

10+10+ VISION

SUNSHINE COAST

Brisbane 2032 Olympic and Paralympic Games

Sunshine Coast Council acknowledges the Kabi Kabi peoples and Jinibara peoples as the Traditional Custodians of the Sunshine Coast, and wishes to pay respect to their elders past, present and emerging.



Image credit: Alexander Polizzi.

Sunshine Coast Council
A Delivery Partner in the Brisbane 2032 Olympic and Paralympic Games





Mayor's message

Through past Olympiads and especially since the adoption of the new Olympic Agenda for Legacy in 2020; the Olympic and Paralympic Games have become levers to meet the long-term needs of host cities and regions.

The International Olympic Committee (IOC) has clear statements that legacy is the result of a joint vision. One part is the IOC's vision that the Olympic Movement can build a better world through sport. The other part is that a city or region's vision of the Games can set new ambitions, find new possibilities and create innovative solutions.

It's clear the IOC recognises that legacy is more than their own ambitions and that a Games Delivery Partner can also optimise the positive effects of the Games. This is the case with Paris 2024, where numerous organisations have created their own legacy ambitions and plans, with acknowledgment from the IOC.

Sunshine Coast Council, as a key Games Delivery Partner of the 2032 Brisbane Olympic and Paralympic Games, is taking on this opportunity to set its own legacy vision. We hear a lot about the positive impact of the Games in the months before and even after the Olympic Flame is extinguished. With less than 10 years to go, Council wants to achieve something very exceptional for these Games. To set a new and bold vision of legacy for our region before the Games even take place; legacies that would benefit not only the Sunshine Coast, but also lead solutions and create benefits beyond our region.

Council is also creating this innovative response to the legacy opportunity to align with the work of our Delivery Partners: not just as requirement of the IOC but recognition and early steps to create a vision to foster healthier, active and creative communities beyond just sport.

This is an incredible opportunity to create benefits for the Sunshine Coast – now and for generations to come.

Sunshine Coast Council is proud and excited to be a delivery partner in the Brisbane 2032 Olympic and Paralympic Games and this is just another way we continue to authentically achieve our vision of being Australia's most sustainable region – healthy, smart, creative.

Mayor Mark Jamieson
Sunshine Coast Council



2032 Legacy Plan Community Reference Group Chairperson message

Many of us cherish memories of past Olympic and Paralympic Games: watching with family and friends the amazing achievements of the world's top athletes in world-class stadiums and settings. But the Games has the power to create even more: it is a catalyst to make a real and valued impact on anyone, from grassroots communities to elite athletes. Whether by trying a new activity, to volunteering or creating connections in communities; the Games has the power to create legacies that mean something to all of us.

Given this, I'm honoured to chair Sunshine Coast Council's 2032 Legacy Plan Community Reference Group. As a two-time Paralympian and UniSC Public Health Lecturer, I have seen firsthand how communities in partnership with governments can benefit from being closely involved to discover and create lasting legacies. As such, I'm excited to be part of creating a Legacy Plan that will ensure our beautiful region makes the most of this amazing global opportunity – in the lead-up to, during and after the Games.

The early steps towards bringing a wide range of representative voices together contributes to the collective legacy insights and aspirations in this document. This lays the foundation for legacy being always front and centre over the coming years. Past Olympic and Paralympic Games show us it is never too early to activate legacy.

I am privileged to be working alongside a strong and diverse group of people. Collectively we represent many areas including First Nations, sports, tourism, youth, education, disability, business and the broader community. Having met on a number of occasions, the group has embraced their participation: sharing their knowledge and experiences to create a comprehensive understanding of their legacy aspirations for the region as well as the many of the challenges we face. We know we have much more to do to raise awareness of the Games as well as its legacy.

There will be many ways our community members can be involved in creating a long-lasting legacy for our sustainable and healthy region and I am looking forward to keeping you up to date on our progress as we work to develop a plan to make our community – our residents now and those who will live here in the future – the clear beneficiaries.

Dr Bridie Kean
Chair – 2032 Legacy Plan Community Reference Group

Embrace your 2032 Games

We want our Sunshine Coast community to benefit from this exciting opportunity and for our 2032 Games involvement to leave a legacy for our future generations, 10 years before, during and after. This is our 10+10+ vision.

Legacy for the Sunshine Coast is so much more than just the infrastructure needed for the Games, such as the venues and the athletes village – it is the actions that can make a real and valued impact on anyone, from grassroots communities to elite athletes. It covers all the social, sporting, environment, economic and infrastructure dimensions, working together for a long-term benefit and a better region for generations.

The Sunshine Coast is now part of an incredible, once-in-a-generation journey to the Brisbane 2032 Olympic and Paralympic Games. Sunshine Coast Council and the Sunshine Coast 2032 Legacy Plan Community Reference Group have developed a shared vision and aspirations for the future. The vision will guide legacy engagement and planning and play a central role in our collaborative efforts with other levels of government and Games partners. The legacy aspirations demonstrate how we could link to the values we live by every day – sustainability, creativity, healthy living – to achieve long-lasting impact for our Sunshine Coast community.

*OLYMPIC LEGACY
includes the long-term
benefits that the Olympic
Games create for the host
city, its people, and the
Olympic Movement before,
during and long after the
Olympic Games.*

International Olympic Committee



LEGACY VISION

Your 2032 Games are the start.

*A more connected, active and sustainable
Sunshine Coast is our future.*





10+10+ VISION

SUNSHINE COAST
Brisbane 2032 Olympic and Paralympic Games

LEGACY ASPIRATIONS



Enhanced connectivity

All our people, places and communities are connected and ready to embrace future opportunities



Resilient and actively engaged communities

We come together as a strong community



Enshrine a sustainable Sunshine Coast

Local sustainability is our continued priority



Positive economic impact

'Global ready' through a climate-positive future



A healthy, active and lifelong sport region

The world comes to the Sunshine Coast

Enhanced connectivity



All our people, places and communities are connected and ready to embrace future opportunities.

We will enhance our connectivity at a local, domestic and global level by ensuring our infrastructure networks shape an accessible and inclusive future for all.

What could this look like?

- Delivery of a passenger rail service from Beerwah to Maroochydore
- Delivery of the Sunshine Coast Public Transport Project
- Improved Sunshine Coast active transport networks (i.e. walking and cycling)
- Inclusive and accessible transport systems and Games infrastructure
- Improved digital and smart technologies that connect us locally, domestically and globally.



Resilient and actively engaged communities



We come together as a strong community.

We will continue to work together to create communities that are active in nature, lifestyle, arts and culture and inclusive community spirit.

What could this look like?

- Inclusion of a strategy in the Sunshine Coast Arts Plan that seeks to develop a diverse and innovative arts and culture program for 2032 to showcase the region's creative talent
- Increased awareness of First Nations peoples culture, heritage and diversity
- Growth of our Healthy Sunshine Coast program with a focus on increased participation across all ages and abilities to improve health and wellbeing
- More people volunteering and recognition of the valuable contribution volunteers make to community life
- Increased sense of inclusivity and community pride
- Games impacts and opportunities are considered in our local response to homelessness and housing.



Enshrine a sustainable Sunshine Coast



Local sustainability is our continued priority.

We continue to live, work, learn and play sustainably through authentic actions across all aspects of our region.

What could this look like?

- Increased awareness of our Sunshine Coast Biosphere to realise the benefits and to attract and facilitate sustainable outcomes and investment
- Delivery of behaviour change program to uplift community awareness which contributes to a climate positive 2032 Games
- Delivery of programs and projects to protect and enhance our natural environment and create more recreational opportunities – including expanding our major green spaces
- New transport systems and Games infrastructure are of sustainable design and operation, and are best practice in accessibility.



Positive economic impact

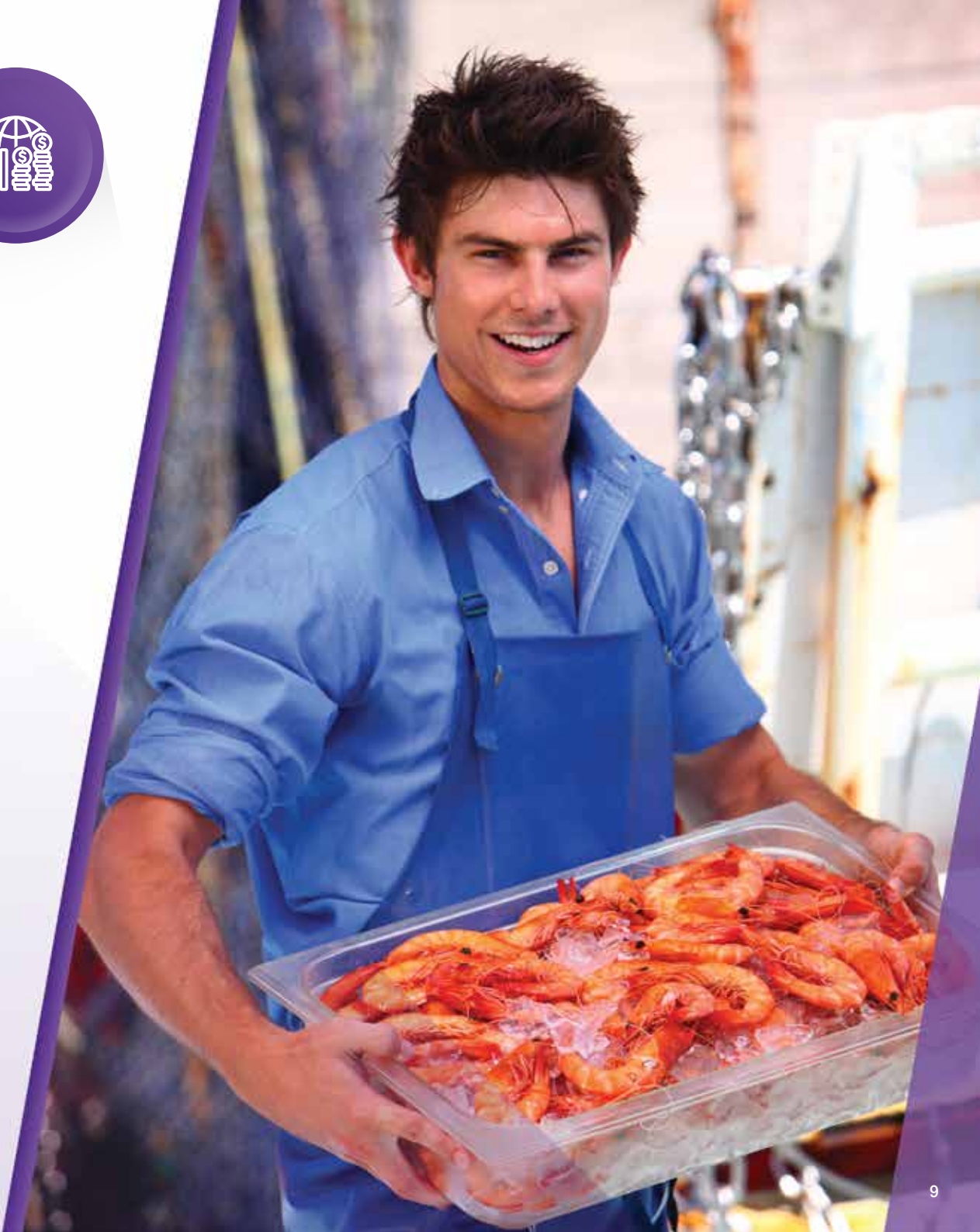


‘Global ready’ through a climate positive future.

We will leverage opportunities from the Games so our region continues to lead with existing, new and expanded businesses and industries that leave a positive impact.

What could this look like?

- Increased hotel and accommodation options and focus on developing the Sunshine Coast as an accessible and inclusive tourist destination
- Increased capacity and procurement of First Nation businesses and improved training and employment opportunities for First Nations people
- Delivery of programs that attract and support clean tech industries to support a circular economy
- Leverage the International Broadband Network project (submarine cable) to attract investment and build our digital economy
- Focus on increased sports industry economic activity and build our health and sports technology capabilities
- Build an international profile of Sunshine Coast’s world class tourism experiences.



A healthy, active and lifelong sport region



The world comes to the Sunshine Coast.

We will continue to encourage participation in physical activity and sport to nurture sporting talent and create new sports experiences, events and businesses.

What could this look like?

- Support for sport and recreation industry to better cater for active communities from grassroots to elite level
- Increase participation in community sport, passive and nature-based recreation opportunities
- Develop a 'Sports Bureau' to attract major sports events, training camps and centres of excellence to the region
- Delivery of permanent, world class, accessible multi-purpose sporting facilities
- Develop opportunities for recognition of our past, present and future Olympians and Paralympians.



CASE STUDY

Cycling towards 2032

The Australian Cycling Academy is an elite not-for-profit cycling academy based on the Sunshine Coast.

The primary goal of the Australian Cycling Academy (ACA) is to provide an athlete-centric development model for young men and women, allowing them to simultaneously study and develop their sporting careers while providing a clear pathway to professional cycling ranks and future success beyond sport.

In addition to its grass roots and elite pathway programs, the ACA launched Cycle Sunshine Coast in 2021. Cycle Sunshine Coast is a four-day, five stage National Road Series level event for men and women featuring Australia's top domestic teams. The event is broadcast nationally and has various other cycling events attached such as Gran Fondo and community-based rides.

Following the announcement that road cycling and mountain bike events would be held on the Sunshine Coast during the Brisbane 2032 Olympic and Paralympic Games, the ACA began to position itself and the region to leverage future cycling opportunities so local home-grown athlete/s are given the best possible chance to represent the green and gold at the Brisbane 2032 Olympic and Paralympic Games.

The ACA is already considering initiatives such as expansion of its Wheely Fun Program, the launch of the National Junior Academy Team, launching an ACA Mountain Bike Academy, developing programs to promote the cycling and tourism attributes of the region and developing an Olympic test event program leading into 2032.

Brisbane 2032 presents a once-in-a-lifetime opportunity to create a global event to not only build excitement and community engagement towards the games but provides the chance to build a legacy event for years to come. The ACA wants to build on the success of Cycle Sunshine Coast, the region's first ever elite level cycling event, and transform it into a major UCI calendar event and ultimately, a World Tour Olympics Road Test event.

Leveraging the Brisbane 2032 Games to develop a World Tour cycling event over the next 10 years would put the Sunshine Coast on the international cycling map, grow the sport of road cycling on the coast in turn creating a demand for the product, increase direct visitation to the region and create job opportunities.

The opportunity to build an international legacy event that carries on past 2032 will have many benefits for the region but none more so than getting further nurturing cycling talent and creating new event experiences and investment opportunities for the Sunshine Coast.

Image credit: Alexander Polizzi.



What's next?

The creation of our vision and aspirations for the Brisbane 2032 Olympic and Paralympic Games legacy is an important first step in ensuring we leverage off the opportunity being presented.

Integral to our success will be building meaningful partnerships with our fellow Games Delivery Partners. The vision and aspirations articulated in this document will be inputted into upcoming Brisbane 2032 Games legacy planning initiatives at all levels.

In the future, this vision and aspirations will evolve into a Sunshine Coast 2032 Legacy Plan with clearly identified actions and initiatives. This Legacy Plan and similar plans being developed by our Games Delivery Partners will result in a number of actions commencing immediately and others closer to Games time. Given the 10 year runway to the Brisbane 2032 Games, focus could shift depending on our community's changing priorities.

The collaboration with the Games Delivery Partners and our wider Sunshine Coast community will be critical in establishing initial excitement and maintaining momentum throughout the lead-up to and beyond the Brisbane 2032 Olympic and Paralympic Games.

For more information



sunshinecoast.qld.gov.au



*Sunshine Coast Council –
a delivery partner for the Brisbane 2032
Olympic and Paralympic Games*

Register here to receive updates

*or contact the project team directly by email at
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