# SUNSHINE COAST COUNCIL CATHERINE LOWE





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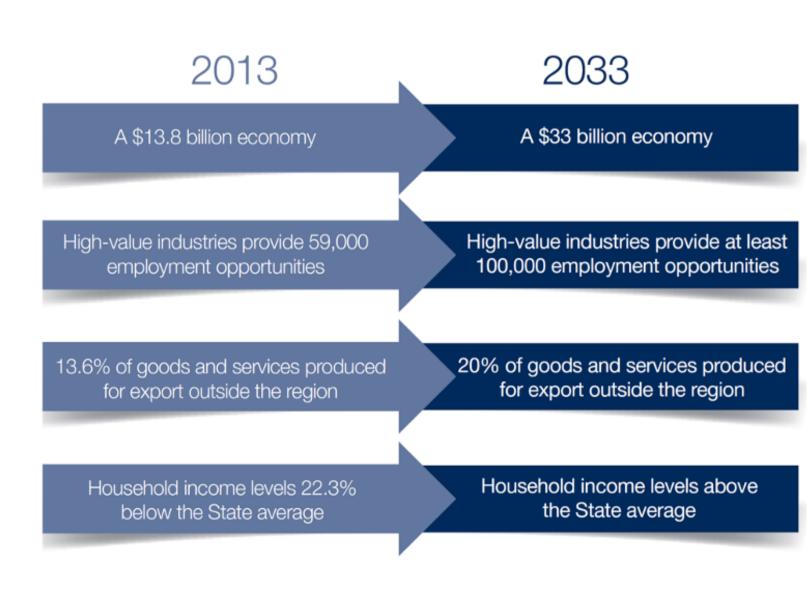
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# **SUNSHINE COAST COUNCIL STRATEGIES**



# 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	





# 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 89536 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



# High-Value

## 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 knowledgebased aviation technology

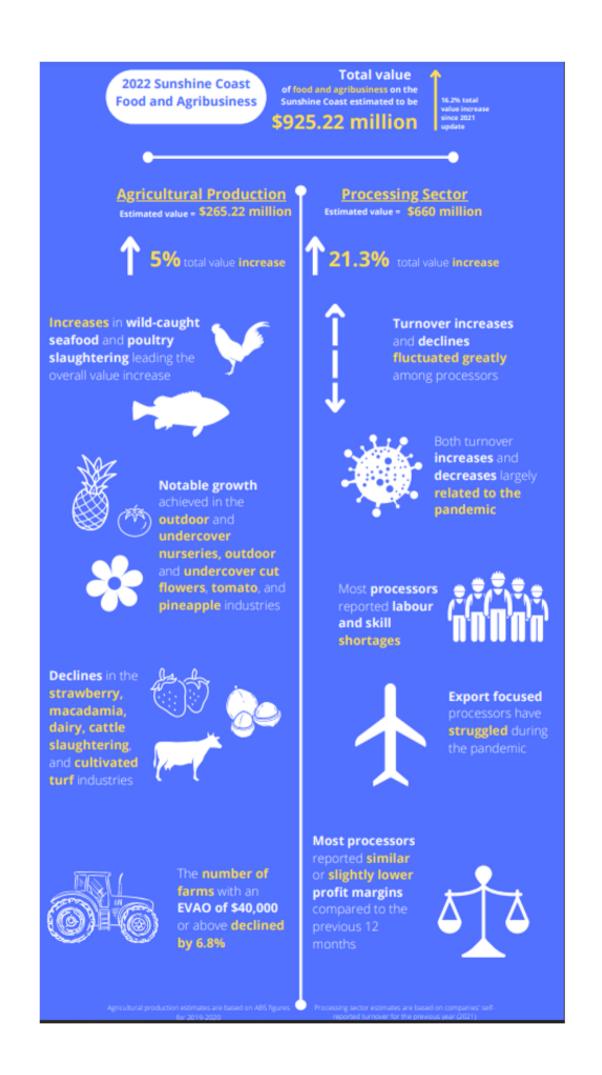


#### Clean technologies

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









# 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



