



**PATHWAY PLAN:**  
**LEADERSHIP, COLLABORATION  
AND IDENTITY 2019-2023**



Sunshine Coast Council would like to thank the signatories and partners of the Regional Economic Development Strategy and acknowledge 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 2013-2033 PATHWAY PLAN: LEADERSHIP, COLLABORATION AND IDENTITY 2019-2023

*One of five implementation plans referenced in the  
Sunshine Coast Regional Economic Development Strategy 2013-2033*

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# THE SUNSHINE COAST – A GROWTH ECONOMY

The Sunshine Coast Regional Economic Development Strategy 2013-2033 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 Sunshine Coast Regional Economic Development Strategy 2013-2033 (REDS) was initially accompanied by a five-year implementation plan to 2018 and industry investment plans for each of the seven high-value industries.

Building on the outcomes and achievements of these implementation plans since 2013, the REDS Implementation Plan 2019-2023 prioritises further actions under five critical pathways:

- LEADERSHIP, COLLABORATION AND IDENTITY
- Capital investment
- High-value industries
- Local to global connections
- Investment in talent and skills.

Regional leaders play a key role in building the perception, understanding and reputation of the region

Continued advancement of the new Sunshine Coast economy for the 2019-2023 implementation period will be built on:

- Strong economic leadership and collaboration between government at all levels, industry and the community.
- A recognised, competitive regional identity.
- Securing investment in the region's infrastructure and other project priorities.
- 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.
- Positioning the Sunshine Coast in key national and global markets.
- Supporting local businesses to respond and adapt to market changes and opportunities.
- Developing, attracting and retaining a suitably skilled workforce.
- A regional education and training offering that aligns to the demands of the changing economy.

As these priorities align to the critical pathways, five-year action plans have been developed for each pathway, which will be reviewed and updated annually to ensure they remain responsive to the factors shaping the regional economy.

Leadership, collaboration and identity is a critical pathway because it requires the collective sustained commitment and efforts of regional business, industry, community organisations and all levels of government.



Collaboration and partnerships between regional businesses, industry groups and government are critical in conveying a coherent and united perception of the Sunshine Coast and its competitive advantages

# ABOUT LEADERSHIP, COLLABORATION AND IDENTITY

## Delivering an economic transition for the Sunshine Coast requires strong economic leadership and collaboration by government and the private sector.

Promoting our business credentials identity to local, domestic and global markets is central to building a new economy for the Sunshine Coast. Equally important is ensuring business, industry and government representatives in the region are supported to advocate, represent and promote the region's vision and competitive strengths.

In this context, leadership includes both showcasing the region's strengths and competitiveness and working proactively to address any impediments to delivering a new economy. This includes ensuring the region's planning frameworks and regulatory regimes that support the goals and priorities of a new economy.

A greater awareness of the Sunshine Coast as a high value investment location will be achieved through government, business and industry leadership. This will also help build greater resilience and opportunities for the traditional tourism, sport and leisure, and local construction, property development and retail industries and promote industry advancement across the seven high-value industries.

Collaboration and partnerships between regional businesses, industry groups and government are therefore integral within the leadership, collaboration and identity pathway to achieve the goals set out in the Sunshine Coast Regional Economic Development Strategy 2013-2033 (REDS). It is also the pathway to achieving a coherent and united perception of the Sunshine Coast and its competitive advantages.

## A RECOGNISED, COMPETITIVE REGIONAL IDENTITY

The Sunshine Coast has a widely recognised brand built on its coastal and hinterland lifestyle and pristine natural environment. While it's important to retain these points of difference, our growing economy requires a more diverse and business-oriented identity.

A competitive and dynamic economic identity will challenge previous perceptions of the Sunshine Coast as being solely a lifestyle or tourism destination. It will add to this picture and reveal exciting new investment and industry development opportunities.

Driven by our regional leaders, our economic identity must:

- be aligned with the vision set out in the REDS and our 2033 goals.
- clearly articulate the region's competitive strengths, values and attributes.
- help forge trade and investment links with domestic and global markets.

Our regional economic identity will highlight the importance of developing robust national and global partnerships and a diversity of business and cultural outcomes.

A collaborative leadership approach will help build greater resilience and promote industry advancement across the region's high-value industries



# DELIVERING A NEW ECONOMY

2013

Launch of Regional Economic Development Strategy 2013-2033

- Growing the economy to \$33 billion
- Increasing the number of high-value jobs to 100,000
- Expanding exports of goods and services to 20%
- Achieving household incomes above the state average



2014

Launch of seven Industry and Investment Action Plans 2014-2018

- Focus on attracting and developing high-value industries
- Achieving a regulatory environment that encourages investment and growth
- Promoting innovation, research and digital participation
- Establishment of industry led High Value Industry Taskforces



2018

Release of Regional Economic Development Strategy Implementation Report Card 2013-2018

- \$17.2 billion economy
- 17.9% of goods and services produced for export outside the region
- 82,633 high-value industry employment opportunities
- 9.33% household income below Queensland average



2019

Launch of Regional Economic Development Strategy Implementation Plan 2019-2023

- Strong leadership embracing collaboration, agility and a sustained commitment to succeed
- Essential infrastructure to support growth and competitiveness
- Investment in high-value industries that generate enduring employment
- A focus on national and global markets where the region has an identifiable competitive advantage
- The talent and skills of its workforce and the contribution of community members



2019

Launch of five year action plans for each pathway

- LEADERSHIP, COLLABORATION AND IDENTITY
- Capital Investment
- High-value Industries
- Local to Global Connections
- Investment in Talent and Skills



2023

Evaluate impacts, review and modify strategy

- Evaluate 2019 to 2023 actions and outcomes
- Develop and deliver 2024-2028 action plans

# THE PAST FIVE YEARS: DELIVERING LEADERSHIP, COLLABORATION AND IDENTITY (2013-2018)

Industry, business and government are critical partners in the development of the Sunshine Coast Regional Economic Development Strategy 2013-2033 (REDS). They are also unanimous in their view that the region must work together to provide the leadership, direction and settings to deliver a new economy.

A regional economic leadership board was established as the key vehicle to guide the region's transition to the new economy and monitor its progress. This board also provided a platform to support the emergence of the next generation of regional business and community leaders.

The key outcomes achieved through the leadership, collaboration and identity pathway in 2013-2018 are now driving the current momentum. These achievements include:

- Establishment of high-value industry taskforces and regional Ambassadors program.
- Establishment of the Invest Sunshine Coast prospectus and associated promotional campaigns, nationally and internationally.
- Enhancement of the University of the Sunshine Coast Master of Business Administration program to target local needs.
- Alignment of the Sunshine Coast Planning Scheme to assist in achieving desired planning outcomes in the REDS.
- Creation of the Food and Agribusiness Network (FAN), which has grown into Australia's largest food network/cluster.
- Sunshine Coast Council won the coveted Leadership City category at the inaugural Australian Smart Cities Awards in 2018.
- Sunshine Coast Council won the Regional Leadership Award for the 15-megawatt Sunshine Coast Solar Farm which offsets more than 100% of council's total electricity consumption.
- The region was named a Top7 Intelligent Community for 2019 and a Smart21 Intelligent Community for five out of the last six years by the Intelligent Community Forum.
- Sunshine Coast Airport's marketing campaigns and route development achieved the Routes Asia 2017 Marketing Awards.
- HeliMods was named the 2018 Telstra Business Awards Queensland Business of the Year and 2017 Business of the Year at the Sunshine Coast Business Awards.
- Typefi was the 2016 and 2018 Small Business winner at the Premier of Queensland's Export Awards and Small Business winner at the 2016 Australian Export Awards.
- COYO was named the 2019 Australian Organic Awards Export Market Leader and 2018 Sunshine Coast Business Awards Large Agribusiness of the Year.
- Gourmet Garden won the 2015 World Star Award for the food category and 2015 Australian Product of the Year for the Lightly Dried range in the herbs and spices category.

The region has also made significant strides in developing an entrepreneurial reputation and culture. Leading demographer Bernard Salt has called the Sunshine Coast 'Australia's entrepreneurship capital'. The region is already fostering more innovative businesses, product development and employment growth through the Sunshine Coast Regional Innovation Program (SCRIPT) – a \$1 million funding program from Advance Queensland and 23 regional partners including Sunshine Coast Council, Regional Development Australia, Noosa Council and the Innovation Centre Sunshine Coast. Similarly, the deployment of new and enabling technologies, including the international broadband submarine network infrastructure, will support innovation and transformation across high-value industries and companies.

Leadership and collaboration into the future remains central to actively encourage industry to continue to embrace new technologies to expand their markets and compete nationally and globally.

The capacity building of business, including existing and new businesses across the region, is a critical part of this process. For this reason, regional leaders continue to champion the direction for the new economy and work collectively to advance and guide the vision for the future, while regional ambassadors are key to continued promotion of regionally significant projects both nationally and internationally.

# CONTINUING LEADERSHIP, COLLABORATION AND IDENTITY (2019-2023)

From 2019-2023, regional leaders and ambassadors will continue to forge strong and enduring relationships with the broader Sunshine Coast community, domestic and global partners, as well as government and industry, which are vital to building awareness and securing investment.

The *TransformingSEQ: The SEQ City Deal Proposition* also provides an opportunity for the Sunshine Coast to further enhance its leadership, collaboration and identity. The City Deal provides regional leaders and industry groups an avenue to collectively strive for a once-in-a-generation funding of infrastructure and inter-connectivity.

Through the SEQ City Deal the Sunshine Coast will be able to participate in a whole of region and whole of state solution to deliver key infrastructure and boost inter-connectivity.

For this reason, the priority actions for 2019-2023 include six actions to drive and support leadership, collaboration and identity:

- 1 Provide tools and support to the businesses, industry groups and ambassadors who have transitioned from the Industry Taskforces to act as advocates for business attraction, industry advancement and cross discipline collaboration.
- 2 Define and articulate the Sunshine Coast identity to inform our value proposition and assist in national and international campaign development.
- 3 Develop a Sunshine Coast champions series to promote the success and capability of the region and community across the five pathways and seven high-value industries, both nationally and internationally.
- 4 Promote the leadership of the region in key high-value industries such as health and sport to further enhance the regional credentials and drive future infrastructure investment into the region.
- 5 Support business excellence through a highly competitive awards and recognition program and create pathways into national and international award categories for the region and industry.
- 6 Support the SEQ City Deal and SEQ Council of Mayors 2032 Olympic Proposal to enhance regional identity and infrastructure.

Leadership, collaboration and partnership are the cornerstone of this Regional Economic Development Strategy and essential for the region to secure a prosperous future

The specific programs and initiatives that will be delivered under these core areas of activity are outlined in the final section of this document.

# FRAMEWORK FOR THE FUTURE

The REDS Implementation Plan 2019-2023 sets out six key actions for the leadership, collaboration and identity pathway. These actions sit alongside a suite of other pathway actions that will be implemented simultaneously due to a dependency across the different pathways.

A \$33 BILLION ECONOMY

100,000 HIGH VALUE JOBS

20% OF PRODUCED GOODS AND SERVICES ARE EXPORTED

HOUSEHOLD INCOME LEVEL ABOVE STATE AVERAGE

## LEADERSHIP, COLLABORATION AND IDENTITY

## CAPITAL INVESTMENT

## HIGH-VALUE INDUSTRIES (HVI)

### ACTIONS

- Provide tools and support to the businesses, industry groups and Ambassadors
- Define and articulate the Sunshine Coast identity
- Develop a Sunshine Coast champions series
- Promote the leadership of the region in key high-value industries
- Support business excellence through a highly competitive awards and recognition program
- Support the SEQ City Deal and SEQ Council of Mayors 2032 Olympic Proposal

- Work with SEQ Council of Mayors to secure funding region shaping projects
- Work with technology providers to ensure the delivery of world-class broadband infrastructure and services
- Leverage the growing reputation of the Sunshine Coast Health Precinct
- Enhance the Regional Investment Prospectus
- Identify opportunities for and seek private sector led project delivery
- Seek funding support from the State and Federal Government for enhanced airport services
- Map supply chains for region shaping projects

- Establish and facilitate open forum sessions
- Support industry groups across the high-value industries as they deliver programs and services
- Articulate and promote the productivity benefits linked to the region shaping projects
- Establish a process of collaboration and sharing of workforce planning issues
- Investigate ways to facilitate and encourage the growth and expansion of HVI activities
- Leverage the region shaping projects to support supply chain development
- Deliver high quality active transport connections
- Ensure each high-value industry has associated infrastructure
- Investigate the economic benefits and marketing opportunities from a potential UNESCO biosphere
- Ensure local regulatory fees and charges for development of HVIs are contestable with other regions
- Ensure regulatory settings outside the Enterprise Corridor do not inhibit or constrain investment in HVIs

### IMPACTS

- Business friendly reputation
- Raised national and international profile
- Industry accolades
- Seat at influential tables
- Increased business confidence

- Increase in job numbers
- New dollars spent in local economy and new infrastructure that support growth
- Increase in global companies with a branch or presence
- Secured funds for delivery of major projects

- Increase in job numbers
- Increase in the size profile of businesses
- Higher wages
- Increase in Gross Regional Product
- Increase in business confidence in HVIs

### ACTIONS

### IMPACTS

## LOCAL TO GLOBAL CONNECTIONS

### ACTIONS

- Support the ongoing expansion of the export network
- Develop and implement a comprehensive Regional Export Program
- Deliver program of outbound trade and investment missions
- Conduct a review of the sister city agreements
- Work with tourism and food and agribusiness industry to ensure the Sunshine Coast Airport expansion project and opportunity has the required infrastructure
- Continue to foster high level relationships with Austrade and TIQ

### IMPACTS

- Stronger profile in international markets
- Increase in exports
- Increase in inward international investment
- Increase in Collaboration

## INVESTMENT IN TALENT AND SKILLS

### ACTIONS

- Work with State and Federal Government agencies and local industry to monitor skills and labour shortages
- Work with industry representatives and key growth sectors to identify the skilled work requirements to grow and expand the industry's market footprint
- Investigate partnership opportunities between the public and private sector
- Develop local business support programs
- Leverage opportunities in key markets to increase the intake of international students
- Leverage the sport connection, talent and skills pathways to enable national and international connectivity

### IMPACTS

- Increase in economic resilience
- Strong Regional Competitive Effect for target industries
- Higher wages
- Improved self-containment (employment) and retention of talent
- Increase in accolades and awards for industry members
- The level of imports in target industries

# TRACKING IMPACTS: LEADERSHIP, COLLABORATION AND IDENTITY

Each pathway action plan outlines the programs and projects, lead agents and timeframes that fall under each of the pathway actions set out in the Regional Economic Development Strategy Implementation Plan 2019-2023.

To ensure that the Implementation Plan 2019-2023 delivers the necessary change and growth of the Sunshine Coast economy, each pathway action plan includes a structure for collecting, analysing and reporting information on relevant indicators of success.

For the leadership, collaboration and identity pathway, successful intervention is expected to contribute towards:

## → Business friendly reputation

Indicators of a business friendly environment include: clear and concise processes for approvals, inspection and reporting; embraced market-based solutions; harnessed benefits of economic competition; systems to support the decentralisation of regulatory authority; and minimised requirements for interaction with government. It is also critical to have a dedicated economic development function, assist industry and business and deliver services that support a growing economy.

## → Raised national and international profile

The national and international profile of the Sunshine Coast is lifted through a range of targeted investment attraction, business attraction and destination marketing campaigns. Increased awareness of the Sunshine Coast is also supported through the achievement of national and international accolades.

The national and international profile of the region will be measured by the extent and nature of industry and investor interest in the region; as well as the level of inward business and leisure travel.

The level of participation in local awards programs, including the Mayor's Telstra Technology Awards and the Sunshine Coast Business Awards, that are a springboard for national and international award recognition will also be tracked and reported on.

## → Industry accolades

The Sunshine Coast collectively has an outstanding track record for industry accolades, including Economic Development Australia National Excellence Awards, Routes Asia Marketing Awards, Queensland Export Awards and Top7 and Smart21 Intelligent Community awards. Industry operators across all high-value industries have also achieved a suite of national and international accolades.

The level of support provided to industry to nominate for and achieve successful outcomes will be tracked and reported. Accordingly, the level of take up of opportunities for national and international recognition will be tracked. Case examples of effective leveraging of national and international accolades will also be captured.

## → Seat at influential tables

Government, business and industry leaders currently hold seats on a variety of influential tables, including the Local Government Association of Queensland; Council of Mayors South East Queensland; Tourism Events Queensland Board of Management plus industry groups and working groups both ongoing and related to policy development and issue specific action.

Participants, content and 'tables of influence' will be identified, tracked and monitored and leveraged in terms of knowledge base and use in initiative development/implementation.

## → Increased business confidence

Business confidence is one of the lead indicators of economic performance. To ascertain and track business confidence the Sunshine Coast business community participates in an annual Sunshine Coast Business Confidence survey. This survey provides accurate and important information about trading conditions on the Sunshine Coast. The 2018 results showed that 81% of respondents expected the same or increasing profits in the following six months and 89% expected the same or increased capital investment over the same period.

The annual Sunshine Coast Business Confidence Survey will continue to be supported and its findings utilised in ongoing policy and initiative development/implementation.

# ACTION PLAN: LEADERSHIP, COLLABORATION AND IDENTITY



## 1 Provide tools and support to the businesses, industry groups and ambassadors who have transitioned from the Industry Taskforces to act as advocates for business attraction, industry advancement and cross discipline collaboration

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
1.1	<b>Establish a stakeholder engagement program</b>	<ul style="list-style-type: none"> <li>→ Support for businesses and industry group members who have transitioned from the Industry Taskforces to act as ambassadors, such as the Invest app and other tools</li> <li>→ Identify and enlist ambassadors for each region shaping project and industry-specific initiatives/agendas to promote the projects nationally and internationally</li> <li>→ Deliver a program to acknowledge and connect ambassadors with investors who can support the region</li> </ul>	1-5	SCC
1.2	<b>Investigate the establishment of an Investment Advisory Committee with the potential to replace the Futures Board model</b>	<ul style="list-style-type: none"> <li>→ Establishment of a new structure for investment advisory committee – agreed by key stakeholders</li> </ul>	1-5	SCC
1.3	<b>Concierge program</b>	<ul style="list-style-type: none"> <li>→ Link ambassadors and key influencers with industry groups and develop a concierge program to ensure that new entrants to the business community are on-boarded with introductions to the local business community and support networks</li> </ul>	1-2	SCC

## 2 Define and articulate the Sunshine Coast identity to inform our value proposition and assist in national and international campaign development

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
2.1	<b>Support whole of region identity and brand development initiatives</b>	<ul style="list-style-type: none"> <li>→ Formalised brand that extends the Sunshine Coast identity to help shift perceptions from being a predominantly lifestyle destination to also being a business and investment region</li> </ul>	1-2	SCC
2.2	<b>Ensure regional economic indicators are maintained and publicly available</b>	<ul style="list-style-type: none"> <li>→ Create an economic indicators dashboard for the region that leverages multiple sources of quality information for effective decision making and quality reputation</li> <li>→ Maintain the quality and impact of the annual Sunshine Coast Business Confidence Survey</li> <li>→ Continue to support the Economy ID platform including support for local business access to key data requirements</li> </ul>	1-5	SCC RDASC SCCA



**3 Develop a Sunshine Coast champions series to promote the success and capability of the Sunshine Coast region and community across the five pathways and seven high-value industries, both nationally and internationally**

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
3.1	<b>Deliver a Spotlight on Success program</b>	<ul style="list-style-type: none"> <li>→ Implement a Leadership Recognition Program that maximises high-value industry representation in recognition programs at regional, state, national and international levels</li> <li>→ Pursue conference speaking opportunities to help promote the region and its best practice collaborative approach</li> <li>→ Targeted identification of national and international awards and programs for the Sunshine Coast to promote the region's attributes externally such as the Intelligent Communities Forum Smart21 and Top7</li> </ul>	1-2	SCC

**4 Promote the leadership of the region in key high-value industries such as health and sport to further enhance the regional credentials and drive future infrastructure investment into the region**

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
4.1	<b>Market and use the Smart City Program</b> (with the Maroochydhore City Centre as the pilot area)	<ul style="list-style-type: none"> <li>→ Stimulation of economic growth by leveraging the Smart City Program</li> </ul>	1-5	SCC USC
4.2	<b>Market and use key HVI players to promote regional attributes and opportunities</b>	<ul style="list-style-type: none"> <li>→ Implement marketing activities and collateral to target investment in HVIs</li> <li>→ Facilitate involvement of local business industry leaders in industry and government led initiatives</li> <li>→ Industry knowledge leaders used to address and assess infrastructure and industry gaps to facilitate expansion and attraction outcomes</li> </ul>	1-5	SCC USC VSC



**5 Support business excellence through a highly competitive awards and recognition program and create pathways into national and international award categories for the region and industry**

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
5.1	<b>Support the delivery of Sunshine Coast Business Awards</b>	→ Recognise and award exemplary business practices, pioneering professionals and successful trailblazers who demonstrate world-class trade, industry, commerce, entrepreneurship and innovation	1-5	SCCA
5.2	<b>Provide pathways for winners and finalists to be further showcased</b>	→ Local winners are supported to pursue national and international award categories representing best practice across the region and HVIs → State, national and international success is celebrated and marketed	1-5	SCC SCCA

**6 Support the SEQ City Deal and SEQ Council of Mayors 2032 Olympic Proposal to enhance regional identity and infrastructure**

	PROGRAMS/INITIATIVES	DELIVERABLES	TIMEFRAME (YEARS)	LEAD RESPONSIBILITY
6.1	<b>Support evolution and implementation of SEQ City Deal and Olympic Proposal</b>	→ Stimulation of economic growth from leveraging the SEQ City Deal and 2032 Olympic Proposal	1-2	SCC

## CASE STUDY 1: SCRIPT

Sunshine Coast Regional Innovation Project Team (SCRIPT) is a collaboration of local entrepreneurs, businesses, government stakeholders and the community to grow innovation and business capacity in the region.

SCRIPT is investing in collaborative activities which showcase excellence, incubate and accelerate new solutions and support entrepreneurs and innovators to turn their ideas into commercial realities. The program supports grassroots projects which help to connect, educate and inspire the Sunshine Coast community.

[digitalsunshinecoast.com.au/script](http://digitalsunshinecoast.com.au/script)





## CASE STUDY 2: B-WELL + PROSPER

Sunshine Coast Council has partnered with corporate partners to deliver an Australian-first free wellbeing program to the region's 30,000 small and medium-sized businesses to achieve our vision to be healthy, smart and creative.

B-Well + Prosper is an online portal that connects small business owners and their employees to information on how to establish healthy workplaces, looking after yourself, stress in the workplace - including cash flow stress, and how to manage signs of employee burn out.

[bwell.mindstar.com.au](http://bwell.mindstar.com.au)

# GLOSSARY

## **Economic impact modelling**

A tool which assesses the impacts of major projects and policy changes on the local economy.

## **Region shaping projects**

Major projects nominated in the Regional Economic Development Strategy that are predicted to have transformational effects on business, employment and investment growth in the region.

## **Gross Regional Product (GRP)**

Measures the total value of goods and services produced in a region.

## **High-value industries (HVI)**

The seven industry sectors identified in the Strategy that have the greatest potential to generate enduring career opportunities and higher-paying jobs for the local community.

## **Horizon 3 solutions**

Solutions which can significantly transform an industry or area.

## **Regional competitive effect**

Comparison of how a local industry performs against benchmark trends.

## **Regional Economic Development Strategy 2013-2033 (REDS)**

In November 2012, Sunshine Coast Council initiated a collaborative process with key business, industry and government organisations to develop a 20-year blueprint to support the region's future economic sustainability and prosperity. This was endorsed and brought into effect in 2013 to guide future actions.

## **Sunshine Coast Regional Innovation Project Team (SCRIPT)**

A collaboration of local entrepreneurs, businesses, government stakeholders and community members dedicated to growing innovation and business capacity in the region.

## **SEQ Regional Plan**

Provides a regional framework for growth management and sets planning direction for sustainable growth, global economic competitiveness and high-quality living across 12 councils, including the Sunshine Coast.

## **Sunshine Coast International Broadband Network (SCIBN)**

The investment by Sunshine Coast Council to bring an undersea cable to the region, enabling the co-investment in additional broadband infrastructure by multiple parties that will ensure the region is highly connected both nationally and internationally.

## **Sunshine Coast Enterprise Corridor**

Stretching between Sunshine Coast Airport and Caloundra South, this is the key regional location for commercial and residential growth over the next 20 years.

## **Transforming SEQ City Deal**

Sets out the shared ambition of the Queensland Government and local governments to identify many of the key opportunities for strategic investments and stronger partnerships between governments, civic leaders, community and industry.

## ACRONYMS AND ABBREVIATIONS

Austrade	Australian Trade and Investment Commission
FAN	Food and Agribusiness Network
HVIs	High Value Industries
ICSC	Innovation Centre Sunshine Coast
SCA	Sunshine Coast Airport
SCC	Sunshine Coast Council
SCCA	Sunshine Coast Chamber Alliance
SEQ	south east Queensland
SSC	Study Sunshine Coast
TIQ	Trade and Investment Queensland
UAV	Unmanned aerial vehicles, eg drones
USC	University of the Sunshine Coast
VSC	Visit Sunshine Coast



Sunshine Coast Regional  
Economic Development Strategy 2013-2033

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