


Sunshine Coast Council

Investment Attraction

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Economic & Community Development



Where we
have come
from...

to where
we hope to
go

2013*

A **\$13.8 billion**
economy

High value industries
provide **59,000**
employment
opportunities

13.6% of goods and
services produced
for export outside
the region

Household income levels
22.3% below the
State average

2017/18 estimate

A **\$17.3 billion**
economy

High value industries
provide **74,693**
employment
opportunities

16.4% of goods and
services produced
for export outside
the region

Household income levels
9.1% below the
State average

2022/23

A **\$20.9 billion**
economy

High value industries
provide **91,847**
employment
opportunities

18% of goods and
services produced for
export outside the region

Household
income levels
4.8% below
the state average

2033 Aspiration

A **\$33 billion** economy

High value industries
provide **100,000**
employment
opportunities

20% of goods and
services produced
for export outside
the region

Regional household
income levels to **exceed**
Queensland household
income levels

More specifically – how are we travelling in the “business” investment space

Since founding Invest Sunshine Coast in 2014, Council has claimed investment support to business that has delivered a Total Economic Impact (direct and indirect) of \$5.3bn and 23,939 new FTE jobs

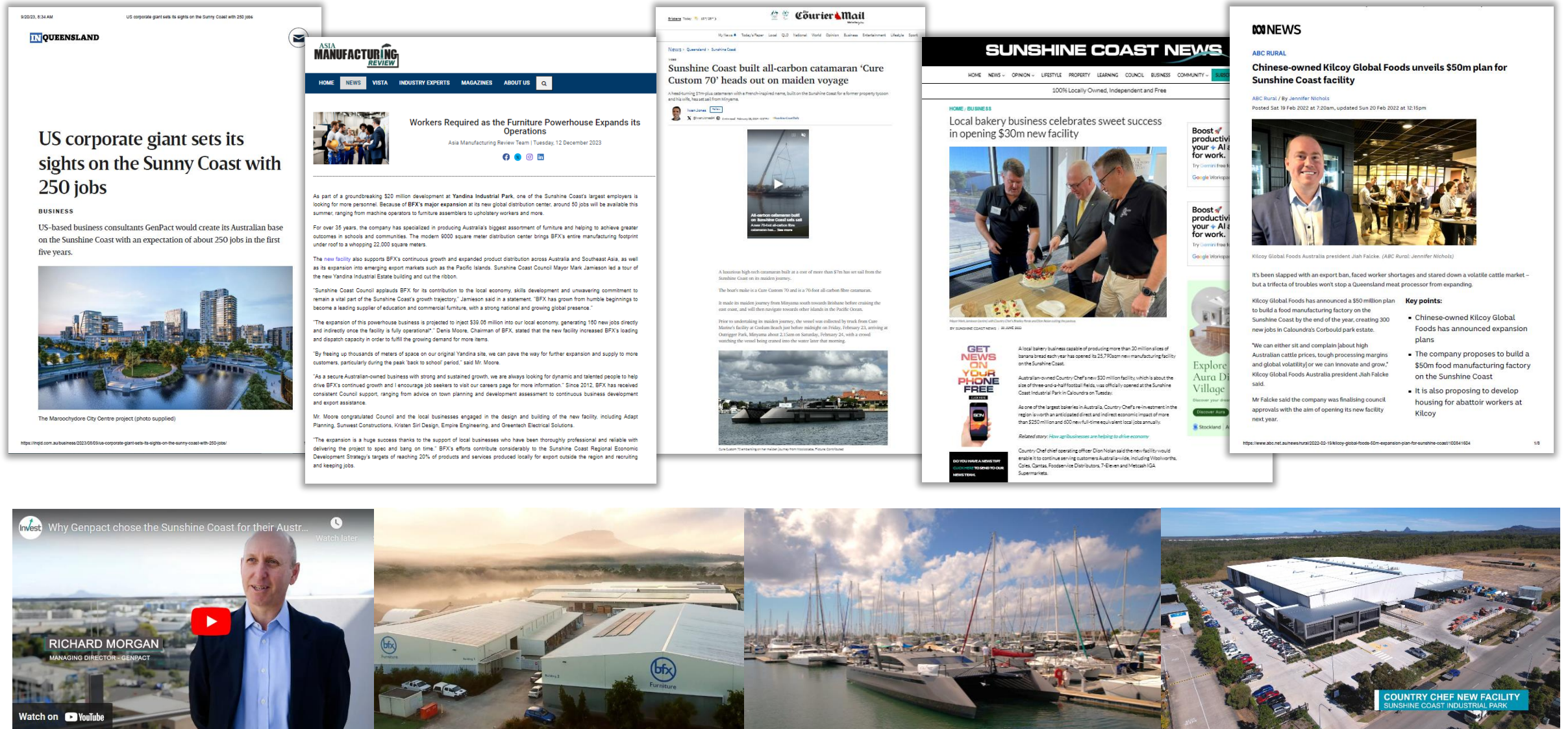
| Service | Target 2022/23 | Actual 2022/23 | Result 2022/23 |
|-----------------|----------------|------------------|---------------------|
| Economic Impact | \$250 million | \$388.96 million | +55.6% above target |
| New FTEs | 1500 jobs | 1897 jobs | +26.5% above target |

Note: figures are claimed via a comprehensive process and supported where appropriate with public statements for clients.

These figure are for the Economic Development branch and therefore include both Investment Attraction Unit activities and those of the Major Event Unit.



Some highlights from 2023/24



A man with a balding head and light skin, wearing a dark blue suit jacket over a light blue button-down shirt, stands on a rooftop. He is looking slightly off-camera to the right with a faint smile. The background shows a cityscape with various buildings, greenery, and distant mountains under a clear sky. A white wall is visible behind him to the right.

RICHARD MORGAN

MANAGING DIRECTOR - GENPACT

A few challenges



**Rising
construction costs**



**Industrial
land shortage**



**Office
space shortage**



Housing



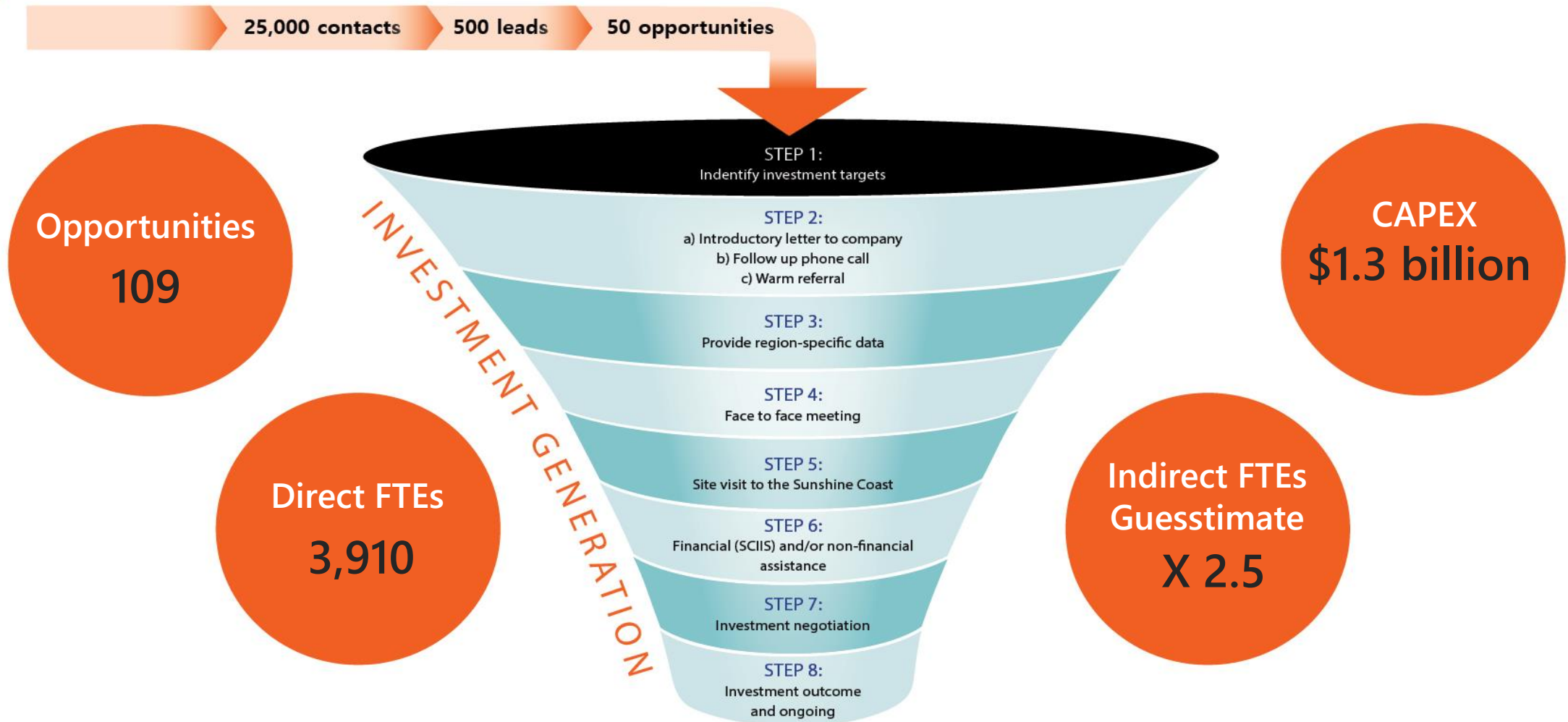
Transport



Talent

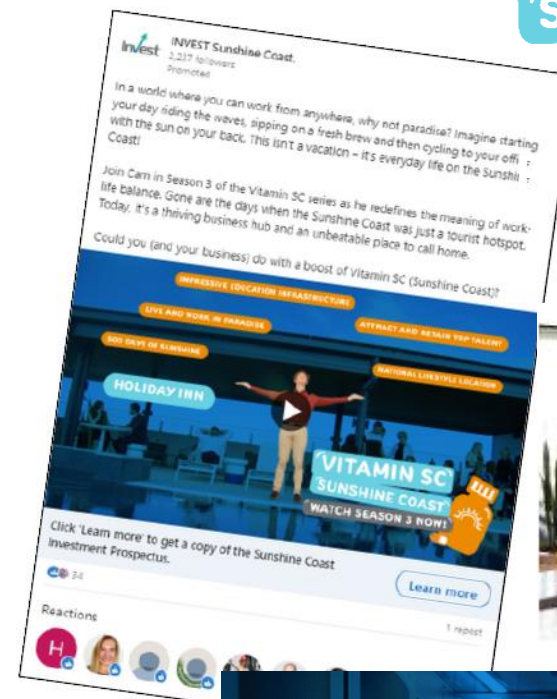
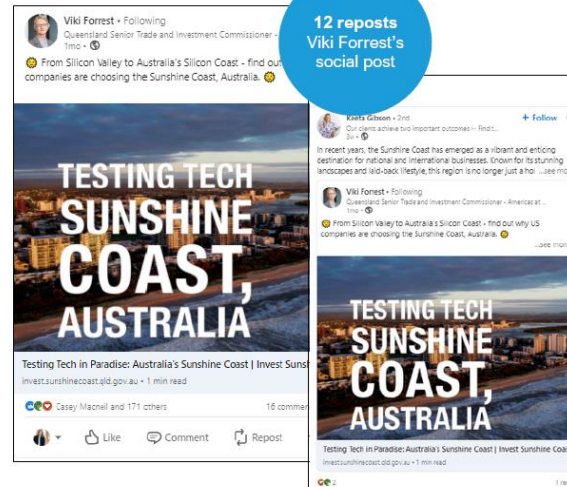
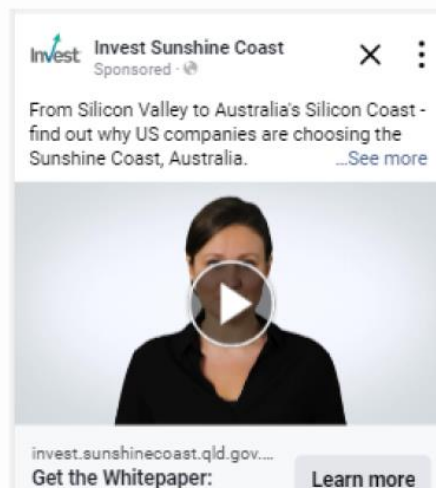
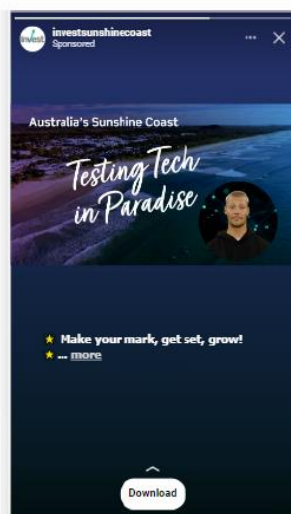
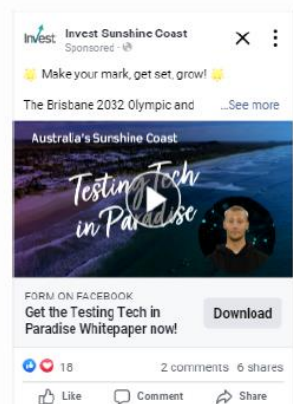
The investment sales funnel

But we remain optimistic – with a strong population growth and business investment pipeline to support



Testing Tech in Paradise

Meta + LinkedIn



Council investments

Business investment aside, Council continues to invest significantly in community infrastructure



**In the pipeline:
Caloundra Aerodrome and 50 First Avenue**

- ❖ **20% weighting for local business suppliers in procurement**
- ❖ **\$89.2 million of total available purchasing spend for the second quarter of 2023/24 went to local businesses**





Focus areas for council

- **Sunshine Coast International Broadband Network Leverage Program**
- **Internationally Branded Full-Service Hotel Investment Action Plan**
- **International and Trade Action Plan and Implementation**

Key priorities going forward

with State Government



Hotels

Establishment of a State Government Accommodation Development Fund to drive hotel investments



Manufacturing

Funding for an Advanced Manufacturing Demonstrator Hub



Turbine

Funding for the 'Turbine' project



Innovation

Funding for an Innovation Precinct

How to proceed from here

- Sunshine Coast Regional Economic Development Strategy to 2033 and we remain committed to the aspirational goals
- Success has always been in the execution
- Execution can only be improved with more alignment of industry and government
- We always want to hear more on how we (Council) can work with industry, but still fulfill the roles council is entrusted by the community to deliver
- I welcome your feedback and engagement with the Economic Development team – please reach out to Chris or myself to have that discussion



Thanks for your time



invest.sunshinecoast.qld.gov.au