

SUNSHINE COAST COUNCIL
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SUNSHINE COAST COUNCIL STRATEGIES



Informs Council

Original REDS – Transition to the New Economy

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

2013

2033

A \$13.8 billion economy	A \$33 billion economy
High-value industries provide 59,000 employment opportunities	High-value industries provide at least 100,000 employment opportunities
13.6% of goods and services produced for export outside the region	20% of goods and services produced for export outside the region
Household income levels 22.3% below the State average	Household income levels above the State average

2023 REDS economic results to date

2013	2017/18 estimate	2021/22	2033 Aspiration
A \$13.8 billion economy	A \$18.5 billion economy	A \$21.5 billion economy	A \$33 billion economy
High value industries provide 59,000 employment opportunities	High value industries provide 82,633+ employment opportunities	High value industries provide 89,536 employment opportunities	High value industries provide 100,000 employment opportunities
13.6% of goods and services produced for export outside the region	17.9% of goods and services produced for export outside the region	15.2% of goods and services produced for export outside the region	20% of goods and services produced for export outside the region
Household income levels 22.3% below the State average	Household income levels 9.33% below the State average	Household income levels 4.7% below the State average	Regional household income levels to exceed Queensland household income levels

7 High-Value Industries

Characteristics of High-Value Industries

- An established or existing capability in the region which provides a competitive foundation for significant investment growth
- Recognised high-level industry capabilities or specialist offerings in the marketplace
- Strong potential for growth emanating from 'game changer' projects
- Capacity to generate flow-on economic opportunities, eg. in the supply chain, for broader business, industry and community benefit on the Sunshine Coast
- Capacity to generate high-value employment - characterised as durable in fluctuating economic conditions and generally offering higher income levels
- Capacity to respond in a sustained manner to market demand from outside the region.

Health and well-being

Health, medical and specialist wellness services supported by clinicians, researchers and ancillary businesses



Education and research

Quality education and training products and services, research expertise, and expanded education and research facilities



Tourism, sport and leisure

Unique and world-class tourism, sport, major event and leisure experiences and products



Knowledge industries and professional services

Diverse range of creative, knowledge, digital, technology and professional services and industries



Agribusiness

Niche food and beverage product and value-adding production in a clean environment



Aviation and aerospace

Aviation passenger services, helicopter engineering, advanced pilot training, aircraft engineering training, maintenance repair and overhaul and knowledge-based aviation technology



Clean technologies

Innovative technologies, products, services and processes that avoid, reduce or remediate negative environmental impacts



2022 Sunshine Coast Food and Agribusiness

Total value of food and agribusiness on the Sunshine Coast estimated to be **\$925.22 million**

16.2% total value increase since 2021 update

Agricultural Production
Estimated value = \$265.22 million

↑ **5%** total value increase

Increases in wild-caught seafood and poultry slaughtering leading the overall value increase



Notable growth achieved in the outdoor and undercover nurseries, outdoor and undercover cut flowers, tomato, and pineapple industries



Declines in the strawberry, macadamia, dairy, cattle slaughtering, and cultivated turf industries



The number of farms with an EVAO of \$40,000 or above **declined** by 6.8%

Processing Sector
Estimated value = \$660 million

↑ **21.3%** total value increase

Turnover increases and declines **fluctuated greatly** among processors



Both turnover **increases** and **decreases** largely related to the pandemic



Most processors reported **labour and skill shortages**



Export focused processors have **struggled** during the pandemic



Most processors reported **similar** or **slightly lower** profit margins compared to the previous 12 months



Agricultural production estimates are based on ABS figures for 2019-2020

Processing sector estimates are based on companies' self-reported turnover for the previous year (2021)



ECONOMIC DEVELOPMENT **LOCAL BUSINESS SUPPORT PROGRAM**

SUPPORTING SMALL BUSINESS GROWTH

The Local Business Support program connects small and medium size businesses to resources, business tools, programs, events, procurement opportunities and referrals to networks to support the growth and development of businesses. Working with your business, Chambers of Commerce and industry groups, we identify, connect and deliver initiatives that inform, educate and connect the regions small and medium size businesses.



RESOURCES

Level Up

A Council funded resource platform that collates information and support from Chambers of Commerce, industry groups and all levels of government to provide you with a centralised resource center.

Local Business Support

Business Development Facilitators assist with:

- One-on-one tailored support
- Business tools and resources
- Network building
- Workshops and programs
- Emergency event preparedness
- Connection to grants and funding
- and more

Funding Finder

Council's Sunshine Coast Funding Finder connects businesses to billions of dollars' worth of grants via email alert to relevant local, state, federal and private grants and funding available nationwide.

Jobs Hub

The Sunshine Coast Jobs Hub connects job seekers with industry and job opportunities and acts as a talent attraction tool by showcasing the regions diverse career opportunities.

Economy.id

Providing the business community with a single platform to access current demographic, sectoral and business data to inform business planning.

For more information

email businessdevelopment@sunshinecoast.qld.gov.au

