



SCBC Key Focus Areas for CY 2021

5 FOCUS AREAS remain consistent

1.	Growing and diversifying the economy to create jobs across all sectors and age groups, with a focus on youth and older Australians.
2.	Driving digital transformation leveraging the regional ICT infrastructure (5G, NBN rollout and international submarine cable).
3.	Next Generation Planning Scheme – to effectively and efficiently shape the future land use and development for Sunshine Coast.
4.	Maximise investment in regional infrastructure and areas of capability strengths to deliver ‘ripple effect’ economic growth .
5.	Advocacy - within the community, government and private investors – speaking with one voice’ to champion the Sunshine Coast Region, growth potential, infrastructure needs and funding/investment requirements and opportunities.



Regional growth opportunities

Digital transformation of regional industries

Maximising regional benefit from significant infrastructure investment

- SC Health Precinct, Undersea Cable, Maroochydore CBD

New Planning Scheme including – vision, transparency, community engagement

- Sunshine Coast Urban Corridor (Maroochydore to Caloundra – Council’s identified focus area for infill development and employment growth)
- Land supply and land use
- Affordable and social housing
- Economic development and business facilitation
- Business and community engagement

Regional growth hubs

- Sunshine Coast Airport - Freight and Logistics Hub
- Smart Food and Beverage Manufacturing Hub



Major regional investment areas

Integrated Regional Transport Strategy

North Coast Connect – Faster rail from Brisbane to Sunshine Coast

Master Planned Communities – demand, housing affordability

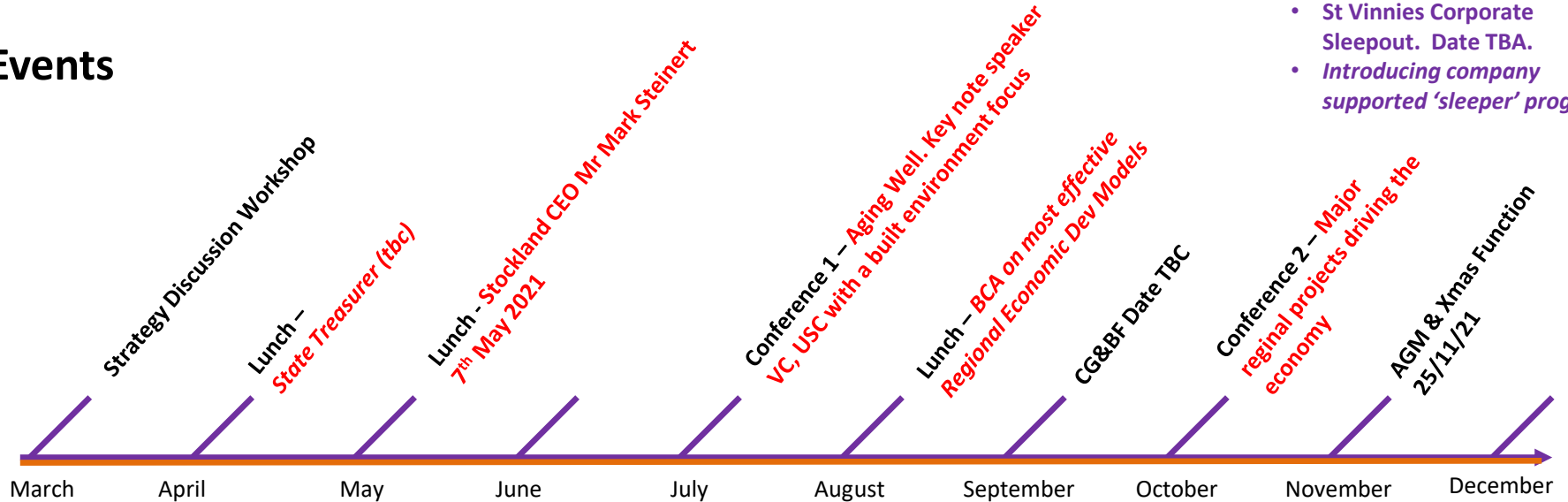
- Aura
- Palmview
- Yaroomba

SEQ City Deal with agreed infrastructure projects and timing

Tourism infrastructure e.g. Convention, Exhibition and Entertainment Centre, Resorts etc

Proposed forums and events

Events



SCBC Community Program

- St Vinnies Corporate Sleepout. Date TBA.
- Introducing company supported 'sleeper' program.

Digital Transformation
Next Step Workshops covering 5 actions to be completed by 31/5

Forums

Series 5 Think Tank Sessions

Preparing industry input into SCC New Planning Scheme (PCA, UDIA & MBs)

TT S5, S1 Mon 26/5	TT S5, S2 Mon 28/6 or Mon 5/7	TT S5, S3 Mon 26/7
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Research focus to remain on:

1. New Planning Scheme
2. Transformative digital technologies across industries and building scale around ICT & Cyber Security
3. Regional hubs (regional capability & focus)