

The cover features a scenic photograph of a mountain peak, likely Mt. Meehan, with a dense forest in the foreground. The image is overlaid with a semi-transparent purple filter. In the top right corner, there is a white geometric shape resembling a folded page corner with four small white circles. In the bottom left corner, there is a large white arrow pointing right. In the bottom right corner, there is a white circle containing a checkmark. The title text is centered in the upper half of the image.

Sunshine Coast Regional
Economic Development Strategy
Annual Report 2019-2020

SEPTEMBER 2020

Sunshine Coast Council would like to thank the signatories and partners of the Regional Economic Development Strategy and acknowledges the valuable contribution they have made to the implementation of the REDS and the continued growth of the Sunshine Coast economy.



ACKNOWLEDGEMENT OF COUNTRY

Sunshine Coast Council acknowledges the traditional Country of the Kabi Kabi Peoples and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast and recognise that these have always been places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.



SUNSHINE COAST REGIONAL ECONOMIC DEVELOPMENT STRATEGY ANNUAL REPORT 2019-2020

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EXECUTIVE SUMMARY

Since 2013, the Sunshine Coast Regional Economic Development Strategy has provided a vision and blueprint for the new economy – a prosperous, high value economy of choice for business, investment and employment, while offering an enviable lifestyle and environment.

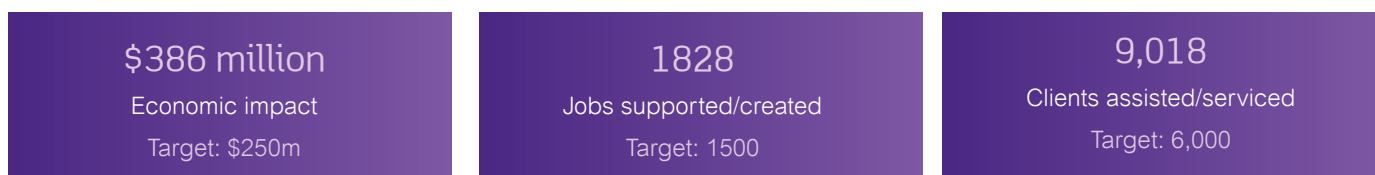
THE REGION ENDED 2019 WITH POSITIVE ECONOMIC RESULTS:



In alignment with the Regional Economic Development Strategy, all figures above are for the wider Sunshine Coast region, which includes Noosa. Despite the impacts of COVID-19, the overall 2019-2020 economic outcome for the Sunshine Coast Local Government Area has remained strong at \$16.9 billion (unpublished, NIEIR 2020).

KEY PERFORMANCE INDICATORS

Council engaged heavily across industry sectors to drive new sources of capital and employment opportunities for the region, resulting in the following outcomes:



Economic impact modelling based on investment CAPEX, FTEs and Council-sponsored major events (Source: economy.id)

REGION SHAPING PROJECTS



International Broadband Submarine Cable (completed)



Sunshine Coast Airport expansion project (progressing)



Maroochydore City Centre (progressing)



Sunshine Coast Health Precinct, Aura and Harmony (significant uptake and interest)

COVID-19 RESPONSE

Council staff and the Local Disaster Management Group acted quickly and decisively to manage the region's response to the COVID-19 crisis by focusing on two key priorities - community safety and supporting local businesses to help keep local residents employed. Council has worked closely with other tiers of government, chambers and industry groups to help the regional economy bounce back, keep people employed, support job creation and contribute to growing consumer and business confidence.

1

Early stage response 1:

Relief from fees and charges and early payment of invoices, immediate response to those critically affected.

2

Early stage response 2:

Increased stimulus regarding capital works and professional advice support program for those affected.

3

Mid stage response 3:

Creation of an Economic Resurgence Plan, guided by a taskforce of business and industry leaders – supported by an investment assistance program that includes fast tracking shovel-ready projects and financial support.



HIGHLIGHTED PROGRAMS/ PROJECTS AND PARTNERS

- Smart21 and Top7 Intelligent Community of 2020
- Flavours of the Sunshine Coast Concept Store
- Investment Attraction marketing campaigns
- B-Well + Prosper business wellbeing program
- Food and Agribusiness Network new staged export program
- Study Sunshine Coast videos - Coping with COVID-19
- COVID-19 economic response

COUNCIL'S ECONOMIC MEDIA COVERAGE



2.1+ million people reached
\$2.5 million cumulative value in promotion

BUSINESS NEWS (REGIONAL)



11 editions distributed
2000+ people each month
9,950 cumulative opens

INVESTMENT ATTRACTION NEWS (OUT OF REGION)



6 editions distributed
2375 people
approx. 30% (4275) average open rate

BUSINESS WEBPAGES



57,000 individual visits
120,000+ views of Economic Development webpages

LINKEDIN



Council audience growth
⬆ from 10,900 (July 2019) to 16,866 (July 2020)

REGIONAL ECONOMIC DEVELOPMENT STRATEGY (REDS) 2013-2033

This annual report highlights the program of activities delivered during 2019-2020 against the REDS' five critical pathways and their respective priorities. It also provides a report of Council's economic support in response to the COVID-19 impacts.

PATHWAYS	2019-2023 PRIORITIES
 <p>LEADERSHIP, COLLABORATION AND IDENTITY</p>	<ul style="list-style-type: none"> • Strong economic leadership and collaboration between government at all levels, industry and the community • A recognised, competitive regional identity
 <p>CAPITAL INVESTMENT</p>	<ul style="list-style-type: none"> • Securing investment in the region's infrastructure and other project priorities
 <p>HIGH VALUE INDUSTRIES</p>	<ul style="list-style-type: none"> • Supporting high value industries to expand activities, job opportunities and connectivity to markets and supply chains • Promoting cross-sector collaboration and engagement on key initiatives and projects • Promoting entrepreneurship, innovation, research and digital connectivity
 <p>LOCAL TO GLOBAL CONNECTIONS</p>	<ul style="list-style-type: none"> • Positioning the Sunshine Coast in key national and global markets • Supporting local businesses to respond and adapt to market change and opportunity
 <p>INVESTMENT IN TALENT AND SKILLS</p>	<ul style="list-style-type: none"> • Developing, attracting and retaining a suitably skilled workforce • A regional education and training offering that aligns to the demands of the changing economy

LEADERSHIP, COLLABORATION AND IDENTITY



Council Business Podcast Bound for Success launched

- Features local leaders from a range of successful Sunshine Coast businesses informing and inspiring the business community and promoting the region as a great place to do business.

Emergency Economic Recovery support

Provided to:

- 24 businesses in Peregrin Springs following the fires in September 2019.
- Businesses in Glasshouse and Kunda Park following severe storms on 16 November 2019.

Sunshine Coast Chamber Alliance Virtual Business Roundtable

- 105 members of the local business community attended the live event on 19 May 2019, sponsored by council.
- 177 registered and accessed the video content.

Investment Attraction campaigns

- Always On – targeted the Brisbane, Sydney and Melbourne markets
- Data hungry? – targeted Australian east coast capital cities, plus Singapore, Hong Kong and the US West Coast.
- Generated more than 1,600 investment leads.

Reimagine Nambour

- Briefing provided to the Chair of the Board of Reimagine Nambour on the development of the Reimagine Nambour strategy, followed by an introduction to Mackellar Mining which relocated jobs and investment to the old council Nambour Depot facilities.

Cities Power Partnership Summit

- Council's Environment and Sustainability and Economic Development Branch submitted an EOI to host the summit in September/October 2020.
- The two-day event, which includes an awards ceremony, provides knowledge sharing among member councils, expert speakers, plenary sessions on renewable energy, energy efficiency, sustainable transport, and showcases a leading low carbon product and service suppliers trade exhibition.

2019 Sunshine Coast Business Awards

- 208 applications received (up 25%)
- 173 applications from Sunshine Coast Local Government Area, with 113 finalists.

National and international awards

- Council received Economic Development Australia and International Economic Development Council awards for its investment attraction marketing campaigns.

Intelligent Community awards

- The Sunshine Coast was again named by the Intelligent Community Forum as a global Smart21 and Top7 Intelligent Community of 2020.
- This is the sixth time the Sunshine Coast has been recognised as a Smart21 community and twice as a Top7 finalist of internationally benchmarked communities.
- The Sunshine Coast is in the running for the Intelligent Community of the Year award, to be announced in October 2020.

INVESTMENT IN TALENT AND SKILLS



Local Business Support

- Delivered tailored and specialist advice to 807 businesses across the region.
- Hosted 32 events attended by 1062 participants, including:
 - Business update meetings to Chambers of Commerce and industry groups
 - TAFE Build a Better Business workshops
 - B-Well + Prosper webinar.

B-Well + Prosper Program

- 479 people registered in 2019-2020.
- The program connects the region's small to medium businesses to an introductory level employee assistance program, including stress, wellbeing support and mental health resources.

Suppliers briefings

- 489 suppliers attended, with multiple suppliers also viewing the online briefing across two events.

Business Management Systems workshop

- 10 businesses developed their tendering and certification capabilities across quality, environment and safety at a one-day workshop held at Venue 114.

Level Up website

- Redevelopment of the website included production of 12 training modules of pre-recorded videos and static content covering contemporary trends and topics to enable micro, small and medium sized businesses to upskill and incorporate current digital technologies.

Digital strategies for business Facebook group

- Continued support offered to facilitate this online group, with a 30% increase in membership to 48.
- The purpose of this group is to assist businesses who are learning to expand into the online business world.

GovHack

- The Sunshine Coast hosted a successful GovHack event, led by USC and supported by Council.
- More than 70 participants, including USC computer science students and high school students from Chancellor Park College, formed teams and worked on ideas aligned to state and national challenges using open data over a full weekend.
- State winners announced October 2020.

Tourism and Hospitality Skills Summit

- Twenty-five tourism industry and hotel operators attended the summit, held in partnership with TAFE Queensland.
- The summit identified future skills requirements, and the training and career pathways available to ensure our region has the workforce for the future.

Digital skills gap workshop

- Attended by 22 industry, education and government leaders.
- The workshop provided market insight and gained commitment to ongoing collaboration to improve current and future education products.

Youth programs

- RoboCoast, with support by Council, delivered training to 1,882 students and 502 teachers and staff at 120 schools across the region during 2019.
- More than 100 people attended the DeLorean Project showcase at Beerwah Community Hall. Almost 250 students have participated in this entrepreneurship program at Glasshouse Christian College over the past three years, with the program supporting approximately 55 startups since its inception.

Creating Bright Futures

- Education Sunshine Coast, in collaboration with Council, produced a brochure and video which highlight the region's high-quality educational and lifestyle characteristics.
- These marketing assets will showcase the region, predominantly to external CEOs and investors who are considering relocating or investing in the region.

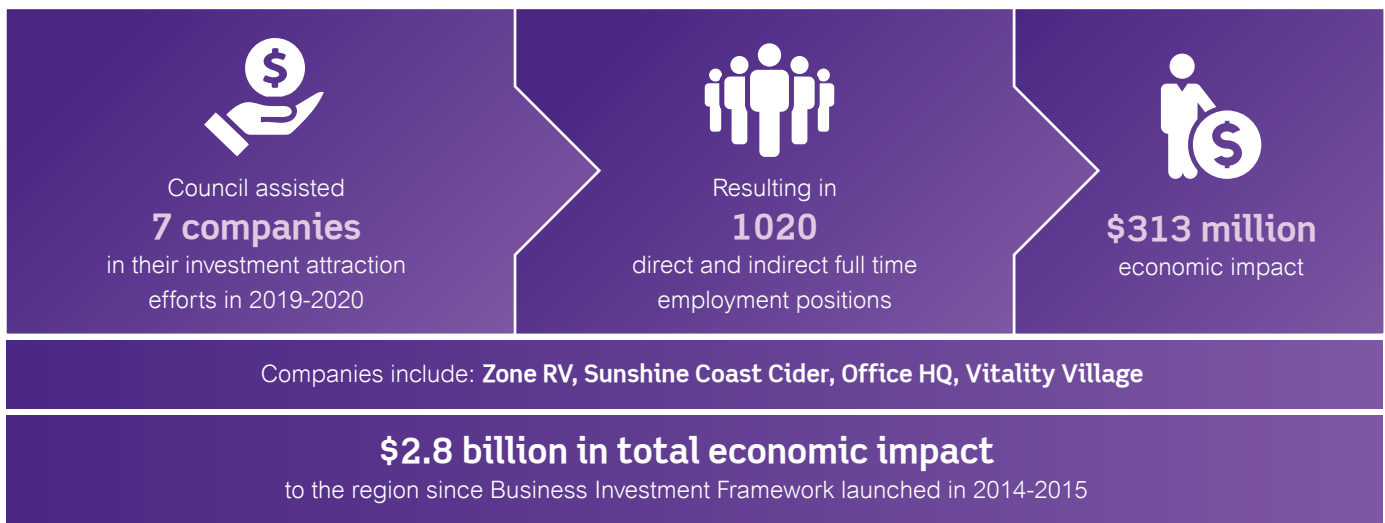
Resilient labour markets research

- The University of Adelaide selected the Sunshine Coast, Newcastle, Bunbury, Shepparton and Hobart to research resilient labour markets in regional Australia.

- It identified the Sunshine Coast as a strong and resilient labour market that, in recent years, made a successful transition from being threatened by long-term decline to renewal and growth.

CAPITAL INVESTMENT

OVERVIEW



Targeted approach and outcomes

Several activities were undertaken to deliver a targeted approach to build on the region's competitive advantages, focusing on:

- High value industries comprehensive sector profiles
- Responding effectively to investor enquiries
- Fostering partnerships to develop sector specific knowledge
- Undertaking activities to promote investor regional confidence
- Taking a discretionary approach to attracting investment where there are clear economic gains
- Being responsive to unexpected emergent opportunities.

These activities resulted in:

- 135 investment opportunities
- with a potential employment capacity of 3156 FTE
- total estimated CAPEX of \$1.3 billion.

Sunshine Coast International Broadband Network (SCIBN)

- During September-December 2019 a marketing campaign targeted audiences across Asia and Australia, resulting in 70 contacts and 48 new leads.
 - Media PR reached two million people across 274 media pieces.
 - Digital campaign reached more than two million people. This campaign won Sunshine Coast Council an International Economic Development Award in 2019.
- Corporate partners hosted SCIBN Boardroom Briefings in Brisbane and interstate for key clients.
- Council hosted the Melbourne CIO Executive Council dinner and briefed 250 conference attendees on the SCIBN (in partnership with RTI).



CAPITAL INVESTMENT

CONT.

Maroochydore City Centre

- Investment leads and site promotion activity was generated for the the new city centre and passed on to SunCentral for management.
- Following hotel development promotional activities on the Sunshine Coast and in Sydney, ProInvest announced it would build a new 167 room Holiday Inn Express in Maroochydore with CAPEX of \$35 million and 35 FTEs.

Sunshine Coast Investment Assistance Program

- Strategies implemented to build investor awareness and enable capital inflow, including a broader Council investment incentive program.
- Program includes business incentives from three different council areas. In some instances, if the investment is in either Nambour or Caloundra the program also includes incentives from Unitywater.

Development and customer experience journey project

- Development Services and Economic Development team members met on 29 July to initiate this project to assist customers navigate the multiple steps, processes and resources available in Council's development process.

Business successes

- Mayor Mark Jamieson officially opened Sunshine Coast Cider's new facility at Kunda Park. This expansion will result in seven new FTEs, CAPEX of \$1 million leading to a total economic impact of \$11.57 million and 30 FTEs.
- In December 2019, Office HQ announced its expansion, resulting in 40 new FTEs and CAPEX of \$0.5 million leading to a total economic impact of \$25.7 million and 93 FTEs.
- ZONE RV launched a new purpose-built facility in Coolum. The business employs 30 FTEs providing a total economic impact of \$10.68 million and 50 FTEs to the region. Ozzy Cranes built the Zone RV factory, resulting in \$8 million CAPEX with a one-off impact of \$11.85 million and 36 FTEs during construction.

Site selection services

Provided to:

- A food manufacturing company seeking a suitable site on the Sunshine Coast which would result in CAPEX of \$28 million and 226 FTEs if the relocation proceeds.
- A health and wellbeing business, which would result in CAPEX of \$365,000 and 13 FTEs if a suitable site can be identified.
- Extensive advice and commercial introductions regarding a potential investment in an accessible hotel on the Sunshine Coast. Discussions are ongoing.

HIGH VALUE INDUSTRIES



Flavours of the Sunshine Coast showcase store

- Operated from October 2019 until March 2020 at Mooloolaba Wharf.
- 50 businesses engaged with the pilot project resulting in collaborations between local businesses, including joint new product development, strengthened local supply chains and cross promotion between businesses.
- The Flavours of the Sunshine Coast final report highlights the following outcomes and learnings:
 - 3000 visits, 145 businesses registered, \$52,000 in sales generated via 1669 transactions.
 - Suppliers/vendors key learnings focused on channel strategy, pack design, gifting options, brand strategy and ensuring clarity on product sovereignty/provenance.
 - 60% of businesses in store expressed interest in working with TAFE to support business skilling
 - 40% were interested in greater opportunities to work with indigenous businesses.

Advanced manufacturing

- 87 companies attended two advanced manufacturing best practice events, which linked industry to available support, demonstrated best practice and provided an overview of the regional supply chain.
- Designed three business workshops targeted at manufacturing and cleantech industries.

Intensive horticulture report

- A report into the economic value and barriers to intensive horticulture is in its final stages, and examines:
 - The potential economic value of the local medicinal and industrial cannabis industry, and intensive horticulture more broadly.
 - Identification of sites.
 - Recommended changes required to existing land use policies and regulations.
 - Identification of gaps or barriers to entry for targeted innovative planning and investment strategies.

Sunshine Coast Funding Finder

- Launched in October 2019 and powered by Grant Guru.
- Provides business and community groups access to 1,099 grants worth more than \$172 billion in private, local, state and federal funding opportunities.

Customer Relationship Management

- Implementation of comprehensive customer relationship management plan.
- Supports 87 business groups and Chambers of Commerce with targeted briefings and presentations.

INNOVATION

Sunshine Coast Regional Innovation Project Team (SCRIPT)

- Received a \$75,000 grant by Advance Queensland to expand on the successful Sunshine Coast Regional Innovation Benchmark, measuring businesses' innovation capability and performance. USC will benchmark four additional regions across Queensland and assist them with knowledge sharing and tools to further develop the startup and innovation support for businesses.
- The three year program was due to finish on 30 June 2020, however, due to the impact of COVID-19, the committee applied to Advance Queensland for a six-month extension to deliver its existing funded programs, including RoboRave, The Refinery, a digital skills gap research study, and the Regional Innovation Benchmark program.

Free software development skills training

- In collaboration with Amazon Web Services, a project commenced to provide free training in specialist cloud software development skills within the region, furthering the region's credentials as a 'test and trial' playground for technology multinational organisations due to our strong innovation and entrepreneurship ecosystem.

StartupBlink Ecosystem Rankings Report 2020

- The Sunshine Coast debuted in the top 26% of 1000 cities ranked in the international report which measures the quantity and quality of startups and other supporting organisations, infrastructure, business environment, and ability to operate as a startup founder.

Cyber Security Innovation Node

- A new Cyber Security Innovation Node will be established on the Sunshine Coast in partnership with AustCyber, Queensland Government and Sunshine Coast Council.
- The only regional node in Australia, it will deliver increased cyber security capability, talent and education programs across the region, as well as fast-tracking cyber security exports internationally.
- Establishment of this node is an important next step for the region after the activation of the Sunshine Coast International Broadband Network in 2020.

LOCAL TO GLOBAL CONNECTIONS



2019 Asia Pacific Cities Summit

Council participated in the summit in Brisbane in July 2020, and met with Indonesian organisations through the Australia Indonesia Business Council.

- Four export masterclasses and workshops, focused on key export markets of the United Kingdom, ASEAN and Asia, were delivered to 147 attendees in partnership with Trade and Invest Queensland and FAN.

Food and Agribusiness Network (FAN)

- FAN reshaped its international export program with a new staged program focused on markets aligned to the region's strengths (high value add, niche, artisan products), Hong Kong and Singapore. It includes market visits, education, competitor analysis and buyer matching/facilitation in partnership with Export Connect.

Curated Plate Destination Series

- Council facilitated an inbound buyer matching opportunity and media familiarisation for producers targeting global player Planet Organic, a major UK retailer with a global following and strong Australian food industry connections.

Premier of Queensland Export Awards

- Council sponsored the Premier of Queensland Export Awards and hosted 20 local exporters at the Gala Awards event in Brisbane. A delegation of 34 Sunshine Coast representatives supported the two local export finalists.
- HeliMods received the Queensland Regional Exporter of the Year Award and advanced to the national finals.
- HeliMods also featured in a video produced for the Regional Advocacy Program, developed by the Department of Foreign Affairs and Trade's Trade and Advocacy Branch.

Intelligent Community Forum (ICF)

- The New York-based ICF invited Mayor Mark Jamieson to participate in an online interview about the Sunshine Coast's response to COVID-19.
- The interview was part of an ICF series with Intelligent community leaders about how their communities were being engaged and informed and sharing their learnings.

Visiting delegations

- Council hosted eight inbound international delegations, representing business and government officials from Taiwan, Japan, Singapore, Ukraine, Hong Kong and UK/Europe.
- The Xiamen Ministry of Education sponsored a reciprocal exchange visit to the Sunshine Coast by the No. 2 Middle School Football Team, comprising of 16 students and four coaches/officials. Sunshine Coast Football hosted the Xiamen Team and arranged several football matches with youth teams in Caloundra, Beerwah and Maroochydore.
- In partnership with TAFE Queensland, Study Sunshine Coast hosted 10 international education agents at a networking breakfast at the Alex Surf Club to showcase the region's lifestyle and education opportunities.
- The Mayor of Denver, Colorado and a delegation of senior business and government leaders visited Queensland

during October 2019 as a direct result of the Sunshine Coast's delegation to Colorado in March 2019.

- Trade and Investment Queensland Global Investment Commissioner visited the region for a briefing on the Sunshine Coast's region shaping projects and investment opportunities.
- Council representatives travelled to Xiamen to attend the 20th anniversary celebration of our Friendship City agreement and attended the China International Fair for Investment and Trade on 8-11 September 2019.
- Senior council executives attended the 2019 Submarine Networks World Conference in Singapore, and met with Hawaiki Cable, Singapore ESports Ass, Austrade, Mobility X, Gems World Academy, Republic Polytechnic, Singapore Sports School, and National Institute of Education



MAJOR EVENTS

Economic impact of sponsored events (2019-2020)

54 MAJOR AND BUSINESS EVENTS
received sponsorship and assistance



136,469 additional visitors
attracted to the region



Estimated
\$71 million*
spent



Approximately
790 additional jobs
generated/supported

**Estimated projections. Actual performance result will be reported in the Sunshine Coast Events Board Annual Report after all acquittals for 2019-2020 sponsorship funds are due.*

MEDIA COVERAGE



2,575
press, television and
radio items generated



3,460
internet items
generated



average
112 items
per event

53.04 million people reached

\$21.67 million advertising space rate value

GROWTH IN SUNSHINE COAST VISITOR NUMBERS (SEPTEMBER 2019)



↑ 11.8%
in domestic visitors



↑ 6.2%
in international visitors

The December 2019 year to date visitor numbers demonstrate the Sunshine Coast is a growing destination of preference in domestic and international visitor markets.

DESTINATION PREFERENCE

National average change in intention to travel (September 2019)



↓ 1.6%
Australians' intentions to travel



↓ 1.2%
Australians' intentions to take
a domestic holiday

Roy Morgan Holiday Intentions Report (September 2019); TRA YE December 2019.

Sunshine Coast Events Board

The attraction and retention of national and international events is a critical focus for the Board:

- Considered new applications for 30 events that had reached the end of their contractual obligations with Sunshine Coast Council.
- No major events were lost from the region.
- Considered applications for 12 new major events, including the following events secured from other locations:
 - Queensland Tourism Awards; Destination Q; and Destination IQ
 - The first Women's State of Origin match in Queensland (postponed)
 - AFL International Cup (postponed)
 - Golden Oldies Cricket and Netball Festival (postponed)
 - Buskers by the lake

Impact of COVID-19 restrictions

- Events industry shut down for the last 15 weeks of 2019-2020
- 20 events scheduled between 15 March and 30 June 2020 were cancelled or postponed
- Estimated loss of 41,955 visitors and \$17.02 million in visitor spending
- 189 less jobs created/supported.

FUNDED SPECIAL PROGRAMS

Caloundra Music Festival

- 32,695 people attended the 2019 festival, generating a direct and incremental expenditure of \$4,397,667.
- Overnight visitors spent \$3,812,339, with most travelling from interstate to attend the festival.
- The festival generated much community pride with the highest level of satisfaction recorded in the 'Sunshine Coast is a great location for Caloundra Music Festival'.

Downtown Caloundra

- Skyline ferris wheel - the initial announcement post on Facebook reached 93,000 people and a cumulative audience of 71,000. During the 45-day event 28,000 visitors were from the 4551 area, representing 55% of the Caloundra population. Skyline reported an average of 10,000 riders weekly.
- 2019 Christmas Program - External event organiser Do You Bee-Lieve approached Ray White Commercial for a new location for its three-month Christmas exhibition. The Caloundra Business Alliance leveraged the event by combining it with the annual Christmas in Caloundra events.
- Caloundra on Sale – a 32-page publication. In addition to printed advertisements, My Weekly Preview hosted two collaboration nights which attracted 40 and 22 businesses, respectively.
- Up Late Shopping Night – 50 businesses participated in this promotion, with footfall in the area increasing 47%.

- Shopfront Improvement Incentive Program launched to provide financial assistance for exterior physical works, improving the look and feel of the street. The aim of this initiative is to increase patronage by enhancing street appeal.
- Facebook Community Boost events were held in Caloundra and Marcoola in July 2019. The Local Business Support team extended connectivity to relevant business groups, resulting in more than 1500 registrants who received Facebook and Instagram education, and provided a suite of resources to further their education.

Mooloolaba activation

- Shop local promotion coordination: 30,000 brands, 300 shops, 1 destination. The promotion included radio, print and social media and launched in November 2019. Council encourages the business community to contribute and create a sustainable, ongoing campaign.
- Mooloolaba Wedding Initiative - an exciting project that includes a wedding magazine, website and successful launch of the wedding strategy with significant media take-up.
- Sunshine Coast Symphony Orchestra – almost 2000 people attended in December 2018. The performance was held in conjunction with the Mooloolaba Street Festival on 5 October 2019.
- Text Box20 Hospitality operators came together to discuss the creation of significant events to stimulate the Mooloolaba marketplace. The group is incorporated, registered with Council and released an expression of interest for an event manager to ensure delivery of these events.

COVID-19 ECONOMIC BUSINESS SUPPORT

Council staff and the local disaster management group acted quickly and decisively to manage the region's response to the COVID-19 crisis by focusing on two key priorities - community safety and supporting local businesses to help keep local residents employed.

Council has worked closely with other tiers of government, chambers and industry groups to help the regional economy bounce back, keep people employed, support job creation and contribute to growing consumer and business confidence.

3,000+ local businesses and business groups benefited from **3 economic support packages** via business advice, support programs, assistance and referrals

7

Chambers of Commerce and industry groups business update meetings held to maintain strong connectivity with business leaders

Fortnightly Meetings

- Presentations from councillors
- Economic updates
- Local Business Support Program initiatives
- Guest speakers across relevant topics

Council's COVID-19 Community Response Grants - Round 1

9

Chambers of Commerce and business groups were successful applicants

\$1500 - \$5,000
funding allocation to successful applicants

\$20,000+
total funds allocated to successful applicants

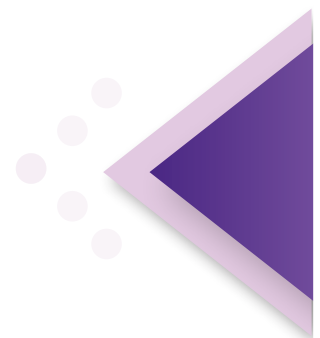
Economic Resurgence Plan

The focus of all economic intervention and support in the Economic Resurgence Plan has been to stimulate economic activity in the Sunshine Coast during 2020-2021 to return the regional economy to the level of economic growth pre-COVID by:

1. Providing focus and direction to rebuild business and consumer confidence.
2. Building capacity, supporting and creating jobs and increase productivity in the local economy.
3. Facilitating innovation in the marketplace to support technological advances and contribute to the development of a smart economy.
4. Positioning the Sunshine Coast, in domestic and global markets, as a Healthy, Smart and Creative destination to live, work and collaborate.

Additional support measures

- COVID Investment Attraction Response guidelines for incentives in response to the Stage 3 business support announcement.
- Study Sunshine Coast launched four Coping with COVID-19 videos to assist students, especially international students. The videos were used by USC International, TAFE Queensland, CQUniversity, Lexis English and other education providers.



Stage 1: March-April 2020

- **Permit fees** credited up to 12 months for event operators with approved permits and current applications.
- **Works program brought forward** to support construction and related industries.
- **Review of fees and charges**
 - Dedicated staff to assess temporary use permits, plus building and plumbing approvals to ensure continuity of work/approvals.
 - Relaxation of curfews for deliveries of essential items to supermarkets/pharmacies.
 - Reimbursement or waiver of various permit fees and venue bookings.
 - Infrastructure charges payment for material change of use developments assisted through a staged payment process up to three years, initial payment deferred 6-9 months (interest free) and reduced interest rate.
 - Parking regulators issue warnings instead of infringements, unless they relate to health and safety issues or parking in disabled parking spaces.
 - Paid parking waiver for Caloundra (31 March to 30 June).
- **Council expedited payments to its 7200 active suppliers**, paying invoices within seven days, injecting \$15 million into the local economy.

Stage 2: April-May 2020

- **Professional Advice Support Program (PASP)** connects critically impacted businesses with up to one hour of free, confidential professional advice across accounting and insolvency, human resources and legal services. Almost 60 businesses have accessed this program.
- **Information resources** link businesses with local online service providers, video conferencing and IT specialists.
- **Business signage** available to support businesses who altered their service arrangements such as providing takeaway/delivery signs outside cafes and restaurants and advice to customers on how to access online services.
- **Community and commercial lease relief** for community and commercial lessees of council properties.
- **Capital works** (up to \$3 million in projects) brought forward to support local jobs and to keep money circulating in the local economy.

Stage 3: June 2020 onwards

- **Sunshine Coast Economic Resurgence Plan 2020-2021** guided by a taskforce of senior business leaders to provide marketing intelligence and help prioritise programs and activities.
- **Council's procurement policy** revised to increase its emphasis on local suppliers to help keep residents employed and money circulating through the region's economy.
- **Fast tracking shovel ready developments across the region** through the Sunshine Coast Investment Assistance Program which provides financial and non-financial incentives and assistance, overseen by a business response champions group of senior council managers.



PROGRAMS POSTPONED DUE TO COVID-19

- The Sunshine Coast Telstra Innovation Awards, RoboRave international robotics competition and Big Day In digital careers conference were postponed or cancelled due to the impacts of COVID-19.
- Support is being provided to ensure some level of youth entrepreneurship and innovation programs can be delivered in 2020, including a Year 7-9 Pitch Competition delivered in partnership with the Coding and Innovation Hub, Generation Innovation Challenge, RoboCoast and Glasshouse Christian College's DeLorean Project.
- Significant progress has been made in 2019-2020 to future proof the Sunshine Coast workforce and develop meaningful partnerships and collaborative opportunities. Strong partnerships have continued with TAFE Queensland, USC, Department of Employment, Small Business and Training, Jobs Queensland and local industry. Although programming has been delayed, the region is well placed to rebound due to these established relationships. Future programs will be developed to respond to the workforce issues created from the COVID-19 impacts.
- Vitamin SC campaign – Investment Attraction marketing was put on hold due to local government elections and COVID-19. Planning resumed in June 2020 for this campaign to resume on 20 September to focus on positioning the region as a destination of choice for setting up a satellite office.
- Council's International Missions Program has been modified due to the risks associated with international travel, however industry missions and inbound visits are being professionally facilitated and conducted virtually.
- Sunshine Coast Innovations Day 2020 was postponed but may be rescheduled in the last part of the year in a scaled-back format.

COMMUNICATIONS AND OUTREACH ACTIVITIES

Operation: Bounce Back

- A 32-page publication celebrating local businesses, and provided tips and advice for employers and employees.
- Council worked closely with other tiers of government, chambers and industry groups to help the region's economy bounce back, keep people employed, support job creation and contribute to growing consumer and business confidence.

COVID-19 support for business

- A dedicated web page providing information about government support programs, industry resources, mental health support, tips for business, health FAQs and advice.

sunshinecoast.qld.gov.au/Business/COVID19-Support-for-Business

Local Business Champions

- The series was developed to inspire business confidence and win back consumer trust, key themes of the Economic Resurgence Plan.
- It acknowledges local business efforts, including COVID-19 recovery ideas, changes in business model, and inspiring stories from local businesses.

sunshinecoast.qld.gov.au/Business/Local-business-champions

Business Support Programs

sunshinecoast.qld.gov.au/Business

Contact local business support team

businessdevelopment@sunshinecoast.qld.gov.au

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The cover features a scenic view of a forested landscape with a prominent, rocky mountain peak in the center. The sky is a deep purple, suggesting dusk or dawn. The text is overlaid on the right side of the image. There are decorative white circles in the top left and bottom right corners, and a large purple arrow shape pointing right on the right side.

Sunshine Coast Regional Economic Development Strategy Annual Report 2019-2020



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