that build regional capability.*

Due Date: *Report back on outcome by 30 September 2023.*

ADVOCACY ACTION – SECONDARY SCHOOL EDUCATION AND AWARENESS OF UBIQUITOUS DIGITAL TRANSFORMATION

3. **Coordinating marketing activities within schools (primary and secondary)** to increase industry exposure to teachers, students and parents around market and industry changes being driven through digital technologies and highlight how students can benefit.

Could include industry speakers attending school events, teachers getting more involved in relevant industry events, short industry and digital awareness videos available in school libraries or collaborative excursions across the region etc.

Explore ideas such as teachers working in industry during school holidays to gain digital transformation and tech exposure, offer student immersion days (perhaps during school holidays) and using technology to introduce teachers and students to job pathways.

Action: *Natasha Wicks Caloundra High School and Tracy Coobula Study Sunshine Coast to prepare a range of draft marketing ideas and execution for further discussion and testing with TT 7 participants.*

Due Date: *Draft to be available by 31 October 2023.*

We acknowledge . . .

- Curriculum and teachers are time short.
- Need to better inform, educate and skill students (and parents) throughout their late primary and early secondary schooling of emerging career areas being driven by digital technologies.
- Must commence as early as possible in students schooling so when they enter high school, they are better prepared to shape their subject choices.
- Essential to get tech and high manufacturing businesses committed to developing tech skills and create interest in innovation and our digital future.

BUILDING ESSENTIAL CONNECTIONS AND AWARENESS

Advocating to Sunshine Coast Council and Noosa Council - the need for both councils to come together and present a consistent and modern face of **community, sustainability, progress and innovation** to the World when promoting the Region's 'unique fabric' encompassing culture, health and lifestyle, housing, growth, change and opportunities, education, training and learning – for the purpose of attracting talent to the region

This will require both councils working together, with industry and with the other levels of government.

Action: *UniSC and SCBC to discuss the TT recommendation with both councils, outlining the expected benefit from having complimentary regional branding and positioning elements to reinforce the innovative, forward thinking and contemporary regional economy and community.*

Due Date: *to report back with initial comments by 31 October 2023.*

Themes discussed . . .

- Doing it together and not piecemeal.
- Together we are stronger proposition.
- Promote the culture, values and benefits of living in the Region.
- Promote what makes us unique – community and what it means.