



Sunshine Coast LGA Economic Performance and Transformation: 2013-2025

Research conducted on behalf of
**Sunshine Coast Business Council &
RDA Moreton Bay & Sunshine Coast**

**September 2026
FINAL**



**LUCID
ECONOMICS**

Project Overview

Purpose

The purpose of this project is to provide a high-level evidence-based assessment of the Sunshine Coast's economic performance and transformation since 2013, identifying key gaps, risks and opportunities to inform future regional advocacy priorities for the Sunshine Coast Business Council and the RDA Moreton Bay & Sunshine Coast. This document is not a strategy but an objective analysis of various economic and industry key indicators and metrics.

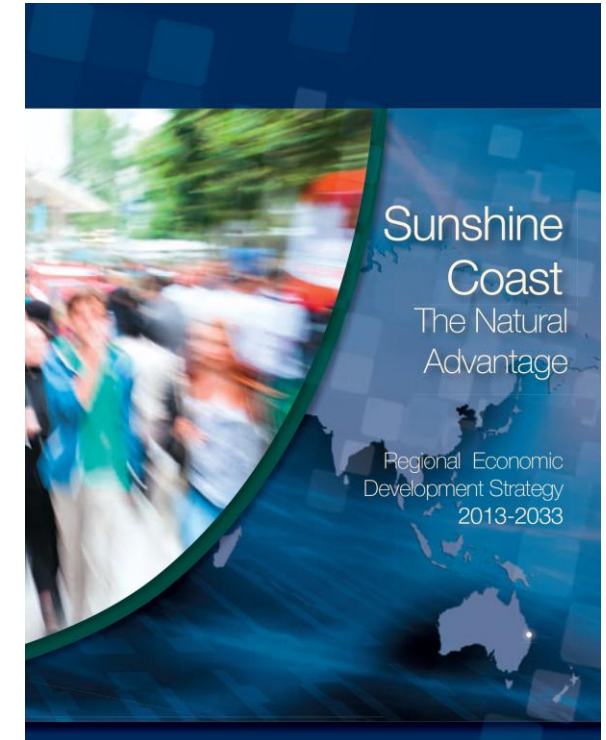
Research Agenda

The research includes:

- Analyse the Sunshine Coast economy¹ since 2013
- Identify high-level economic impacts from the Regional Economic Development Strategy (REDS) original 'game changer' projects
- Benchmarking assessment with other parts of SEQ (and beyond)
- Current state and competitiveness of the Sunshine Coast
- Potential future investment areas

Strategic Context and the REDS

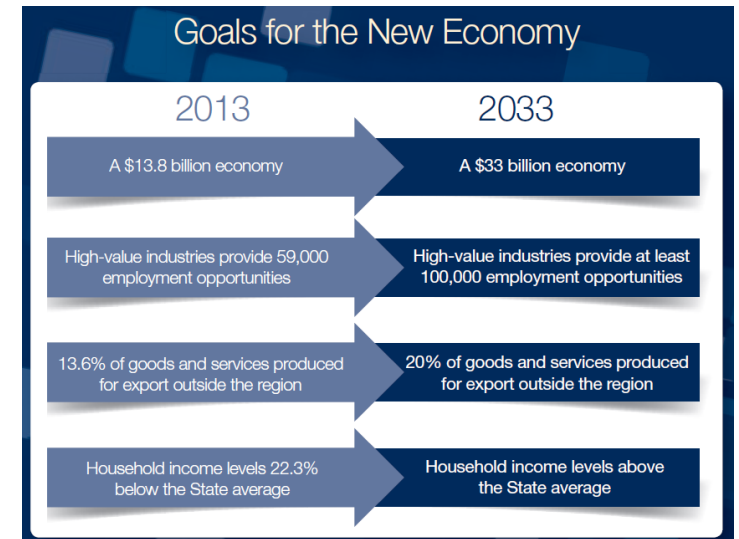
- In **March 2008**, the former Caloundra, Maroochy and Noosa Shires were amalgamated to form the Sunshine Regional Coast Council
- In **April 2012**, after the LNP State Election win, the Friends of Noosa group formally prepared a proposal to de-amalgamate from the Sunshine Regional Coast Council
- In **March 2013**, Noosa residents voted to de-amalgamate
- In **September 2013**, the Sunshine Coast Regional Council formally adopted the Regional Economic Development Strategy (REDS)
- Noosa de-amalgamated and in **January 2014**, the Noosa Shire Council was re-established
- The REDS created an aspirational 20-year vision...
In 2033, the Sunshine Coast is a prosperous, high-value economy of choice for business, investment and employment – while offering an enviable lifestyle and environment
- It sought to create a ‘**new economy**’ that would be built on strong leadership, essential infrastructure, high-value industries, a globally facing economy and strong talent and skills



Strategic Context and the REDS

- The **‘new economy’** would alter many of the (then) current characteristics of the economy in order to make it more resilient and globally competitive. This **economic transition** was a major focus of the REDS and is explored through this research
- The REDS established **four clear aspirational goals** for the ‘new economy’ in 2033:
 - \$33 billion economy
 - High-value industries provide at least 100,000 jobs
 - 20% of goods and services produced for export
 - Household income levels above the State average
- As of the 2023 REDS Refresh, the region was on target to achieves these goals

Current Economy	New Economy
Reliant on population growth	Built on investment and employment opportunities
Narrow, population-driven industry base	Higher-value, broadened industry base
Predominantly small business base	Diverse mix of small-to-large businesses
Lifestyle business culture	Growth-oriented, pro-business culture
Local market consumption focus	Demand-driven economy responsive to national and global markets
Lifestyle tourism identity	Recognised, competitive investment location
Concentration of low-value adding employment	Increased, high-value employment options
Low retention and attraction rates for skilled and productive workers	High retention and attraction rates of talent and skills
Low community participation in economic development activities	A community which is engaged with, and embraces, worthwhile economic development



Performance of the Sunshine Coast Economy Since 2010²

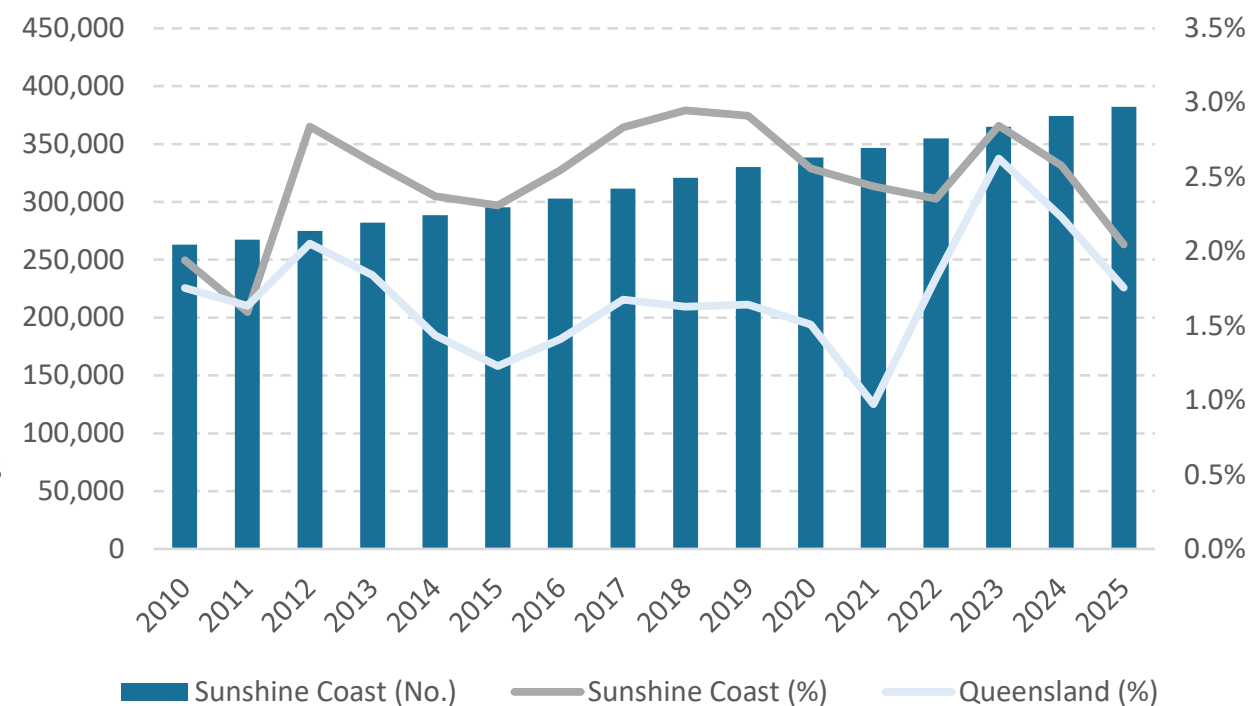
Information and Data Analysed

- This section investigates following data:
 - Population
 - Gross Regional Product & Industry Contribution
 - Employment by Industry
 - Productivity (as measured by Gross Regional Product / employee)
 - Labour Force and Unemployment Rate
 - Median House Price and Sales
 - Tourism Visitors, Expenditure and Economic Contribution
- These points were selected based on the availability of data and the specific insights these data points can provide in terms of changes in the local economy.
- Collectively, these data points provide insights into the structure of the Sunshine Coast economy over time, allowing us to identify whether the economy has changed, the extent of that change, and the degree to which it is progressing towards the aspirational 'new economy' envisioned in the REDS.

Sunshine Coast Population Growth

- Population has grown from 282,000 in 2013 to 382,000 in 2025, averaging 2.6% growth per year, faster than the State
- Prior to COVID-19, population growth was primarily driven by internal migration³ (~70% of growth)
- Post-COVID, overseas migration has increased significantly (~40% of growth, ~50% of growth due to internal migration)
- Population growth is slowing, which will have implications for economic growth
- While older than the State (43 versus 38 years), the Sunshine Coast's median age remained unchanged between 2016 and 2021. Population age influences household spending patterns, with older households consuming differently to young families
- Population growth supports economic growth through increased demand for retail, education, healthcare, housing and other local services.
- As identified in the original REDS, traditionally, the region has relied significantly on population growth to fuel economic growth

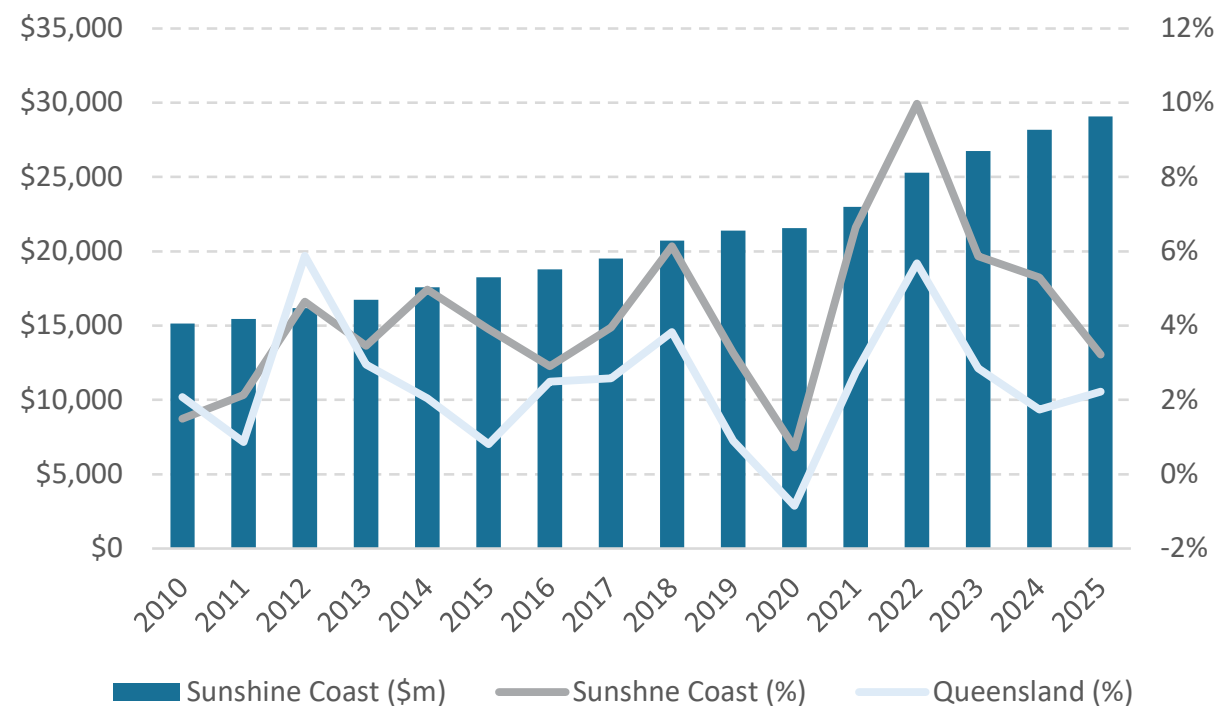
Sunshine Coast Population



Sunshine Coast Economic Growth

- Economy has performed well, averaging 4.7% annual growth since 2013
- Growth since 2013 has been driven significantly by some key industries:
 - Healthcare: \$2 billion, or 7.7% CAGR⁴
 - Utilities: \$967 million, or 11% CAGR
 - Professional services: \$873 million or 6.2% CAGR
 - Finance/ insurance services: \$715 million, or 4.8% CAGR
- The growth of these industries collectively (and individually) has had an impact on the structure of the Sunshine Coast economy
- While still important, the economy is now less reliant on population growth and tourism as primary drivers of economic growth, compared to 2013

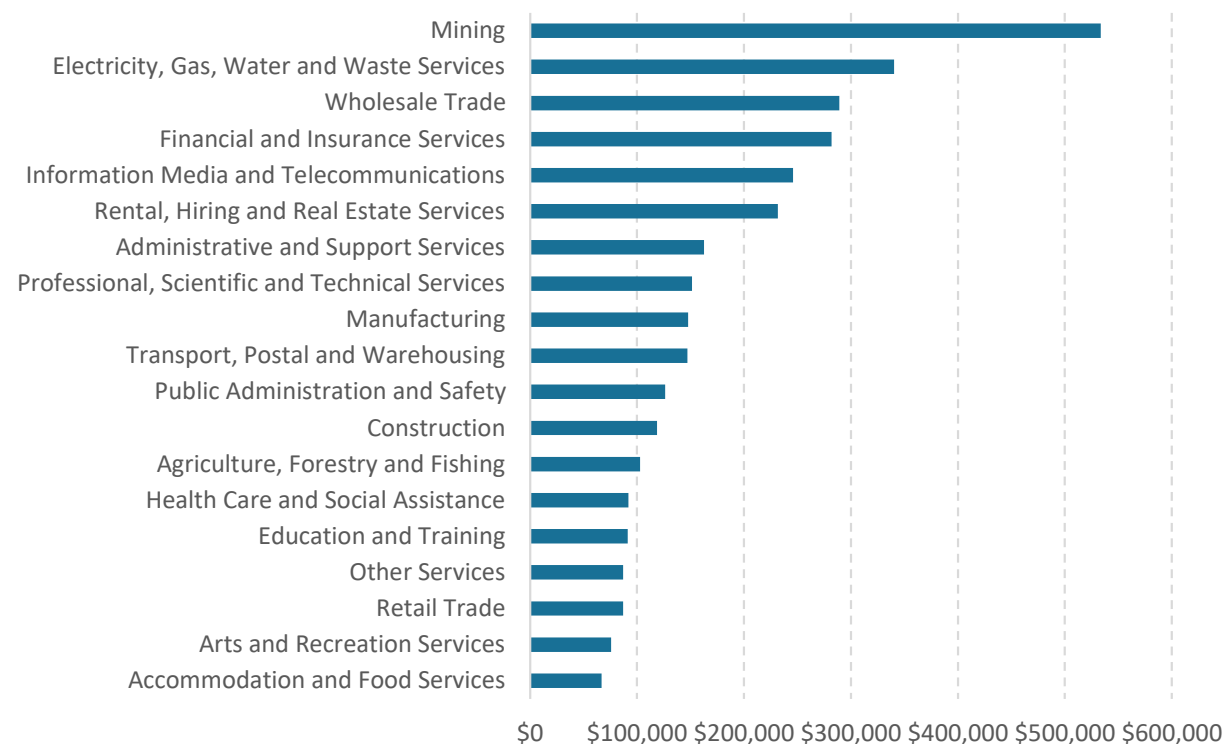
Sunshine Coast Economy



High-Value Employment

- Not every job contributes the same level of economic value to the economy
- Some industries generate more industry value added per employee than others
- The growth of higher-value industries is a key component of the transition to the 'new economy' identified in REDS
- Higher-value industries typically require more specialised skills and knowledge-intensive employment
- As higher-value industries grow, they increase productivity, wages and economic output, making the economy more valuable and sophisticated over time

Economic Value per Job (Sunshine Coast)



Economic Transition

- As the tables on the following pages show, the economy has transitioned since 2013, albeit subtly and gradually over time
 - Key traditional industries such as construction, retail trade, education, accommodation and food services have continued to grow but have decreased in terms of their contribution to GRP and employment
 - Other sectors such as healthcare, professional services, finance/insurance and information, media and telecommunications have growth in terms of their contribution to GRP and employment
 - Construction was the largest sector in 2013 (in terms of its economic contribution) and is now second largest, however its overall contribution to the economy has decreased in percentage terms
 - Healthcare is now the dominant contributor to the economy (in terms of jobs and contribution to GRP)
 - Retail trade, accommodation and food services (the sectors most closely associated with tourism) have all grown since 2013, however, their contribution to the economy has decreased in percentage terms
 - Professional services have moved from the 7th largest contributing sector in the economy in 2013 to the 3rd in 2025
 - Finance and insurance services has moved from 6th largest contributing sector in the economy in 2013 to 4th in 2025
 - These changes show growth in many higher-value sectors over time and a changing (or transitioning) structure to the local economy
- As a result, the economy has grown more sophisticated and less reliant upon population growth and tourism, which makes it stronger, more sustainable and better prepared for future shocks
- These changes, while minor, demonstrate that the desired transition to the 'new economy' is indeed taking place, albeit at a steady and slow, incremental pace

Economic Transition

Sunshine Coast Economic Structure (Contribution to GRP, % of Total)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Agriculture, Forestry and Fishing	2.0%	1.8%	1.5%	1.6%	1.4%	1.5%	1.6%	2.2%	1.8%	1.6%	1.2%	1.4%	1.5%	1.5%	1.3%	1.4%
Mining	1.0%	0.8%	1.0%	1.2%	1.2%	1.1%	1.3%	1.3%	1.5%	1.6%	1.8%	1.7%	1.7%	1.8%	1.7%	1.4%
Manufacturing	7.8%	7.8%	7.6%	7.7%	7.3%	7.4%	7.4%	7.1%	7.1%	6.8%	6.5%	6.7%	6.8%	6.7%	6.5%	6.3%
Electricity, Gas, Water and Waste Services	2.9%	3.3%	3.1%	3.0%	3.0%	3.0%	3.1%	3.0%	2.8%	2.9%	2.9%	3.1%	3.0%	3.1%	4.5%	6.0%
Construction	14.7%	14.1%	14.4%	14.2%	17.6%	17.4%	14.1%	14.5%	15.8%	14.6%	14.0%	14.0%	13.4%	12.5%	11.1%	10.5%
Wholesale Trade	4.3%	4.1%	4.3%	4.4%	4.1%	4.0%	3.8%	3.5%	3.4%	3.6%	3.8%	3.9%	3.8%	3.7%	3.7%	3.4%
Retail Trade	8.7%	9.0%	8.8%	8.6%	8.0%	8.0%	8.1%	7.7%	7.4%	7.3%	7.4%	7.7%	7.6%	7.4%	7.2%	6.6%
Accommodation and Food Services	6.1%	6.2%	6.1%	6.0%	5.7%	5.6%	5.7%	5.3%	4.9%	4.8%	4.5%	4.5%	4.5%	4.8%	4.4%	4.3%
Transport, Postal and Warehousing	4.1%	3.9%	4.0%	4.0%	3.8%	3.6%	3.7%	3.9%	4.1%	4.1%	3.8%	3.5%	3.3%	3.6%	4.1%	4.2%
Information Media and Telecommunications	1.1%	1.1%	1.1%	1.0%	1.1%	1.1%	1.2%	1.1%	1.2%	1.3%	1.2%	1.2%	1.4%	1.4%	1.7%	2.2%
Financial and Insurance Services	6.6%	6.4%	7.0%	7.2%	6.8%	6.8%	7.3%	7.6%	7.4%	7.4%	7.3%	7.3%	7.5%	7.7%	7.5%	7.3%
Rental, Hiring and Real Estate Services	4.7%	4.5%	4.6%	4.7%	4.9%	4.5%	4.8%	4.7%	4.4%	4.5%	5.0%	4.8%	4.4%	4.3%	4.1%	4.3%
Professional, Scientific and Technical Services	6.0%	6.2%	6.3%	6.4%	6.1%	6.0%	6.5%	6.5%	6.5%	6.7%	7.2%	7.2%	7.3%	7.2%	7.3%	7.5%
Administrative and Support Services	3.5%	3.6%	3.3%	3.3%	3.4%	3.4%	3.5%	4.0%	4.1%	3.7%	3.7%	3.5%	3.7%	4.2%	4.4%	4.4%
Public Administration and Safety	4.3%	4.6%	4.4%	4.1%	3.9%	3.6%	3.9%	3.7%	3.6%	3.6%	3.6%	3.5%	3.6%	3.6%	3.6%	3.3%
Education and Training	8.1%	8.2%	7.9%	7.7%	7.6%	7.7%	8.0%	7.8%	7.6%	7.9%	7.9%	7.6%	7.3%	7.0%	6.8%	6.8%
Health Care and Social Assistance	10.6%	10.8%	11.0%	11.2%	10.8%	11.7%	12.1%	12.4%	12.8%	13.8%	14.4%	14.8%	15.1%	15.4%	15.7%	15.6%
Arts and Recreation Services	0.9%	0.8%	0.8%	0.8%	0.9%	0.9%	1.0%	0.9%	0.9%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.3%
Other Services	2.9%	2.7%	2.8%	2.7%	2.6%	2.7%	2.9%	2.7%	2.6%	2.7%	2.6%	2.6%	2.8%	3.0%	3.3%	3.3%

- The colour coding highlights each industry's relative contribution to the total in a given year, with green representing larger industries and red representing smaller industries
- Changes in colour over time indicate shifts in the structure of the Sunshine Coast economy

Economic Transition

Sunshine Coast Employment Structure (% of Total)

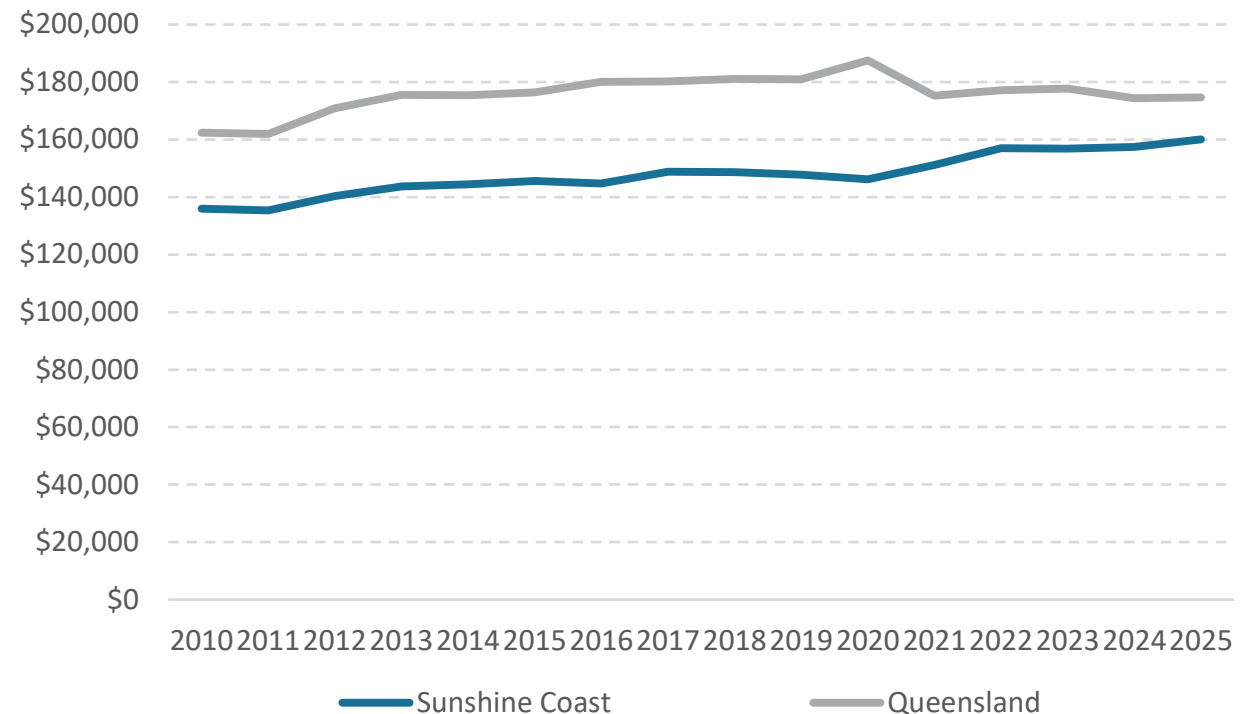
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Agriculture, Forestry and Fishing	2.4%	2.2%	2.1%	2.1%	1.9%	1.9%	2.0%	2.0%	2.0%	2.2%	2.5%	2.4%	1.9%	1.7%	1.6%	1.7%
Mining	0.3%	0.3%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%
Manufacturing	6.6%	6.4%	6.2%	6.2%	5.8%	5.6%	5.6%	5.5%	5.6%	5.6%	5.3%	5.6%	5.5%	5.3%	5.4%	5.4%
Electricity, Gas, Water and Waste Services	0.9%	1.0%	1.1%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	1.0%	1.5%	2.2%
Construction	13.7%	13.0%	11.8%	11.4%	12.9%	13.6%	12.1%	13.5%	14.4%	13.5%	13.4%	12.9%	12.4%	12.3%	11.6%	11.0%
Wholesale Trade	3.1%	3.1%	3.0%	2.8%	2.6%	2.4%	2.2%	2.0%	2.0%	2.2%	2.2%	2.3%	2.0%	1.8%	1.7%	1.5%
Retail Trade	13.3%	13.1%	13.0%	12.9%	12.3%	11.9%	11.8%	11.2%	10.9%	10.3%	10.0%	10.3%	10.0%	9.8%	10.0%	9.5%
Accommodation and Food Services	9.0%	9.2%	9.2%	9.0%	8.7%	8.6%	8.6%	8.6%	8.4%	8.6%	8.6%	8.1%	8.3%	8.2%	8.0%	8.0%
Transport, Postal and Warehousing	3.6%	3.5%	3.5%	3.4%	3.2%	3.1%	3.2%	3.2%	3.4%	3.3%	3.1%	3.1%	3.1%	3.3%	3.7%	3.6%
Information Media and Telecommunications	1.4%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.2%	1.3%	1.2%	1.0%	1.0%	0.9%	1.1%	1.1%
Financial and Insurance Services	2.7%	2.7%	2.8%	2.8%	2.7%	2.7%	2.9%	3.0%	2.9%	2.9%	2.9%	3.0%	3.2%	3.5%	3.4%	3.2%
Rental, Hiring and Real Estate Services	2.7%	2.6%	2.6%	2.5%	2.4%	2.3%	2.4%	2.3%	2.2%	2.2%	2.4%	2.4%	2.1%	1.9%	2.0%	2.3%
Professional, Scientific and Technical Services	5.6%	5.8%	5.9%	5.9%	6.0%	6.1%	6.2%	5.8%	5.6%	5.7%	6.1%	6.2%	6.5%	6.4%	6.3%	6.2%
Administrative and Support Services	3.5%	3.5%	3.6%	3.7%	3.8%	3.7%	3.8%	3.9%	3.7%	3.6%	3.4%	3.5%	3.5%	3.5%	3.5%	3.4%
Public Administration and Safety	4.1%	4.1%	4.1%	4.1%	3.8%	3.7%	3.8%	3.8%	3.9%	3.9%	3.7%	3.6%	3.4%	3.4%	3.4%	3.3%
Education and Training	8.3%	8.6%	8.9%	8.9%	8.9%	9.1%	9.5%	9.7%	9.5%	9.7%	9.9%	9.6%	9.7%	9.6%	9.2%	9.3%
Health Care and Social Assistance	13.1%	13.7%	14.5%	15.3%	15.6%	15.9%	16.3%	16.5%	17.0%	17.4%	17.6%	18.6%	19.7%	20.5%	20.8%	21.1%
Arts and Recreation Services	1.8%	1.8%	1.9%	2.0%	2.2%	2.2%	2.4%	2.4%	2.1%	2.2%	2.4%	2.2%	2.1%	2.1%	2.0%	2.1%
Other Services	4.1%	4.1%	4.2%	4.3%	4.4%	4.5%	4.5%	4.2%	4.0%	4.0%	4.1%	4.1%	4.3%	4.4%	4.5%	4.7%

- The colour coding highlights each industry's relative contribution to the total in a given year, with green representing larger industries and red representing smaller industries
- Changes in colour over time indicate shifts in the structure of the Sunshine Coast economy

Productivity⁵

- Productivity on the Sunshine Coast rose at an average annual rate of 0.9% since 2013, compared to a -0.01% decline at a State level
- This growth, while modest, may reflect the ongoing transition towards a higher-value economy, although productivity is influenced by a range of factors
- The low rate of productivity growth on the Sunshine Coast mirrors the weak productivity performance experienced across Australia over the last decade
- Productivity growth is a key driver of wages, incomes and living standards because it allows workers and businesses to produce more value from the same resources
- Historically, periods of strong productivity growth (above 2% per year in the 1950s, 1960s and 1990s) were associated with significant improvements in living standards. By comparison, current productivity growth rates are unlikely to generate the same level of income and living-standard growth.

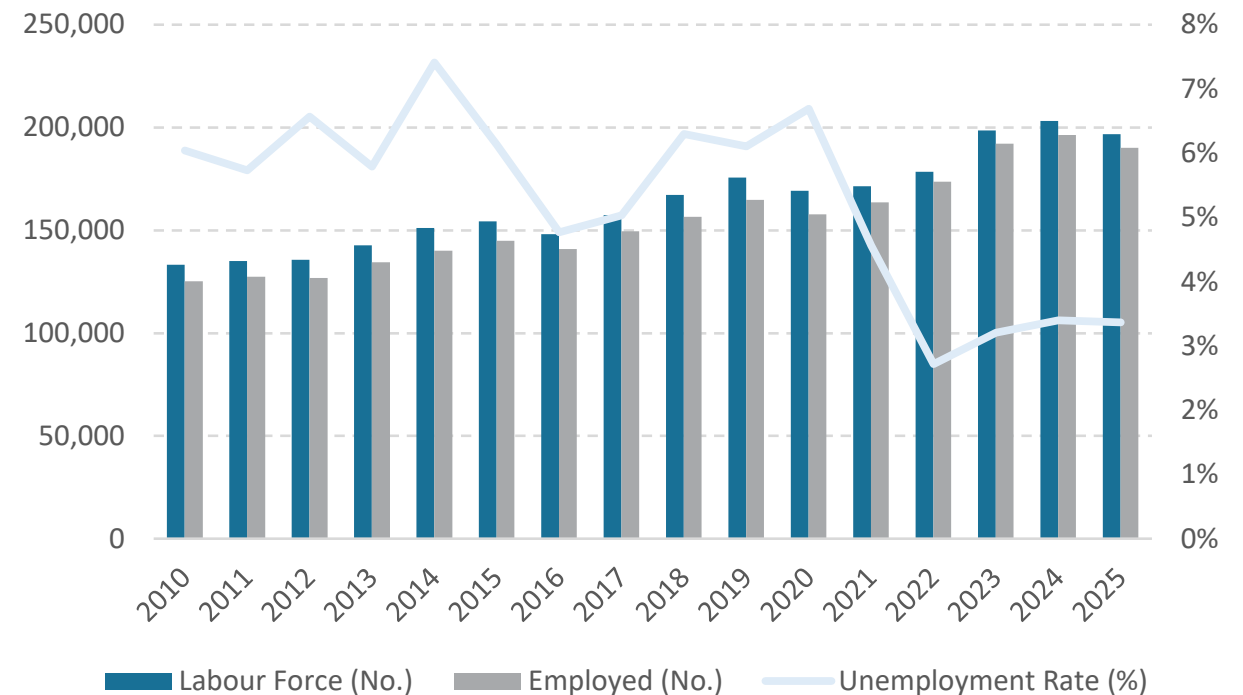
Sunshine Coast and Queensland Productivity (GRP/employee)



Structural Shift in Labour

- Unemployment rate has shifted lower post-COVID, which is similar to other parts of Queensland
- The Sunshine Coast experienced strong population and labour force growth during the post-COVID period, while maintaining a relatively low unemployment rate
- This suggests many new residents were moving to the region with employment already secured, either through local employment opportunities or remote work arrangements
- At the same time, housing costs increased significantly and housing availability remains constrained
- These housing pressures are likely to have reduced labour mobility and made it more difficult for businesses to attract and retain workers, resulting in a very tight labour market and little spare labour capacity available to support future growth.

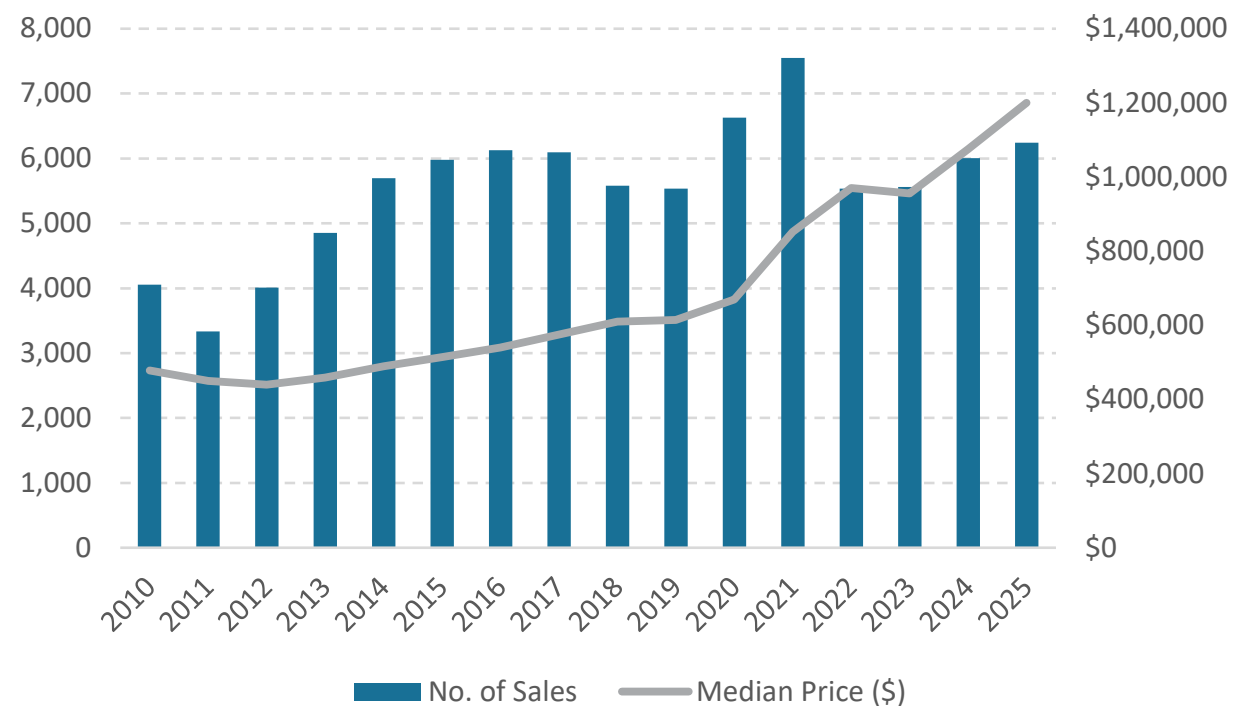
Sunshine Coast Labour Force and Unemployment Rate



Housing Affordability and Availability

- Since 2013, house prices have increased by an average rate of 8.6%
 - Pre-COVID: 2.9%
 - Post-COVID: 9.1%
- Housing availability is low (~0.5% - ~1.0% vacancy rate) across the Coast
- Median house price on the Sunshine Coast is nearing \$1.2 million
 - Greater Sydney: \$1.12 million
 - Metropolitan Melbourne: \$820,000
- Traditionally, a key driver to population growth was the ability to sell a house in Sydney and Melbourne and purchase a house on the Sunshine Coast saving hundreds of thousands of dollars, which was used to finance the move to the region and entice new residents
- Given current housing prices on the Sunshine Coast, this situation no longer exists

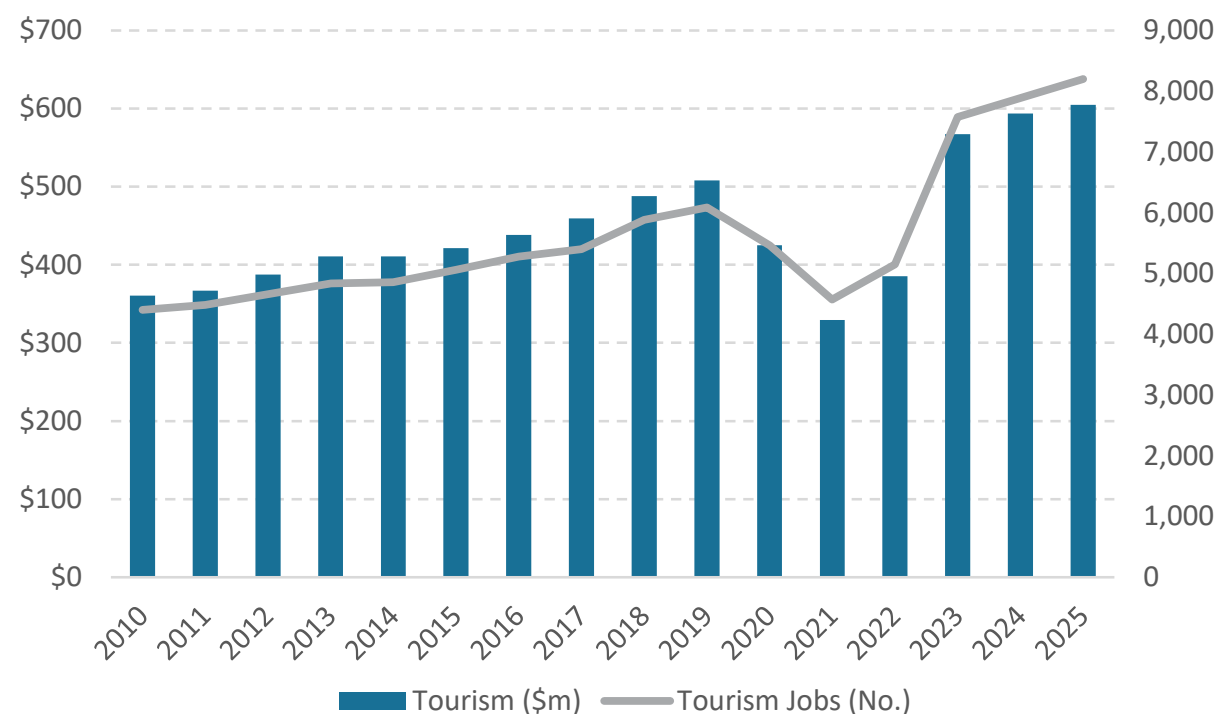
Sunshine Coast Median Dwelling Sales and Prices



Economic Contribution of Tourism

- Traditionally, tourism has been an important driver of the Sunshine Coast economy (and it is still important)
- In 2025, tourism injected \$3 billion into the economy, making it an important export
- Despite this significant injection and the growth of the tourism industry over time, tourism's contribution to the regional economy is very similar to what it was in 2013, which further demonstrates the on-going transition of the regional economy

Economic Contribution of Tourism, Sunshine Coast

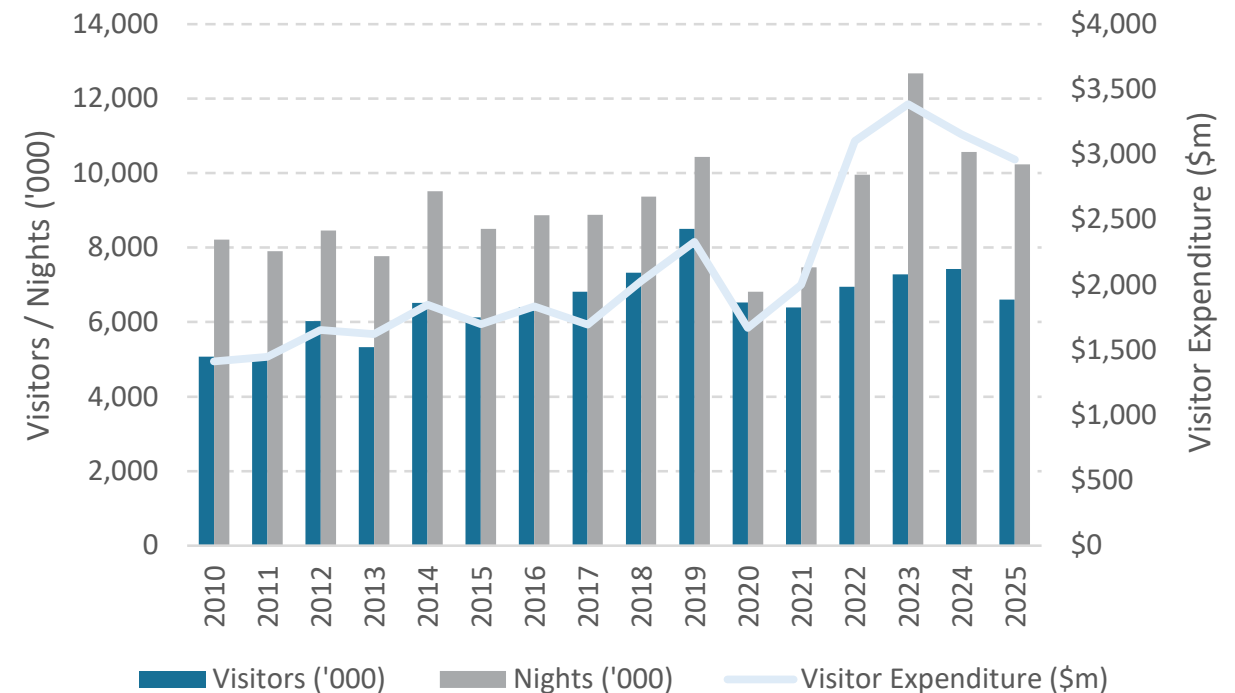


	2013	2025
Economic Contribution (%)	3.2%	2.7%
Employment Contribution (%)	4.1%	4.5%

Visitors and Expenditure

- Visitors, visitor nights and visitor expenditure were generally increasing pre-COVID
- COVID-19 obviously effected the local tourism industry significantly (as it did around Australia)
- While visitation has not returned to pre-COVID levels, visitor nights have, which is important for yield and visitor expenditure
- Visitor expenditure has increased significantly in the post-COVID environment, however, a good portion of the increase is driven by rising costs for operators (as opposed to windfall profits)
- Recent declines are likely due to the cost of living crisis, which reduces disposable income levels that are the main source for funding holiday and leisure travel

Sunshine Coast Visitors and Expenditure



Benchmarking Assessment

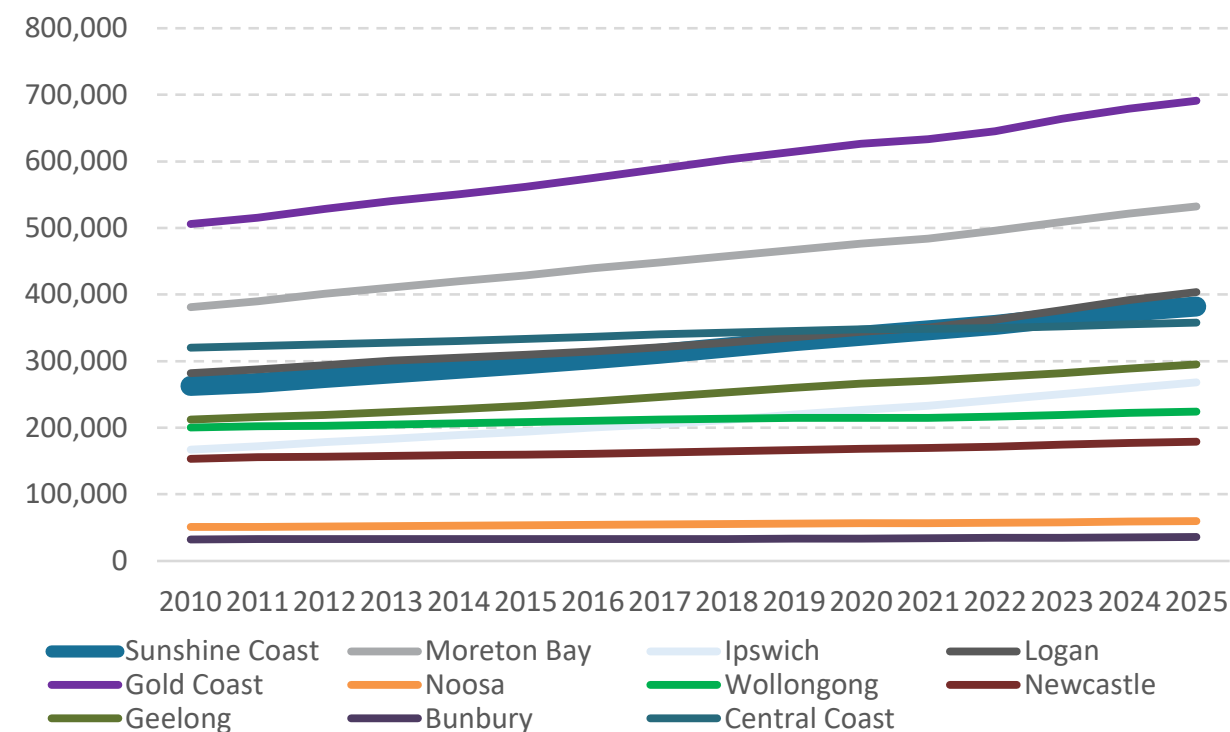
Benchmarking

- Benchmarking compares Sunshine Coast with other LGAs around the country to provide a comparative context of growth over time
- Benchmarking has utilised many of the indicators explored in the previous section as a mechanism for comparison over time
- The analysis uses the most current data and information that is publicly available
- Benchmarked communities:
 - Moreton Bay
 - Ipswich
 - Logan
 - Gold Coast
 - Noosa
 - Wollongong
 - Newcastle
 - Geelong
 - Central Coast
 - Bunbury⁶
- These communities have been selected because they are either another growth LGA in South East Queensland or they represent another large, regional city in Australia

Population

- Sunshine Coast is one of the larger LGAs in the peer group
- Sunshine Coast LGA is the 4th largest in Queensland and the 8th largest in Australia
- Having a large (and growing) population provides a critical mass that creates opportunities for many services that are not possible in a smaller region (i.e. university, advanced medical treatments, arts and culture, etc.)

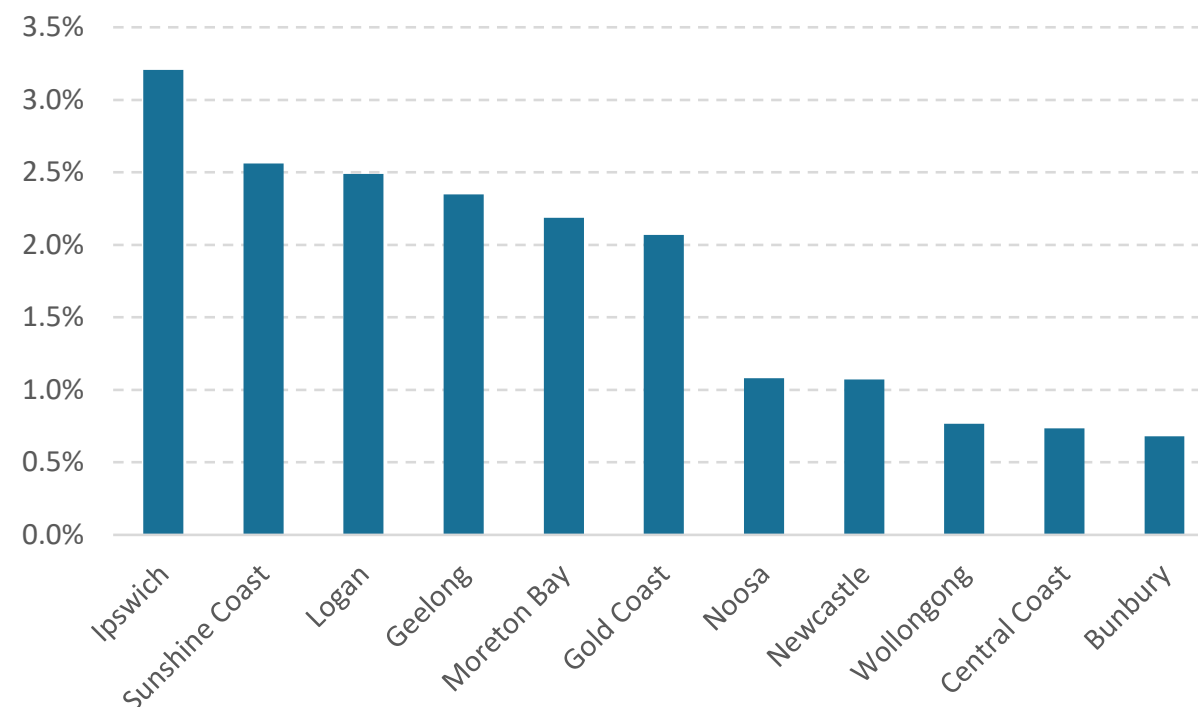
Population, by LGA



Population Growth

- In the peer group, the Sunshine Coast is the second fastest growing (behind Ipswich LGA)
- Population growth provides an important stimulus for many industries such as retail trade, education, healthcare, construction as well as other services
- However, rapid growth can also cause pressure on infrastructure and housing (to keep up with the rapid population growth)
- The ability to attract skilled labour to the region has also been important to the on-going economic transition

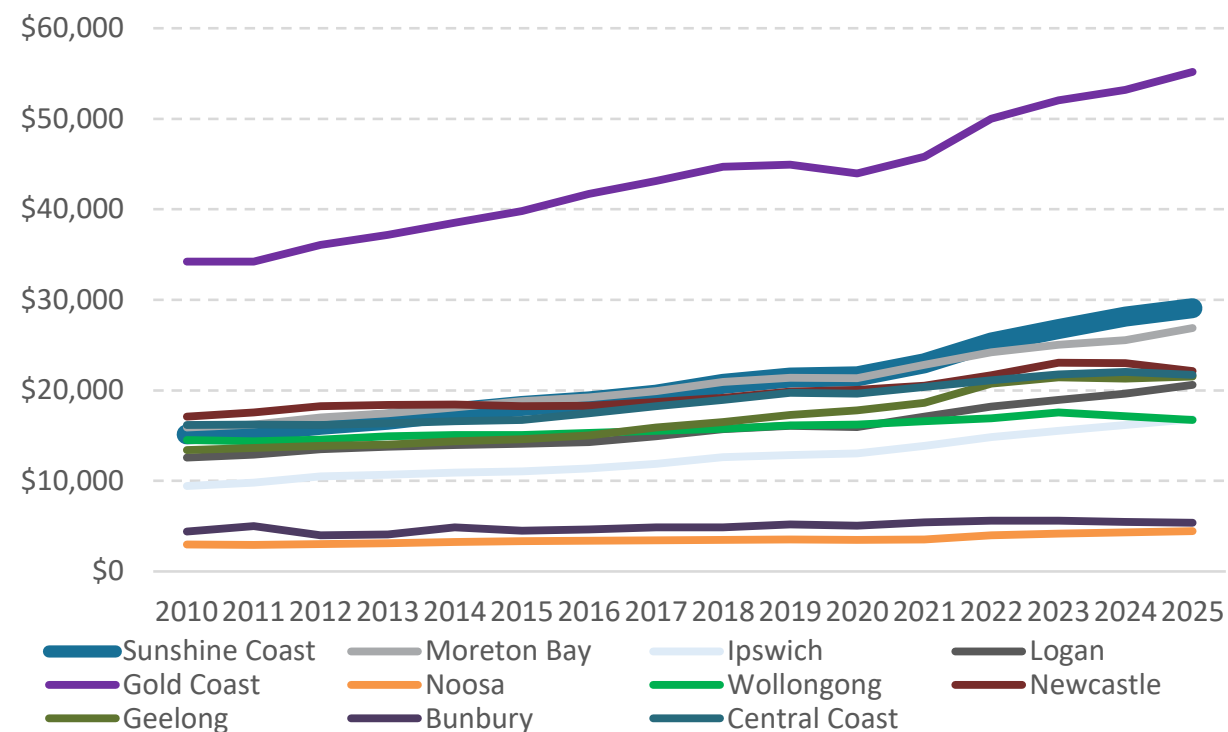
Average Annual Population Growth, by LGA (2013-2025)



Economic Growth

- The Gold Coast is by far the largest economy of the peer group
- Sunshine Coast is the second largest economy out of the peer group
- The Sunshine Coast has overtaken the Moreton Bay economy to be the second largest
- This growth is linked to the on-going transition of the Sunshine Coast economy into a more sophisticated and higher value economy

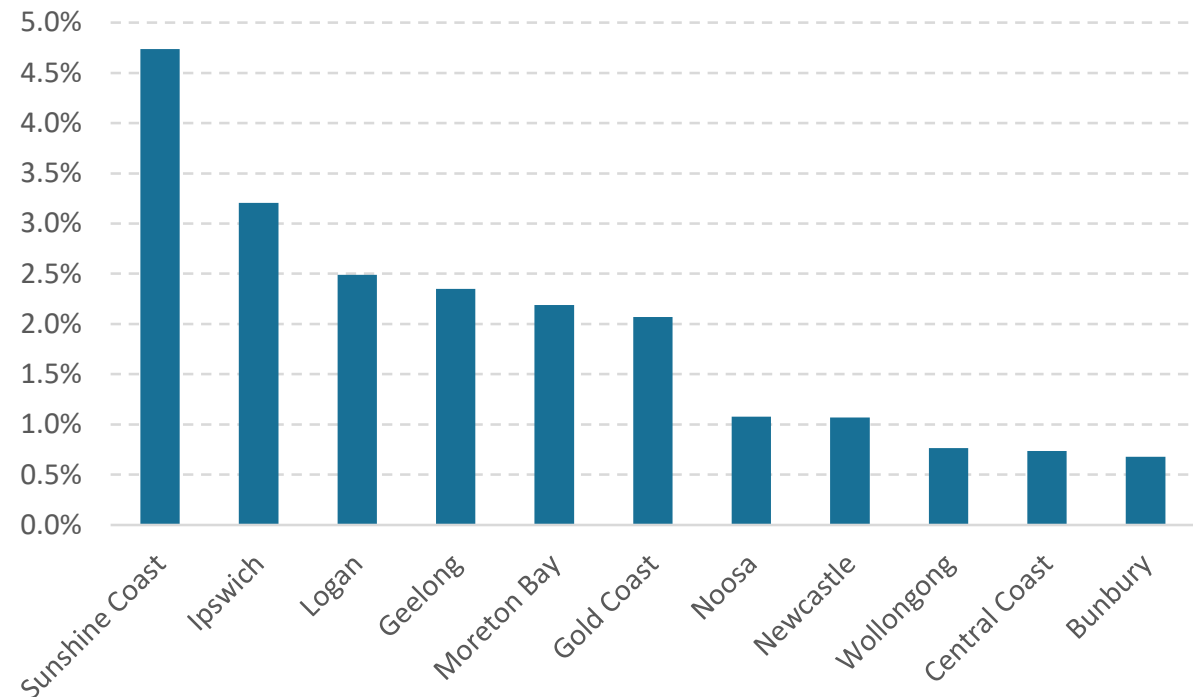
Gross Regional Product, by LGA



Economic Growth

- Sunshine Coast is the fastest growing LGA in the peer group
- Economic growth on the Sunshine Coast has outpaced growth at the State level every year since 2010 (except for one year, 2012)
- Maintaining such strong economic growth becomes increasingly challenging over time because the Sunshine Coast economy is now substantially larger than it was a decade ago, requiring progressively greater increases in economic output in dollar terms each year to sustain the same rate of growth
- The situation is hampered further by the current housing shortage and transport infrastructure challenges of moving people and products around and in and out of the region

Average Annual GRP Growth, by LGA (2013-2025)



Economic Structure Comparison

- As the tables on the next page indicate that while differences exist, the benchmarked LGAs have similar economic structures with many sharing the same or similar largest sectors (% of total)
- In terms of employment:
 - Every LGA has healthcare as the largest industry
 - Most have construction as the second largest and all but Ipswich have construction in the top five
 - Retail trade and education are also in the top five for all LGAs
- In terms of Industry Value Added (IVA)⁷:
 - Healthcare and construction are often in the top two sectors
 - Many have manufacturing, retail trade, education and professional services in the top five
 - Key differences exist with some LGAs having a more diverse range of key sectors including finance, mining, wholesale trade and public administration (which starts to show key differences in economic structure)
- Many LGAs maintain traditional strengths (such as Ipswich, Logan, Geelong and Wollongong which all have manufacturing in the top five industries)
- While others show elements of on-going economic transition (such as the Sunshine Coast and Newcastle that have professional services and finance in the top five)

Economic Structure Comparison

Top Five Industries (Industry Contribution to GRP)

Sunshine Coast	Moreton Bay	Ipswich	Logan	Gold Coast	Noosa	Wollongong	Newcastle	Geelong	Bunbury	Central Coast
Healthcare	Healthcare	Public Admin.	Construction	Construction	Healthcare	Healthcare	Healthcare	Healthcare	NA	Healthcare
Construction	Construction	Healthcare	Healthcare	Healthcare	Construction	Mining	Prof. Services	Construction	NA	Manufacturing
Prof. Services	Retail Trade	Construction	Manufacturing	Prof. Services	Prof. Services	Education	Construction	Manufacturing	NA	Construction
Finance	Manufacturing	Manufacturing	Wholesale Trade	Manufacturing	Retail Trade	Construction	Education	Retail Trade	NA	Retail Trade
Education	Education	Education	Retail Trade	Retail Trade	Finance	Manufacturing	Finance	Education	NA	Prof. Services

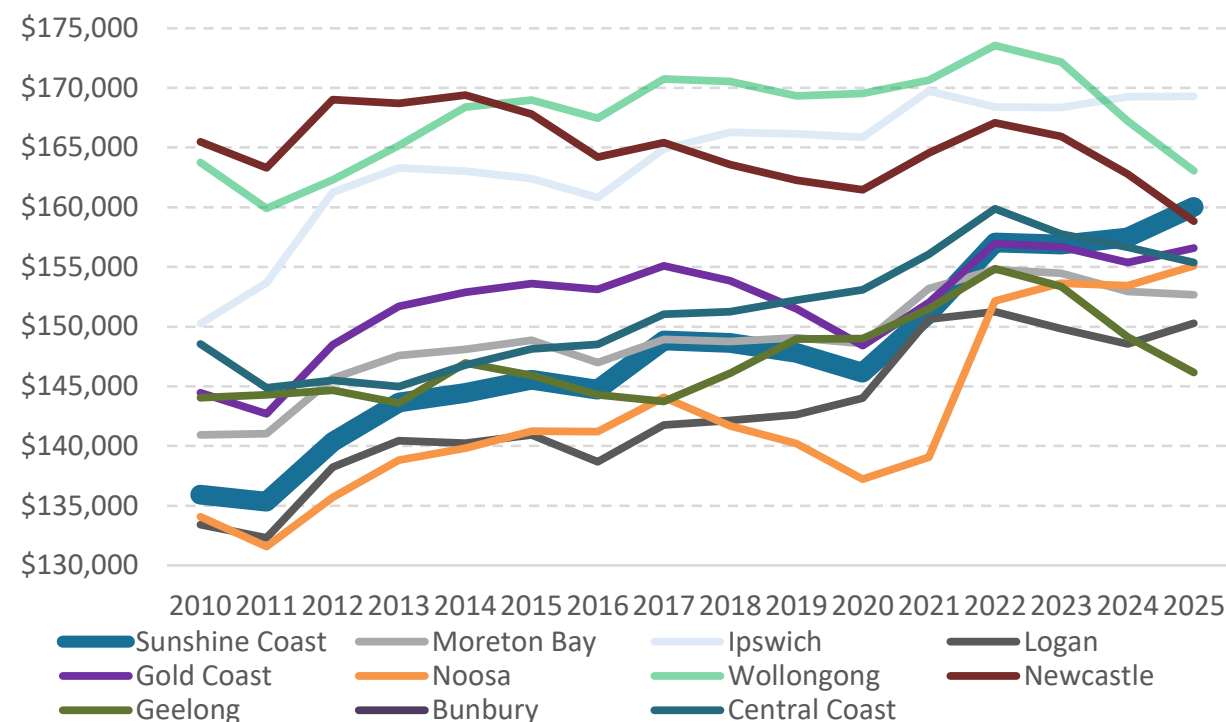
Top Five Industries (Employment)

Sunshine Coast	Moreton Bay	Ipswich	Logan	Gold Coast	Noosa	Wollongong	Newcastle	Geelong	Bunbury	Central Coast
Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare
Construction	Construction	Education	Construction	Construction	Accom. and Food	Construction	Construction	Retail Trade	Construction	Construction
Retail Trade	Retail Trade	Public Admin.	Retail Trade	Retail Trade	Retail Trade	Education	Education	Education	Retail Trade	Retail Trade
Education	Education	Retail Trade	Education	Education	Construction	Manufacturing	Prof. Services	Construction	Education	Education
Accom. and Food	Accom. and Food	Manufacturing	Manufacturing	Accom. and Food	Education	Retail Trade	Retail Trade	Manufacturing	Public Admin.	Accom. and Food

Productivity Growth

- Sunshine Coast is the 3rd most productive economy amongst the peer group as a result of more rapid productivity growth over the last 15 years
- This more rapid growth is a result of the economy become more sophisticated with higher value economic activities growing strongly and impacting productivity growth over time
- This productivity growth trend is further evidence of the on-going economic transition of the Sunshine Coast, driven by relatively higher growth in higher valued industries

Productivity, by LGA

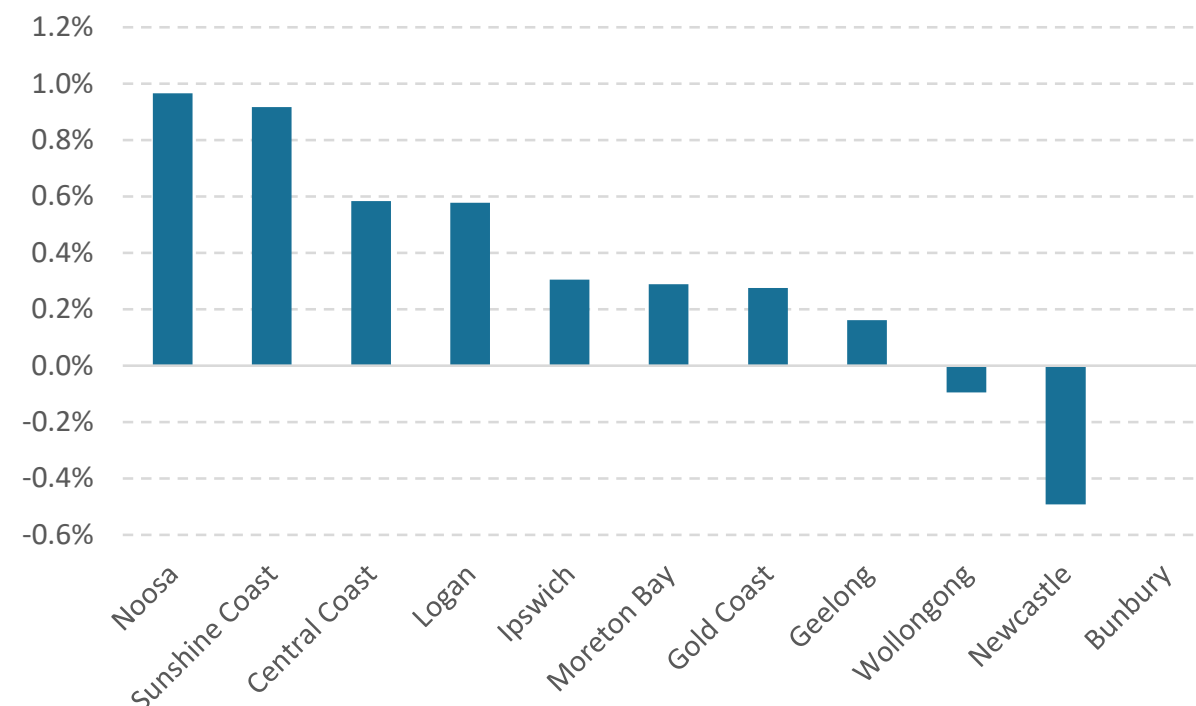


Note: Productivity measured in GRP/worker. Comparable information not available for Bunbury.
Source: Economy ID (2026)

Productivity Growth

- Sunshine Coast has the second fastest annual average growth in productivity, which demonstrates the extent of the on-going economic transition on the Sunshine Coast (particularly relative to the peer group of LGAs) and the increase in higher valued industries
- While the Sunshine Coast has the second fastest growth in productivity, the results are symptomatic of low productivity growth across the country
- As previously mentioned, <1% average annual productivity growth is not a strong outcome and compared to historic periods, this level of productivity growth is not likely to greatly increase living standards

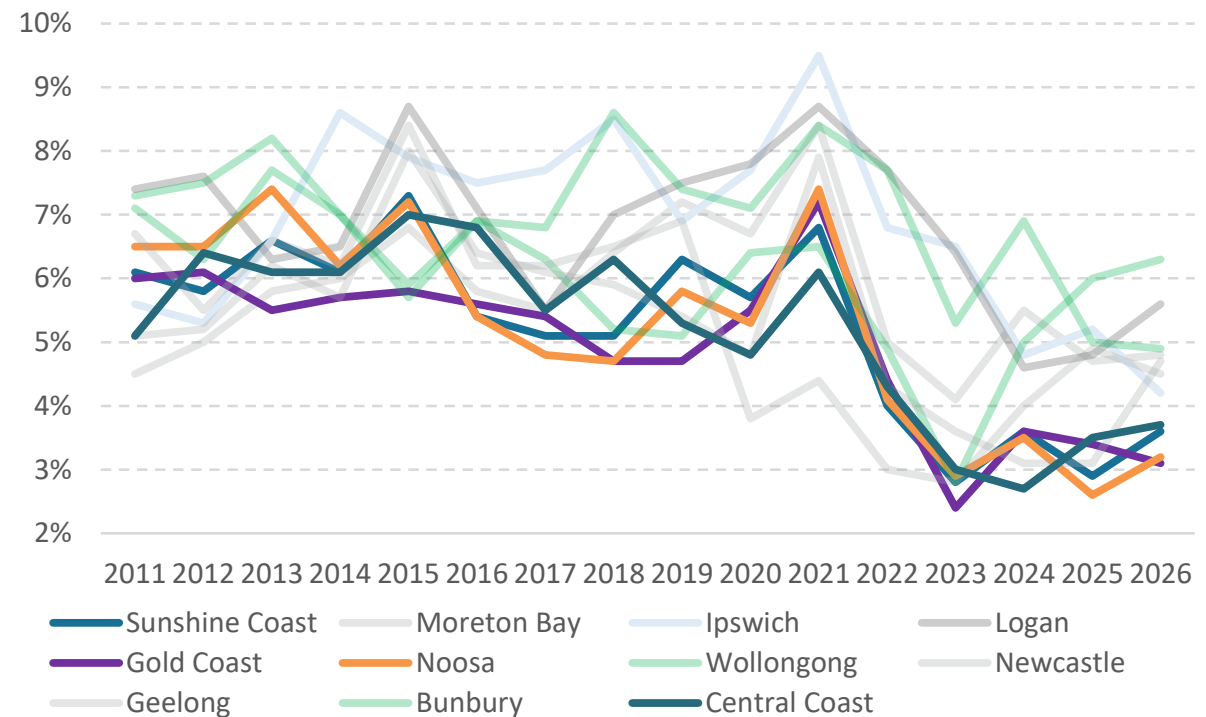
Average Annual Productivity Growth, by LGA (2013-2025)



Unemployment Rates

- While overall there is a similar pattern pre- and post-COVID in terms of most LGAs experiencing a drop in unemployment rate after COVID, the series is very volatile
- Interestingly, the Sunshine Coast, Gold Coast, Noosa and Central Coast all demonstrate a noticeably and sustained period of low unemployment rates post-COVID
- These regions are all lifestyle areas that have been particularly popular post-COVID and areas that have seen a dramatic increase in housing prices
- High cost of housing and low availability are impacting population and labour force movements, forcing some residents to relocate and discouraging others from moving to the areas

Unemployment Rate, by LGA (2011-2025)

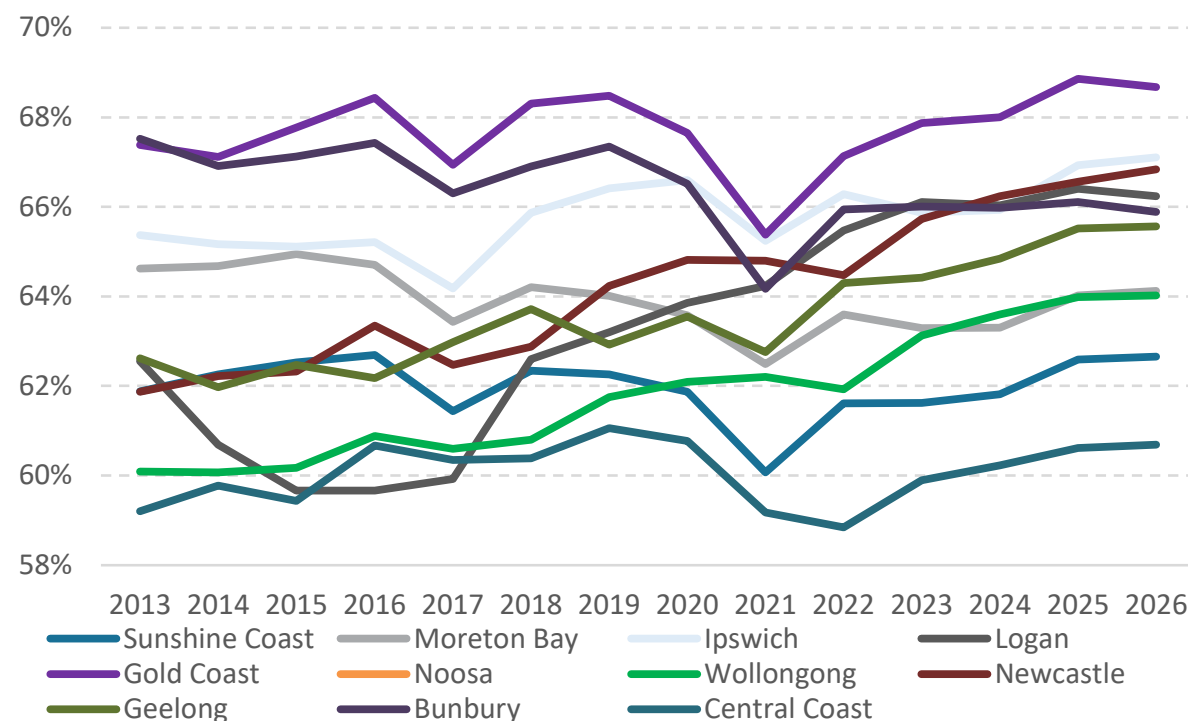


Note: colours in the above graph have been altered to make the Sunshine Coast and others stand out.
Source: Department of Employment and Workplace Relations (2026)

Participation Rates

- Participation rates are relatively similar across benchmarked areas
- Logan's participation rate has had the most dramatic change over time, from 60% to 66%
- The Sunshine Coast has the second lowest participation rate (which is likely linked to the relatively older population)
 - Sunshine Coast is tied for second oldest population amongst the peer group (43 years old) with Bunbury and Central Coast
 - Noosa is the oldest population with a median age of 50
- Having a lower participation rate means that there are fewer productive working residents versus residents that require care (i.e. either children or older residents)

Participation Rates, by SA4 Region (2013-2026)



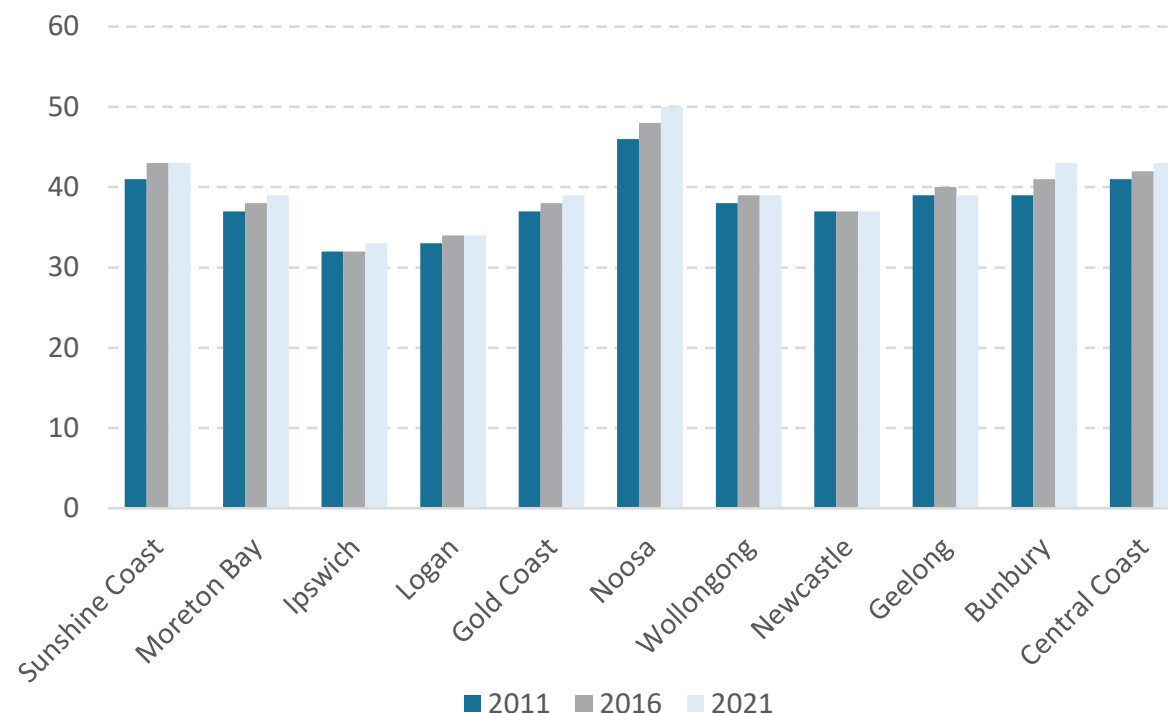
Note: Participation rates are not available for LGAs outside of Census periods. SA4 regions have been used. Noosa is included in the Sunshine Coast SA4 region.

Source: ABS (2026)

Median Age

- Sunshine Coast has a relatively older population with a median age of 43 (**2nd oldest** amongst the peer group together with Bunbury and Central Coast)
- Noosa is by far **the oldest population** and the fastest aging, while Ipswich and Logan are by far **the youngest populations** and based on their aging profile have remained attractive to young families (likely due to more affordable housing)
- The relative age of a population is important for **workforce availability as well as household expenditure** (with many older households on fixed incomes and relatively lower spending compared to family households)
- Ensuring that the Sunshine Coast provides an environment that is attractive to younger people and young families could assist in attracting and retaining more younger people

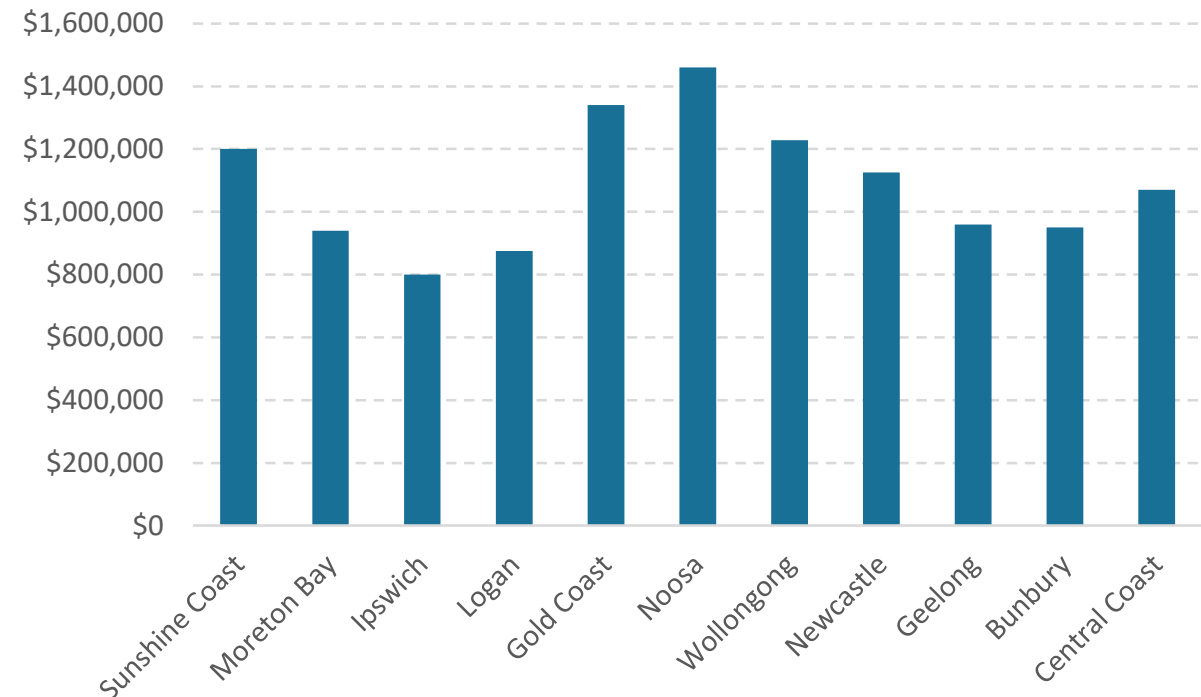
Median Age, by LGA (2011-2021)



Median House Prices

- Housing prices have escalated significantly post COVID
 - Generally increasing between 12% and 14% (post-COVID) and 1% and 4% (pre-COVID)
- Sunshine Coast is a relatively more expensive area (4th highest)
- Many areas (Ipswich, Logan, Moreton Bay, Geelong and Bunbury) offer much more affordability
- Higher housing costs can make it difficult for lower earning residents (many of whom represent key workers) to stay in the area and can also deter some people from moving to the area
- The combination of low levels of housing availability compounds the issue, particularly when demand outstrips supply, putting additional pressure on housing prices
- The Sunshine Coast has been falling behind housing targets the last four years, putting upward pressure on housing costs

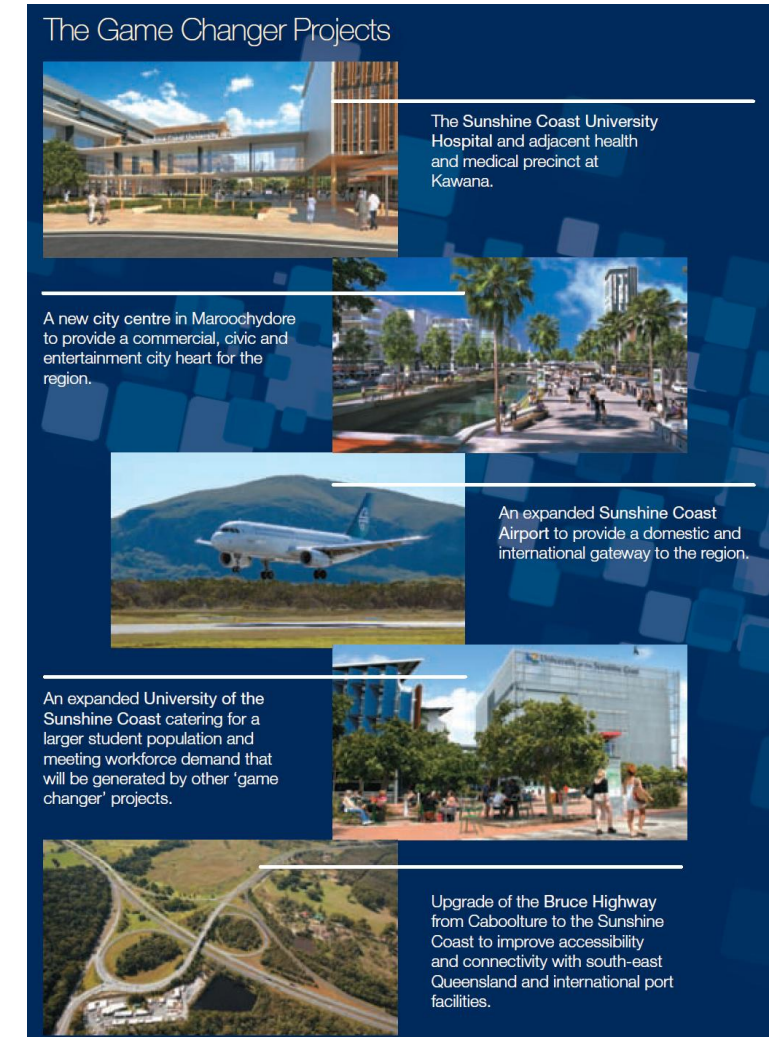
Median House Price, by LGA (2025)



Analysis of Game Changer Projects

Game Changer Projects

- The REDS also identified 5 ‘game changer’ projects:
 - Sunshine Coast University Hospital precinct
 - New City Centre in Maroochydore
 - Expanded Sunshine Coast Airport
 - Expanded University of the Sunshine Coast
 - Upgrades to the Bruce Highway
- The ‘game changer’ projects were meant to have ‘transformational’ effects on business, employment and investment as well as the economy overall
- After the initial implementation of REDS, additional catalytic projects were identified:
 - Sunshine Coast Solar Farm
 - Undersea Data Cable (and Landing Station)



Analysis of Game Changer Projects

- This analysis evaluates if the Game Changer Projects have delivered the transformational economic outcomes envisaged in the original REDS (2013)
- For the purpose of this analysis:
 - Traditional economic indicators of investment and employment have been used
 - The analysis focuses only on investment and jobs that are directly related to, or have resulted from, the Game Changer project
 - The evaluation focuses solely on outcomes that have been realised to date and is subject to available information and data
 - Indirect economic impacts as well as broader community, liveability and strategic benefits have not been included
- The following pages therefore consider whether the Game Changer Projects have generated transformational employment and investment outcomes to date and the extent to which they have contributed to the Sunshine Coast's economic transition

Sunshine Coast University Hospital

- Prior to Sunshine Coast University Hospital (SCUH), the Sunshine Coast relied heavily on Nambour General Hospital and Brisbane-based tertiary healthcare for many specialised services
- Due to strong population growth, additional hospital services were required
- Construction commenced in 2012, with Sunshine Coast University Private Hospital opening in 2013 and the SCUH opening in 2017 (with 450 beds) as the centrepiece of a new health precinct that also featured the Sunshine Coast Health Institute (also opened in 2017)
- The precinct was deliberately designed around the co-location of public healthcare, private healthcare, education, research and allied health services:
 - To improve access to advanced healthcare services for a growing regional population
 - To create a major source of high-value employment and industry growth
 - To establish a health, education and research ecosystem capable of supporting innovation and commercialisation
- The Vitality Village was added in 2021 and SCUH expanded in 2025 to a total of 728 beds
- **Original Transformational Intent:** create a nationally significant health, education and research precinct that would transform healthcare delivery while becoming a major source of high-value employment and economic diversification

Sunshine Coast University Hospital

The Sunshine Coast University Hospital (SCUH) precinct has seen a dramatic transformation since 2011, with the Sunshine Coast University Private Hospital opening in 2013 and the SCUH opening in 2017. The precinct is now a significant employment area within the region.



Sunshine Coast University Hospital

- The Sunshine Coast University Hospital (SCUH) precinct has had a significant economic impact and now directly employs at least 6,000 people
- The combined employment at SCUH and the private hospital is the equivalent to 15.8% of total healthcare employment on the Sunshine Coast and represents 30% of healthcare employment growth since 2013
- Beyond the direct employment at the hospitals, the wider precinct has seen substantial private investment and further job creation
- The SCUH precinct has directly (and indirectly) contributed to the on-going transformation of the Sunshine Coast economy through supporting the increase in healthcare as well as a numerous high value economic activities
- Based on the initial concept for the precinct, the high valued, ancillary healthcare activity is yet to be fully realised

Direct Total Employment, SCUH Precinct

	Employment (2025)	% of Total Industry
SCUH	4,929	12.8%
SC Private Hospital	1,136	3.0%
Healthcare	38,431	

Source: Lucid Economics through corporate reports; Economy ID (2026)

Investments into the SCUH Precinct

	Capital Expenditure (\$m)	Completed
Sunshine Coast University Hospital	\$1,800	2017
Sunshine Coast University Private Hospital	\$150	2013
Sunshine Coast Health Institute	\$61	2017
Vitality Village	\$24	2021
Total	\$2,035	

Source: Lucid Economics through various media announcements

New City Centre at Maroochydore

- Historically, Nambour served as the principal administrative and service centre of the Sunshine Coast, however economic activity and population growth increasingly shifted towards the coastal corridor
- The former Horton Park Golf Club site was identified as a rare large redevelopment opportunity and Council agreed to purchase the site in 2011
- The Maroochydore City Centre Priority Development Area (PDC) was declared in 2013 to facilitate the creation of a new central business district for the Sunshine Coast to:
 - Create a modern commercial, civic and cultural heart for the Sunshine Coast
 - Attract private investment, office employment and higher-value industries
 - Provide a metropolitan-scale centre capable of supporting future population and economic growth
- **Original Transformational Intent:** create a genuine city centre that would strengthen competitiveness, attract investment and provide the commercial and civic heart of a growing regional city

New City Centre at Maroochydore

The Maroochydore City Centre has seen a dramatic transformation since 2013, with a number of projects and new buildings being delivered. However, a significant portion of the development site remains.



New City Centre at Maroochydore

- Total investment of over \$1.1 billion, creating significant and almost on-going employment in the construction sector
- Current employment capacity onsite is estimated to be over 2,000 jobs
- While significant, the City Centre will produce greater economic benefits into the future
 - The planned multi-use arena (i.e. sports, leisure and convention centre) plus other planned infrastructure will generate further economic benefits into the future
 - The on-going construction activity will also continue to provide economic benefits
- While the project has delivered a number of significant economic benefits, its transformational nature will be realised into the future as the arena and other elements (including approximately 4,000 residential units) are added

Maroochydore City Centre, Investment, by Project

Project	Status	Project Value (\$m)
NextDC SC2	Under Construction	\$200
Corso Collection	Complete	\$129
A1	Complete	\$20
SOL by Walker	Under Construction	\$300
50 First Avenue	Complete	\$100
Holiday Inn	Complete	\$30
SC City Hall	Complete	\$100
Maroochy Private Hospital	Complete	\$100
Lightning Lane Park and Go	Complete	\$22
Foundation Place	Complete	\$30
Market Lane Apartments	Complete	\$83
Total		\$1,114

Source: Walker Corporation (2026)

New Runway at Sunshine Coast Airport

- Sunshine Coast Airport (formerly Maroochydore Airport) was officially opened in 1961 to support investment, economic expansion and tourism growth
- As the Sunshine Coast economy and visitor market expanded over the next 60 years, the original runway became increasingly constrained as modern aircraft outgrew it, leaving the airport with limited opportunities for growth
- A new runway was proposed to accommodate larger aircraft and unlock the airport's longer-term economic potential:
 - Increase domestic and future international connectivity
 - Support visitor growth, business travel, exports and investment attraction
 - Enable future airport-related commercial, industrial and tourism development
- **Original Transformational Intent:** position the Sunshine Coast as a major domestic and international gateway capable of stimulating long-term tourism, investment and employment growth

New Runway at Sunshine Coast Airport

The new runway at the Sunshine Coast Airport adds a new capability to the airport and its ability to land larger planes, which will allow the airport to attract international routes into the future.

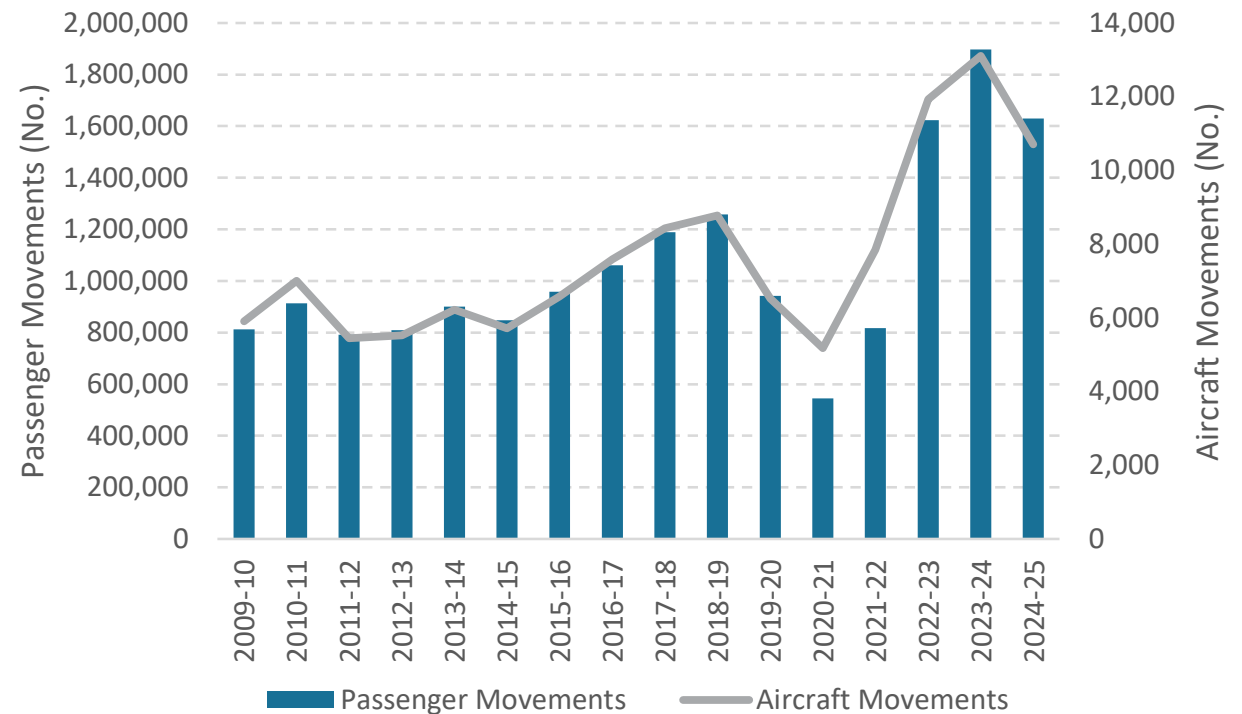
Additionally, the new runway opens up new land for redevelopment as part of the larger precinct.



New Runway at Sunshine Coast Airport

- New longer, stronger runway:
 - \$347 million investment
 - Completed in 2020
 - Capable of landing A330 or B787 aircraft
 - Greatly increases attractiveness and capability of airport
- While the airport has experienced growth in passengers, only the new Bali-Singapore route is a direct result of the new runway
- While the current economic impact of the runway is marginal, it is the catalyst for considerable future economic benefits:
 - \$170 million Terminal Expansion
 - All future property development
 - Future international routes and more visitors to the region

Passenger and Plane Movements, Sunshine Coast Airport



Expanded UniSC

- The University of the Sunshine Coast was established in 1994 and, by 2013, has become an important part of the region's economic innovation fabric
- By 2013, UniSC began a geographic expansion
- The REDS identified an expanding UniSC as a critical component of building the skills, talent and research capability needed to support the region's transition to a larger, more sophisticated economy:
 - Increase higher education participation and attainment, strengthening the region's workforce
 - Build research and innovation capability, including stronger partnerships with industry
 - Develop the skilled workforce required to support the growth of the region's priority industries and other Game Changer Projects
- **Original Transformational Intent:** build the skills, talent and research capability required to support the Sunshine Coast's long-term economic transformation

Circa 2013



Circa 2026



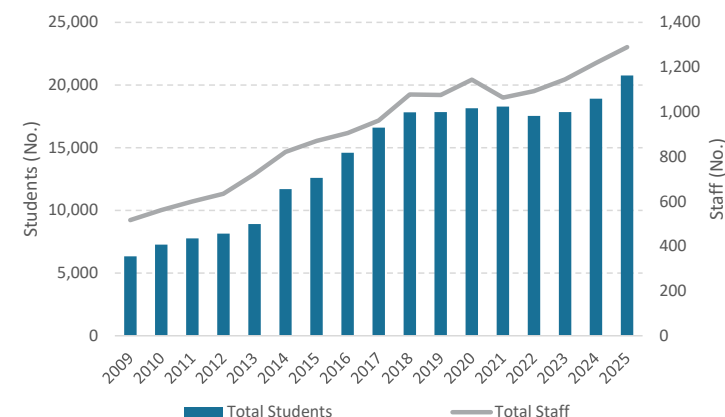
Expanded UniSC

- Starting in 2013, UniSC has undergone significant growth in its scale, reach and capability, expanding its Sunshine Coast campus while extending its presence across multiple locations, including Gympie, Caboolture, Fraser Coast, Moreton Bay and most recently Adelaide
- In 2015, UniSC completed an \$81 million expansion of its Sunshine Coast campus, substantially increasing teaching, learning and research capacity. This is likely to represent the expansion envisaged in the original REDS
- While the 2015 expansion (by itself) expanded the campus and increased the university offering, it was not transformational in its own right. However, UniSC continued to support the economic transition of the Sunshine Coast:
 - From 2011 to 2021, Sunshine Coast residents (aged 15+) with a bachelor or post graduate qualification increased from 12.7% to 19.1%
 - UniSC research income increased from \$10.2m in 2013 to \$41.9m in 2025
 - Between 2013 and 2025, UniSC produced 24,645 graduates across health, education and STEM
- UniSC's transformational impact on the Sunshine Coast region is more accurately measured by its long-term impact since 1994 on higher education participation, higher levels of educational attainment, significant increase in local research and innovation capability as well as a significant contribution to the increased standard of living on the Sunshine Coast

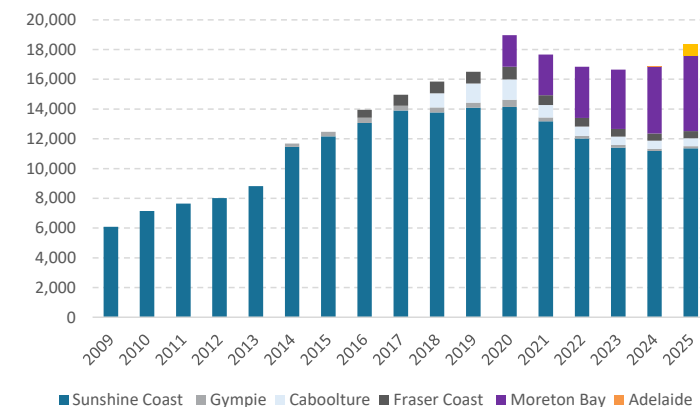
Expanded UniSC

- Over the last 15 years, UniSC has experienced sustained growth, with student numbers increasing by approximately 8% per year and staff numbers by approximately 6% per year
- Student growth has been variable across the five campuses
- The dip in student number since 2020 is consistent with a trend experienced across Australia, students deferring studies including Covid period, choosing to enter the strong job market as well as cost of living pressures

Student and Staff, UniSC



Students, UniSC



Upgrades to the Bruce Highway

- The Bruce Highway is Queensland's principal north-south transport corridor and the Sunshine Coast's primary road connection to Brisbane, South East Queensland and northern Queensland
- Rapid population growth during the 1990s and 2000s increased congestion, reduced reliability and created pressure for additional capacity
- By 2013, a series of highway upgrades had been identified as essential enabling infrastructure for economic growth:
 - Improve accessibility between the Sunshine Coast and Brisbane
 - Improve freight efficiency and labour mobility
 - Support future population and economic growth by reducing transport constraints
- The Caboolture to Caloundra Intersection Upgrades (completed in 2016) was likely the 'game changer' project identified in REDS
- **Original Transformational Intent:** improve regional connectivity and productivity by removing major transport constraints and supporting long-term economic growth

Upgrades to the Bruce Highway

- In total, \$2.1 billion has been invested into various upgrades along the Bruce Highway since the REDS was adopted, which is a considerable investment and has delivered direct economic benefits
- All of these upgrade projects have delivered efficiency gains and allowed the economy to be more productive
- While not likely transformative in their own right, the upgrades specifically (and the Bruce Highway more broadly) provides critical transport infrastructure for the region that supports overall economic growth
- The \$2.1 billion that has been invested has created significant local economic stimulus and would have supported hundreds of jobs in the construction sector during the construction years

Bruce Highway Upgrade Projects, Sunshine Coast

Project	Investment (\$m)	Completion Date
Caboolture to Caloundra Intersection Upgrades	\$195	Feb-16
Caloundra Road to Sunshine Motorway (CR2SM)	\$932	Jul-21
Maroochydore Road & Mons Road Interchanges (Forest Glen)	\$301	Mar-23
Caboolture-Bribie Island Road to Steve Irwin Way (Elimbah)	\$663	Apr-24

Sunshine Coast Solar Farm

- Sunshine Coast Council pursued an ambitious renewable energy agenda aimed at reducing emissions and long-term operating costs
- The Sunshine Coast Solar Farm was a central part of this agenda and was completed in 2017 with approximately 57,000 solar panels and a generation capacity of 15 MW
- At the time, it was the first (and remains the largest) solar farm built by a local-government and it aimed to:
 - Reduce Council electricity costs and exposure to rising energy prices
 - Improve environmental sustainability outcomes
 - Demonstrate leadership in renewable energy and innovation
 - Generate direct and indirect employment on the Coast as part of a suite of projects (e.g. Airport expansion, new Maroochydore City Centre, undersea data cable, etc.)
- **Original Transformational Intent:** deliver long-term financial and environmental benefits while positioning the Sunshine Coast as a leader in sustainability

Sunshine Coast Solar Farm

- Solar farm was built in 2016
 - \$50.4 million investment
 - 60 jobs during construction
 - Meant to save Council money on power and reduce carbon emissions
- Since built, the Solar Farm has generated 229,635 MWh of power and saved 183,708 Tonnes of carbon
- As of June 30 2026, the solar farm has saved Council \$7.4 million (compared to what it would have paid for electricity from the market)
- Beyond the financial contribution, the project has reinforced the Sunshine Coast's reputation as a sustainability leader, delivering branding benefits and strengthening the region's attractiveness for investment and business growth
- While the project has delivered considerable financial savings to Council over time, offset a significant amount of carbon emissions and reinforced the sustainability credentials of the region, the project is not transformational in the original sense outlined in the REDS



Undersea Data Cable

- During the 2010s, Sunshine Coast Council identified international digital connectivity as a potential competitive advantage capable of supporting investment attraction and higher-value industries
- A 2017 feasibility study found an international cable landing on the Sunshine Coast was technically feasible and economically beneficial, but unlikely to proceed without government facilitation and investment
- Council subsequently developed the Cable Landing Station at Maroochydore, with the first international cable entering service in 2020. The landing station later became NEXTDC SC1 data centre. The project was intended to:
 - Improve international digital connectivity and network resilience
 - Attract technology, digital, cloud, media and data-centre investment
 - Provide enabling infrastructure to support the transition to a higher-value, knowledge-intensive economy
- **Original Transformational Intent:** use globally connected digital infrastructure to attract higher-value industries, support economic diversification and strengthen the Sunshine Coast's position as a digital economy hub

Undersea Data Cable

- The undersea data cable and landing facility were completed in 2020 following Council's investment in the Cable Landing Station and supporting infrastructure
- A 2017 feasibility study estimated significant economic benefits, including 864 FTE jobs and \$453 million in economic benefits
- While the data cable could have delivered some level of productivity increase across the economy, it is unlikely that it delivered significant economic benefits directly in terms of operational jobs and investment directly associated with the cable itself
- Anecdotal evidence suggests that the data cable has supported large corporate investments, such as Youi, by supporting investor confidence in the region, so it should be seen as a differentiating characteristic (or competitive advantage) of the Sunshine Coast
- The project has successfully established strategic digital infrastructure that has enabled subsequent investment, including Google's Tabua international cable and the NEXTDC SC2 data centre
- As data usage, cloud computing, AI and digital infrastructure requirements continue to increase, the economic significance of this infrastructure is likely to grow over time. The Sunshine Coast now has digital infrastructure capabilities that are more commonly associated with larger metropolitan markets

Game Changer Projects Summary

- The SCUH Precinct is likely the only project that has delivered 'game changing' economic benefits to date
- The Maroochydore City Centre has also delivered significant economic benefits through its on-going investment and development which has already delivered over \$1 billion of investment
 - The on-going nature of construction and development activity will continue to attract significant investment and generate hundreds of jobs every year
 - Over time, the Maroochydore City Centre will deliver 'game changing' benefits
- Similarly, over time the new runway at the Sunshine Coast Airport will also deliver 'game changing' benefits in terms of new routes, increasing passenger volumes (including visitors) and new commercial and industrial areas
- UniSC, upgrades to the Bruce Highway and the undersea data cable are long-term economic enablers that will become increasingly important in supporting future economic growth and development
 - While the expansion to UniSC referenced in the REDS likely did not deliver transformational economic benefits, UniSC has been a significant long-term contributor to the Sunshine Coast's economic transition in many ways
 - The contribution of UniSC has become increasingly important as the Sunshine Coast economy has transitioned towards higher-value and more knowledge-intensive industries, increasing demand for advanced skills, research and innovation
 - The construction activity on the Bruce Highway has been significant and generated substantial economic benefits
- The solar farm did not deliver 'game changing' economic benefits

Assessment of the REDS Game Changers

Game Changer Project	Observations based on available information
Sunshine Coast University Hospital and adjacent medical and health precinct	MET GAME CHANGER CRITERIA Unclear on the success of the density of colocation of allied health services and impact to jobs and growth Unclear on whether research goals have been met
New City Centre in Maroochydore	WILL LIKELY MEET GAME CHANGER CRITERIA IN THE FUTURE Early in development, majority of site left to develop Key infrastructure supporting the commercial area in place and landmark buildings completed and others underway (including Arena and future residential dwellings)
An expanded Sunshine Coast Airport	NOT A GAME CHANGER TODAY, BUT WILL ADD CONSIDERABLE VALUE INTO THE FUTURE New runway completed positioning future international route expansion \$200m terminal expansion and Airport Precinct development commencing under PDA
An expanded UniSC	NOT A GAME CHANGER BASED ON CRITERIA BUT HAS BEEN A SIGNIFICANT CONTRIBUTOR TO THE SUNSHINE COAST'S ECONOMIC TRANSITION SINCE 1994 Met expansion objectives, with significant growth in scale, program offerings and capability. UniSC has also contributed to the region's economic transition through higher education participation and attainment, skilled workforce development, increased research and innovation capability, and stronger industry engagement

Assessment of the REDS Catalytic Projects

Catalytic Projects	Observations based on available information
Upgraded Bruce Highway	NOT A GAME CHANGER BASED ON CRITERIA BUT IMPORTANT CRITICAL ENABLING INFRASTRUCTURE SUPPORTING CONNECTIVITY
Sunshine Coast Solar Farm	NOT IDENTIFIED AS AN ORIGINAL GAME CHANGER, LATER A 'CATALYTIC' PROJECT Has provided considerable financial savings for Council and offset significant carbon emissions, satisfying its purpose
Undersea Data Cable (and Landing Station)	NOT IDENTIFIED AS AN ORIGINAL GAME CHANGER, LATER A 'CATALYTIC' PROJECT Has attracted considerable investment and will likely be significant enabling infrastructure for the future

Cost Competitiveness of the Sunshine Coast

Competitiveness of the Sunshine Coast

- In order to test the cost competitiveness of the Sunshine Coast, a variety of business costs were identified and compared to other areas:
 - Wages across various functions
 - Industrial and commercial rents
- These costs were selected as the general business costs that differ across various locations
- The cost competitiveness of the region is an important competitive factor for growing businesses and companies that may be considering new locations
- Areas compared include:
 - Sunshine Coast
 - Gold Coast
 - Brisbane
 - Melbourne
 - Sydney
- A number of international destinations were also included for additional context because the Sunshine Coast does not just compete with locations in Australia for business but is exposed to global competition:
 - Singapore
 - Hong Kong
 - Kuala Lumpur
- While there are limits to the degree that government policy and investment can impact wage and occupancy costs, the competitive context is an important perspective to understand the current and future growth prospects of the region

Wage and Salary Comparison in Australia

- Salaries on the Sunshine Coast largely align to Brisbane, and are lower than Sydney or Melbourne, creating a cost advantage for the Sunshine Coast against these southern markets
- While often consistent with Brisbane, there is anecdotal evidence of a 'Sunshine Coast Discount', with local jobs often paying less than in Brisbane when cost of living is now similar
- Traditionally, lower housing costs meant that highly skilled workers could be attracted to the area, even at a lower wage than competing areas
- The rapid increases in housing costs and a lack of night-time amenity that many southerners expect is eroding the region's ability to attract talent
- The salaries identified for the Sunshine Coast are insufficient to afford a house on the Sunshine Coast (requiring a dual income household)

Salary Comparison, Selected Roles (\$/year)

	Sunshine Coast ⁸	Brisbane	Sydney	Melbourne
Senior Finance Manager	\$150,000	\$140,000	\$150,000	\$145,000
Financial Analyst	\$110,000	\$105,000	\$110,000	\$120,000
Design Engineer	\$112,500	\$130,000	\$120,000	\$130,000
Data Analyst	\$105,000	\$100,000	\$115,000	\$115,000
Cloud Architect	\$170,000	\$180,000	\$200,000	\$200,000
HR Coordinator	\$80,000	\$85,000	\$85,000	\$75,000
HR Manager	\$125,000	\$160,000	\$175,000	\$160,000
Marketing Manager	\$115,000	\$120,000	\$120,000	\$125,000
Account Manager	\$91,000	\$80,000	\$80,000	\$80,000
Sales Director	\$195,000	\$275,000	\$260,000	\$250,000

Wage and Salary Comparison Overseas

- Many technical and senior roles have lower salaries overseas, while more marketing and sales roles have higher salaries
- Singapore and Hong Kong have much higher housing costs and yet maintain a more competitive salary across many roles
- Lower salaries overseas could be a competitive disadvantage for the region, particularly when the labour market is tight
- Given the tight labour market on the Sunshine Coast, many local businesses may look overseas to satisfy the growth requirements of the business
- At the same time, many businesses may select an overseas location over the Sunshine Coast due to more affordable access to labour

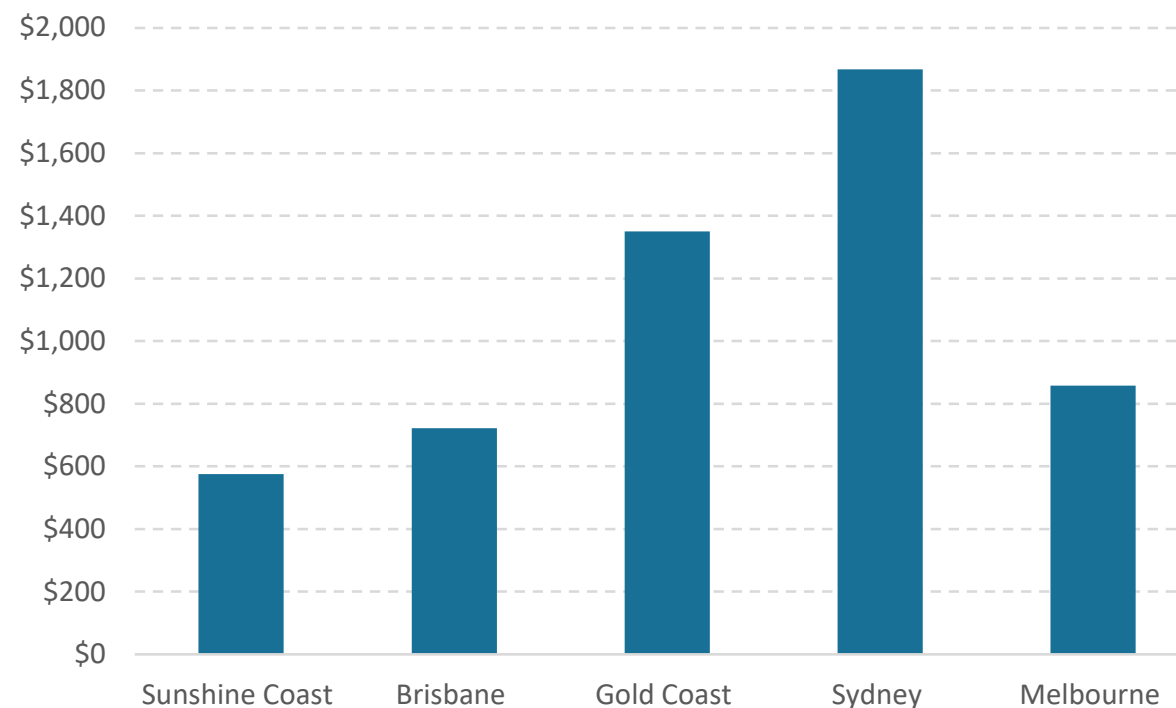
Salary Comparison, Selected Roles (AUD\$/year)

	Sunshine Coast ⁸	Hong Kong	Malaysia	Singapore
Senior Finance Manager	\$150,000	\$120,416	\$58,573	\$136,288
Financial Analyst	\$110,000	\$82,102	\$50,355	\$94,183
Design Engineer	\$112,500	\$60,208	\$19,932	\$70,914
Data Analyst	\$105,000	\$87,575	\$48,257	\$99,723
Cloud Architect	\$170,000	\$164,204	\$83,925	\$141,274
HR Coordinator	\$80,000	\$47,072	NA	\$53,186
HR Manager	\$125,000	\$118,591	\$48,257	\$119,114
Marketing Manager	\$115,000	\$177,887	\$83,925	\$188,366
Account Manager	\$91,000	\$123,153	\$54,551	\$105,263
Sales Director	\$195,000	\$218,938	\$125,887	\$274,238

Industrial Land

- Sunshine Coast industrial land values have increased strongly in recent years, reaching approximately \$575–\$594/sqm, reflecting limited land supply and strong occupier demand
- Land values remain below Gold Coast, Brisbane and other capital cities, preserving a relative cost advantage, which can be important for attracting investment in key sectors
- Constrained supply of industrial land is supporting ongoing value growth and limiting downward price pressure as well as creating an environment that may not support business expansion and investment into the future (due to lack of land and premises)
- Population growth, logistics demand and continued business expansion are increasing competition for available industrial land that is becoming more scarce
- Ensuring there is sufficient industrial land stocks to support current and future growth is critical

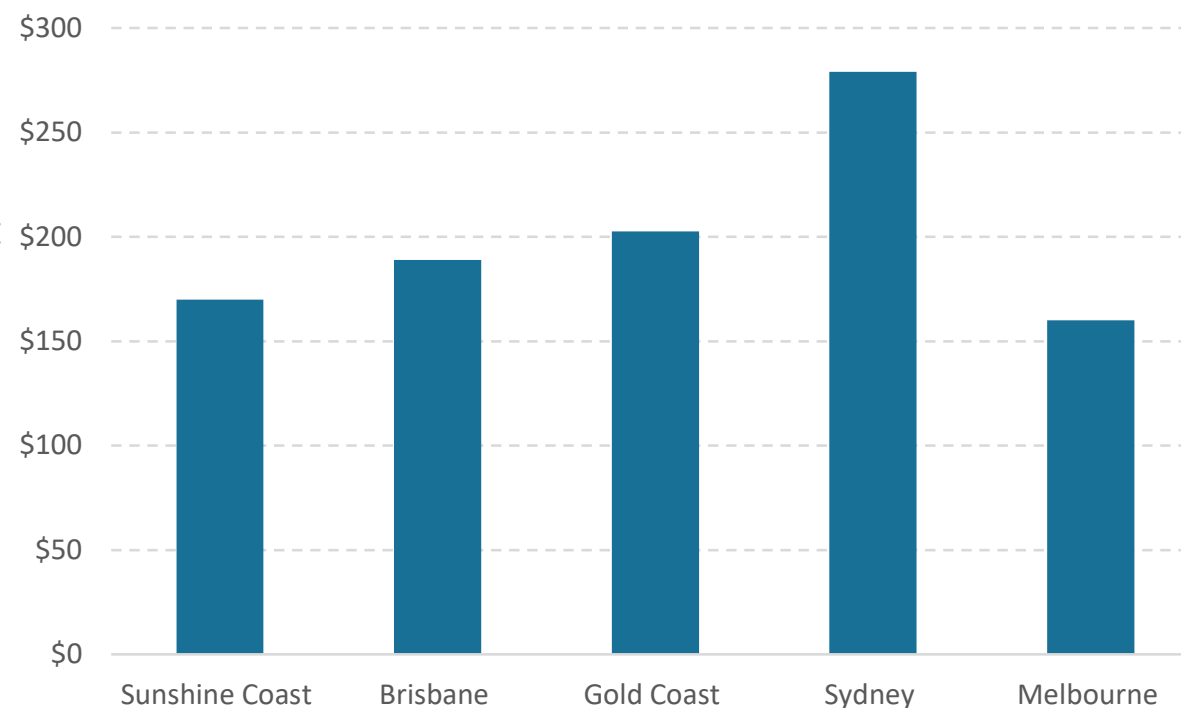
Industrial Land Values (\$/sqm)



Industrial Rents

- Sunshine Coast industrial rents have grown approximately 39% since 2021, reaching around \$170/sqm, demonstrating strong rental growth (which is linked to supply shortages)
- Prime Sunshine Coast rents are now approaching Brisbane market levels and sit above Melbourne industrial averages, which will create a potential competitive disadvantage for the region in terms of attracting new investment and supporting existing business growth
- Continued rental growth is being driven by limited industrial land supply, tight vacancy and growing demand from manufacturing, logistics and other growing local businesses
- Demand for larger industrial facilities remains strong, with limited availability of modern stock supporting rental growth
- Ensuring there is a sufficient supply of industrial buildings is important to supporting current and future growth

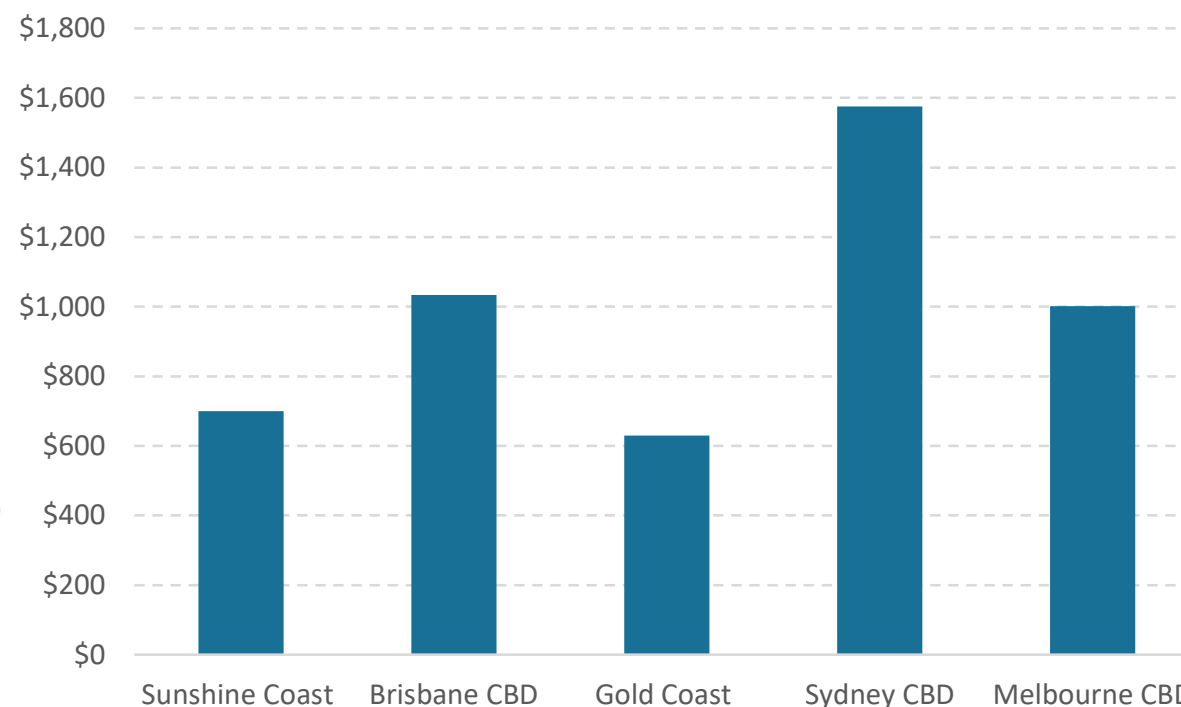
Industrial Rents (\$/sqm/year)



Commercial Office Market Rent

- The Sunshine Coast office market is relatively small at approximately 210,000 sqm, compared with approximately 463,000 sqm on the Gold Coast and approximately 2.4 million sqm in the Brisbane CBD⁸
- Despite its smaller size, the Sunshine Coast has one of the tightest office markets in Australia, with total vacancy of approximately 3.4% and A-grade vacancy of approximately 2.9%⁹
- While rental rates compete well with the Brisbane CBD, they are similar to many Brisbane fringe markets and higher than the Gold Coast, reducing the cost competitiveness of the Sunshine Coast
- The completion of 50 First Avenue, Maroochydore, has added approximately 10,000 sqm of new A-grade office space, representing the largest addition to the market in many years
- Ensuring that the region has sufficient commercial office stocks at a competitive rate is important to enable economic growth, particularly given the high value nature of many businesses occupying commercial office space

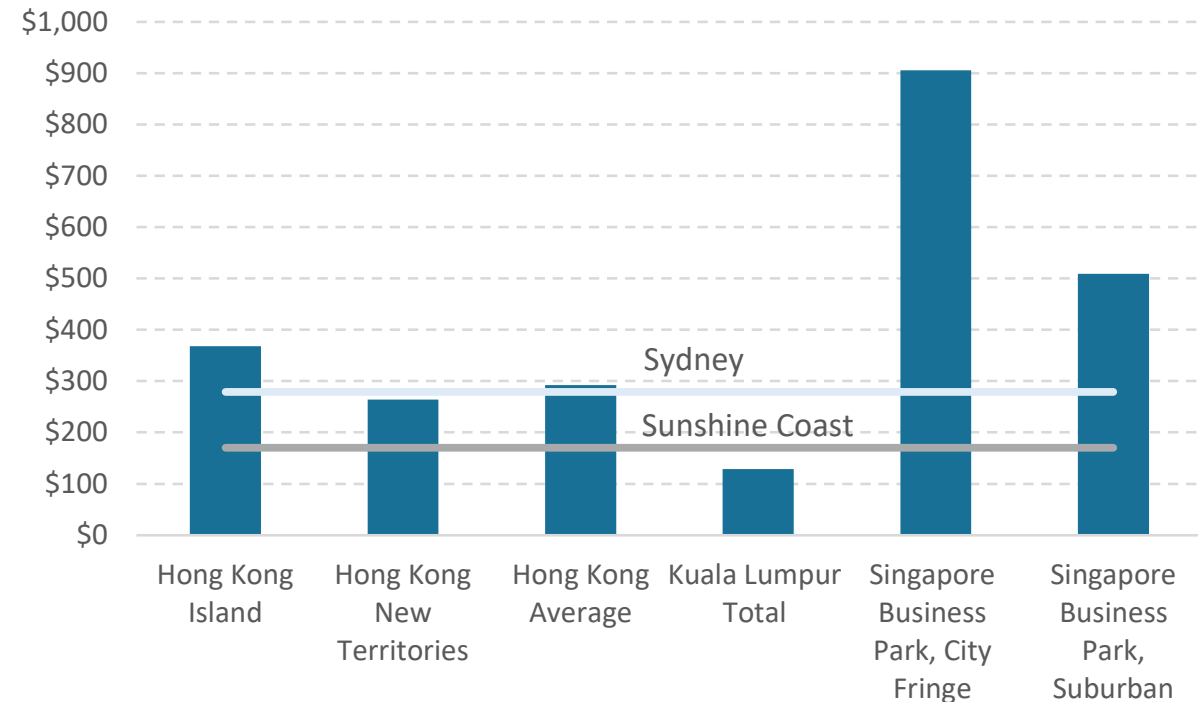
Commercial Office Rents (Gross, \$/sqm/year)



International Context – Industrial Rents

- Sunshine Coast industrial rents are competitive with many developed APAC industrial markets, providing a cost advantage for the Sunshine Coast (if sufficient space can be found)
- Malaysian industrial markets offer substantially lower occupancy costs, demonstrating a significant cost advantage over the Sunshine Coast
- Australian industrial businesses would experience higher occupancy costs in major global centres (Singapore and HK) however more affordable options are likely available across the Asia-Pacific region
- For future investment attraction and to support existing businesses seeking to expand, the cost competitiveness of the Sunshine Coast and Australia is a factor of consideration, particularly when overseas destinations can offer meaningful cost savings

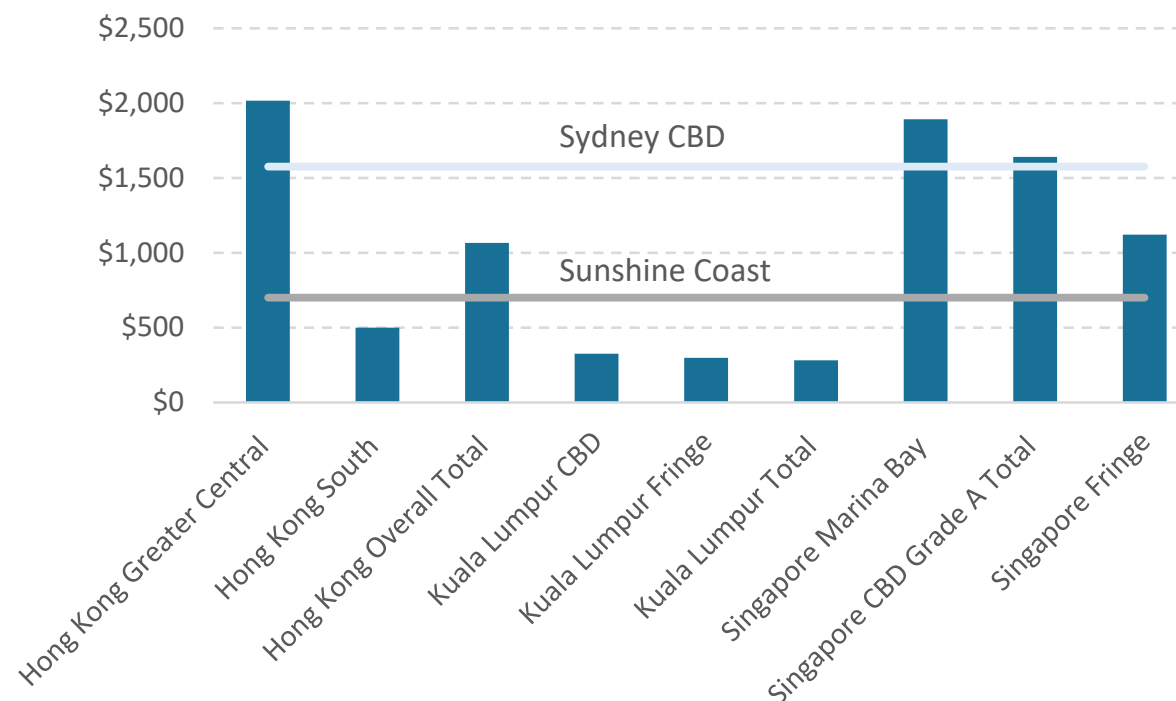
Industrial Rents (AUD\$/sqm/year)



International Context – Office Rents

- Sunshine Coast office rents (\$700/sqm) remain competitive relative to major global business centres
- Sydney CBD office rents are comparable to leading international markets such as Singapore and Hong Kong, demonstrating a global pricing standard in Asia-Pacific
- Sunshine Coast maintains significantly lower occupancy costs than many global gateway cities for commercial office uses
- Competitive office costs support business attraction and expansion opportunities

Office Rents (AUD\$/sqm/year)

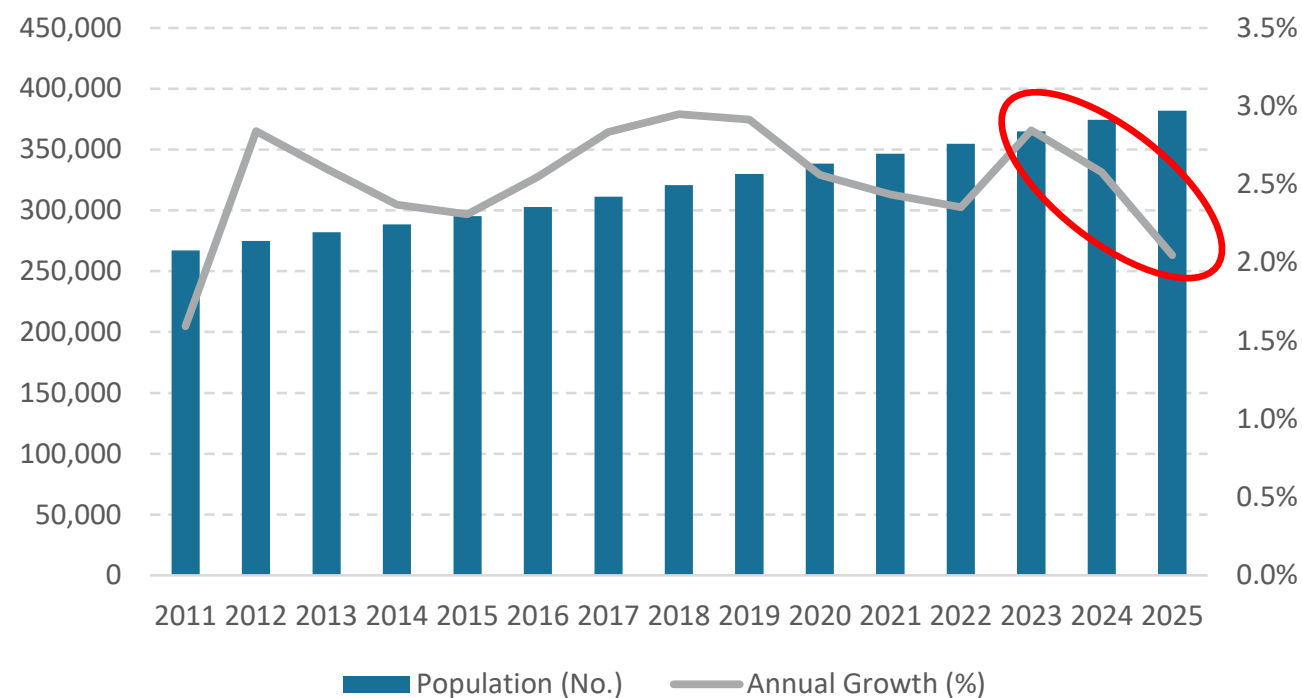


Current State of the Sunshine Coast Economy

Population Growth is Slowing

- Over the last two years, the rate of population growth has decreased
 - The population is still growing, but the pace of this growth is slowing
- In 2025, the population of the Sunshine Coast grew at the slowest rate since 2011
- Population growth has been an important contributor to economic growth on the Sunshine Coast, providing a growing stimulus for many industries such as retail trade, education, healthcare and construction
- If this demand is decreasing, demand in other industries will need to increase to maintain historical levels of economic growth

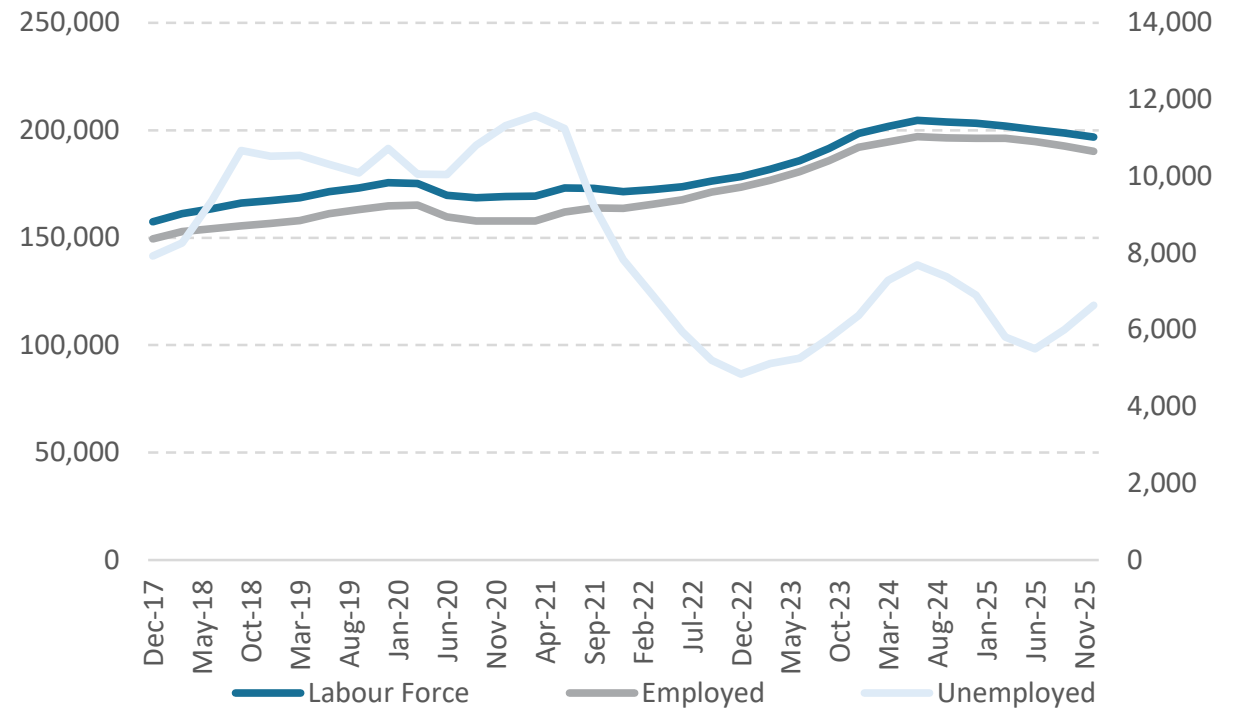
Population Growth, Sunshine Coast



Labour Force is Decreasing

- Over the last year, the labour force (the pool of people available for work) on the Sunshine Coast has decreased
 - 3.1% decrease from year ending December 2024 to year ending December 2025
- A decreasing labour force may be linked to the decreasing growth rates of the population as a whole
- Housing availability and affordability may also be impacting on the labour force, in particular forcing lower earning workers to see more affordable housing outside of the Sunshine Coast as well as deterring some workers from moving to the Coast
- The current tightness of the labour market (i.e. low unemployment) can impact local companies who need additional workers to support business expansion

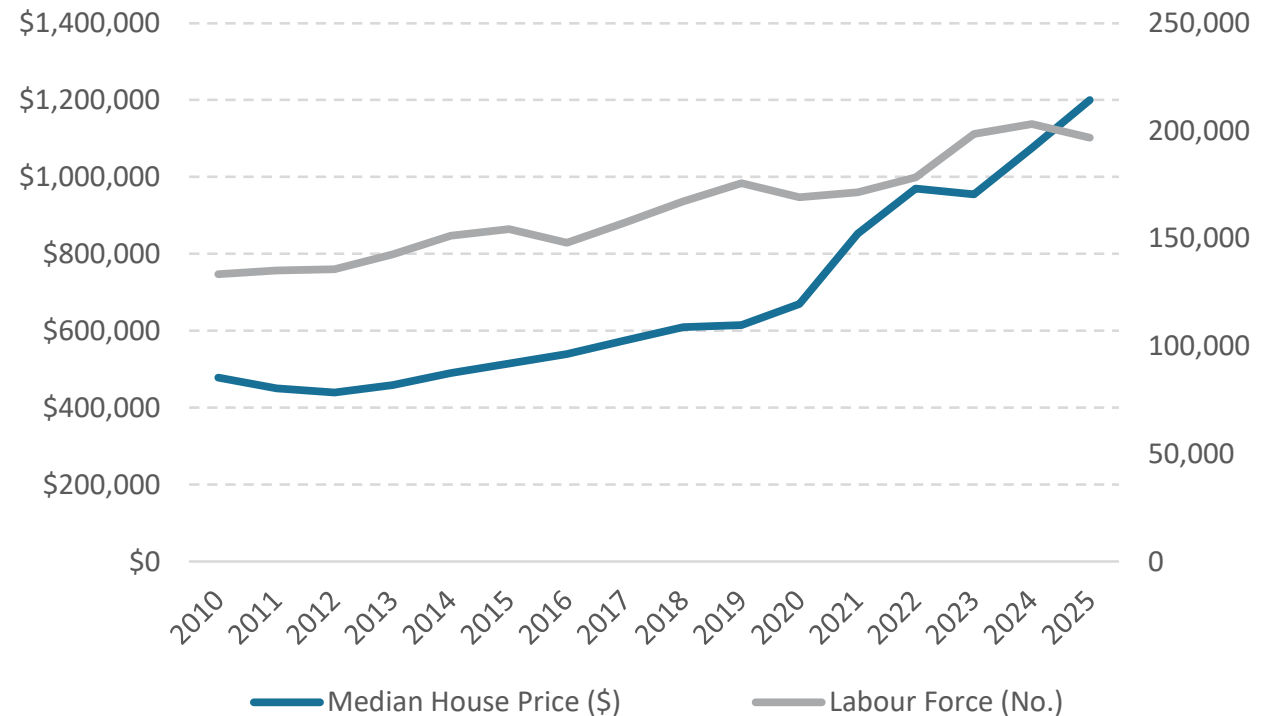
Labour Force, Sunshine Coast



Are Housing Prices Deterring People?

- Historically, housing prices and labour force movements were aligned
- Since 2020, house prices have escalated considerably (79%) and the relationship between housing prices and labour force movements has changed
- The high cost of housing (and low levels of availability) may be forcing some residents to leave and deterring others of coming to the Sunshine Coast
- Increasing the supply of housing will be important to support future economic and population growth on the Sunshine Coast

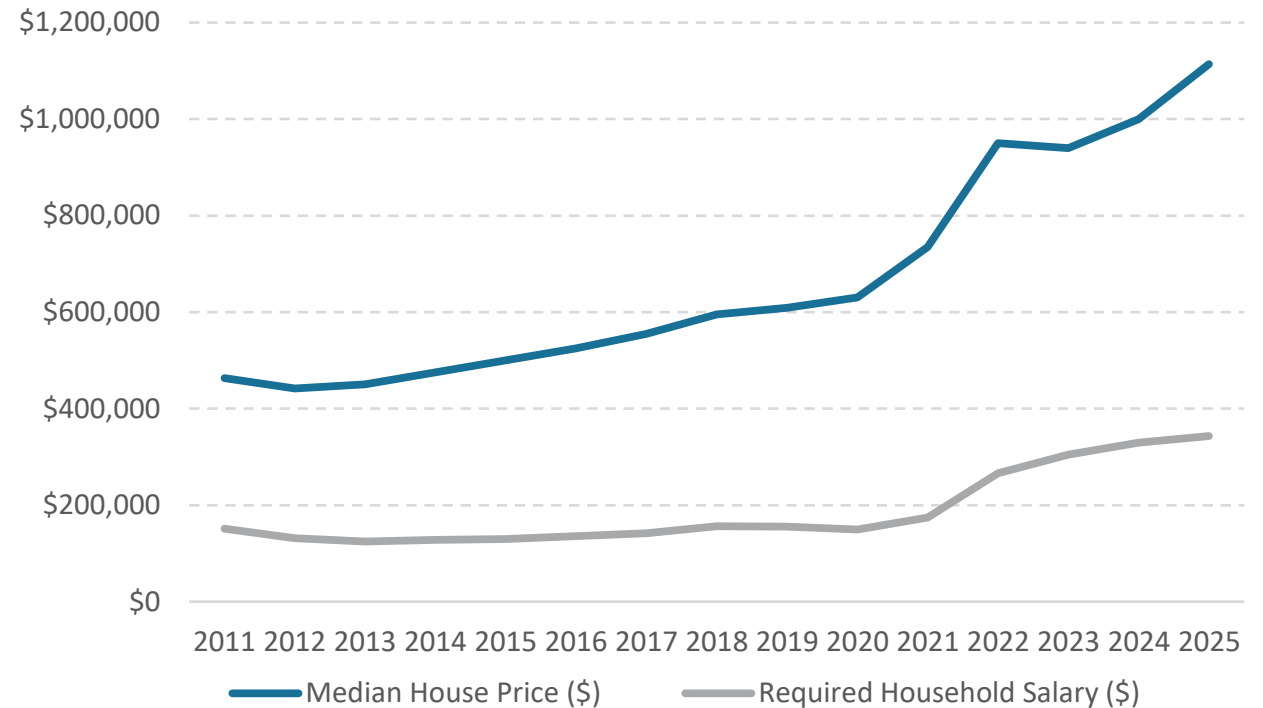
House Prices and Labour Force



The Increasing Cost to Afford a House

- For most of the last 15 years, an annual household salary of under \$200,000 was sufficient to afford a house on the Sunshine Coast
- Given the rapid escalation of house prices and interest rates post COVID, a household salary of \$343,000 is now required to afford a house in the region
 - an increase of 129% since 2020
 - more than doubling of the salary required since 2020
- The rapid rise in housing costs has also eroded the ability of some interstate migrants to finance a move to the Sunshine Coast, which has traditionally been a significant attraction and driving force in population growth
- The best way to combat housing affordability is to rapidly increase housing supply

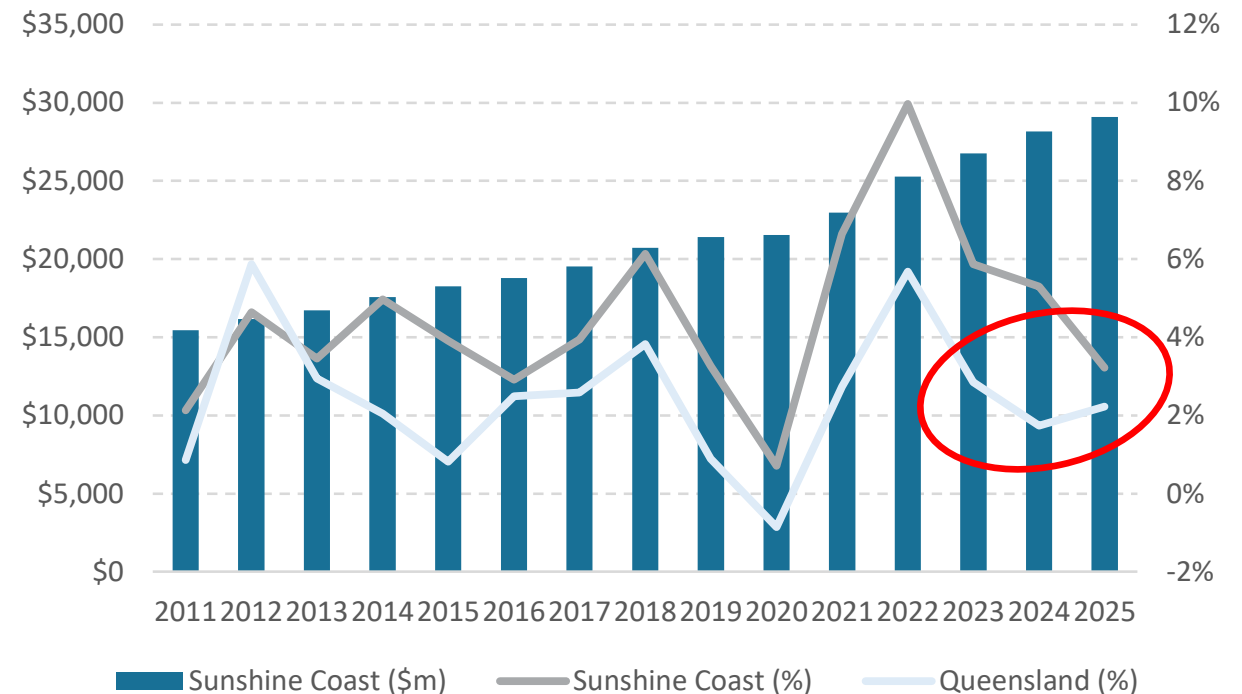
House Prices and Required Salary to Afford it



Economic Growth is Slowing

- The Sunshine Coast's economy has consistently out paced the State economy in growth since 2012
- However, the difference is narrowing
- The growth of the Sunshine Coast economy has decreased over the last three years, keeping in mind:
 - Population growth is also decreasing
 - Labour force is decreasing
 - Housing availability is low
 - Housing costs are high
- All of these factors are connected and impact each other

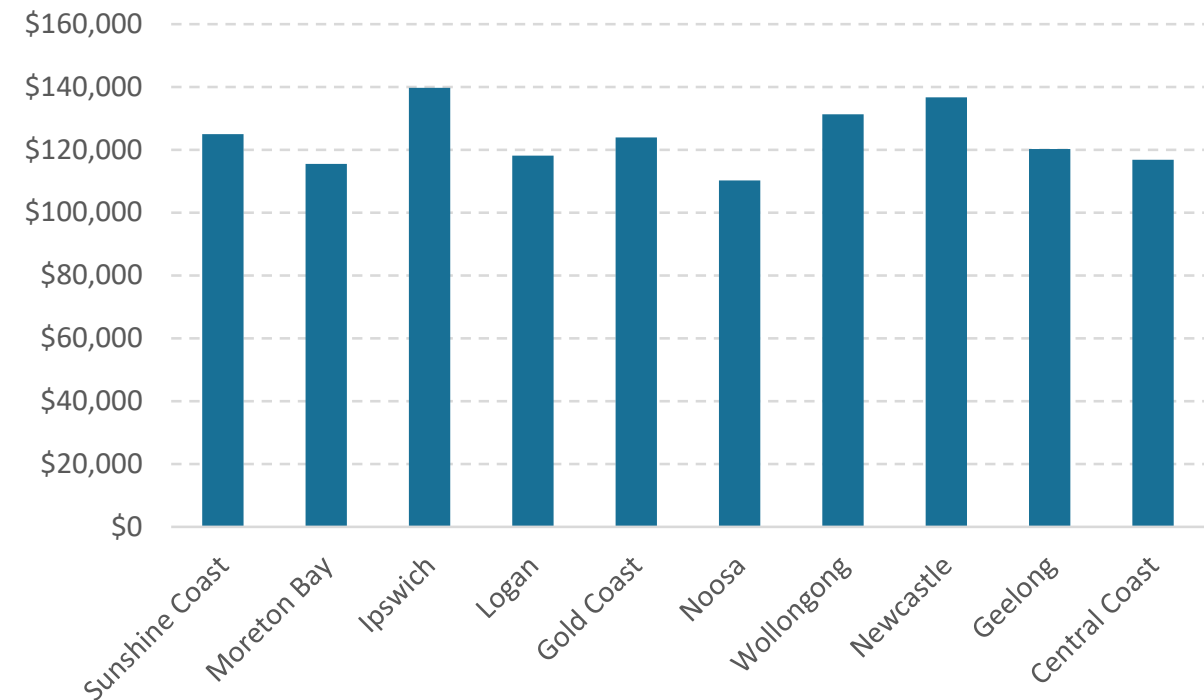
Population Growth, Sunshine Coast



Creating the New Economy

- The Sunshine Coast is the fourth most valuable economy, in terms of industry value added per employee, compared to the benchmarked LGAs
- While the economy on the Sunshine Coast has evolved and become more diverse and more valuable over time, it has not yet created the 'new economy' set out in REDS
- The Sunshine Coast economy needs to continue on its current path to create a higher value economy that is more productive and supports increasing living standards
- Efforts to recruit large, high value adding businesses to the region (like Youi) would assist in generating a higher value economy and fulfilling the aspiration of the original REDS and creation of a 'new' economy

Economic Value per Employee (2025)



Summary

Summary

- This analysis has demonstrated that the Sunshine Coast economy has been on a journey of transition as originally outlined in the REDS
- While the region has made meaningful progress, the transition envisioned in the REDS is not yet complete, keeping in mind the original planning horizon for REDS was 2013-2033
- While progress has been made, there are a number of signs of concern:
 - Productivity growth has been too low to increase living standards
 - Population and economic growth is starting to slow
 - Housing, particularly the cost and availability of housing, is becoming a significant constraint on the economy and a barrier to future economic growth
 - The labour market has tightened significantly from traditional norms
 - Given the rapid growth of the population, transport infrastructure is under pressure
 - There is anecdotal evidence that many businesses struggle to access the high skilled labour that they require as well as stories of residents that relocated to the Sunshine Coast from southern markets but returned due to a lack of amenity (i.e. public transport, night-time economy, etc.)
- These signs could lead to lower levels of economic growth into the future and make it difficult for the fulfillment of the REDS aspirations and goals



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