

RETAINING THE ESSENCE AND VIBE OF A FAST-GROWING REGION

Conference

Thursday, 5 February 2026



The Sunshine Coast is **one of Australia's fastest-growing regions**, driven by major city-shaping projects like Maroochydore City Centre.

A **70% population increase** over the past 20 years, strong net migration and a **\$20B+ economy** are set to continue, with another 200,000 residents forecast by 2041 and economic growth averaging 4.2% per year.

Vibe

A distinctive feeling or quality capable of being sensed.
A person's emotional state or the atmosphere of a place as
communicated to and felt by others.

Essence

The intrinsic nature or indispensable quality of something, especially something abstract, which determines its character

So put simply, vibe is what you feel. Essence is why you feel it.

RICH HERITAGE, BUT NO INTEGRATION WITH PUBLIC REALM
DEGRADED COMMERCIAL STOCK



PARRAMATTA IN THE EARLY 2000s

PARRAMATTA SQUARE TODAY



DISCONNECTED FROM MELBOURNE CBD & COLLINS STREET NO ACTIVATION OR PEDESTRIAN ACCESS



COLLINS SQUARE TODAY



TIRED AND DEGRADED PUBLIC PLAZA DISCONNECTED FROM ADELAIDE CBD



ADELAIDE RIVERBANK 2016



FESTIVAL TOWER TODAY





SUNSHINE COAST ARENA

Artist Impression

Match each panellist to the job they wanted as a child

Phil Schoutrop
BUCHAN



Debra Robinson
SUNSHINE COAST COUNCIL



James Tuma
URBIS



Mike Day
HATCH ROBERTSDAY



NATIONAL GEOGRAPHIC
PHOTOGRAPHER



PIRATE



PROFESSIONAL
RUGBY PLAYER



NURSE