

INVESTMENT INCENTIVE SCHEME

A guide for businesses
investing in the region

*Access to
financial
incentives*

*Connections,
planning
and support*

*Dedicated
client
managers*

The future is here



The Sunshine Coast is one of the most exciting business locations in Australia. A highly skilled and educated workforce, a focus on innovation, a growing economy and well planned localities for enterprise growth – all these factors combine to afford businesses on the Sunshine Coast with an unrivalled opportunity to succeed.

Sunshine Coast Council has developed a Business Investment Framework to secure targeted and suitable investment and reinvestment in the regional economy. The Business Investment Framework provides a range of activities including a dedicated client manager in council for each investor and, for major investment proposals, potential access to an Investment Incentive Scheme.

The scheme seeks to assist in diversifying the regional economy, create a platform for sustained economic growth and encourage the creation of employment opportunities for the region.

The Sunshine Coast Investment Incentive Scheme (SCIIS) encourages business investment by helping offset various relocation/establishment costs. Offers of incentives are conditional, subject to contractual agreements and require regular reporting to council.

Eligibility for assistance under the SCIIS will be in accordance with specific criteria which include (but are not limited to), industry, number and value of employment opportunities created and proposed capital expenditure.

Businesses seeking to invest or reinvest in the region should first contact Sunshine Coast Council's Economic Development Branch for an initial consultation with a Trade and Investment Facilitator and confirm eligibility before making an application.

Email invest@sunshinecoast.qld.gov.au or call the Head of Trade and Investment on +61 407 753 645

Sunshine Coast Council welcomes and supports the growth of local businesses and the establishment of new investments in the region.



Dedicated business facilitation services

Sunshine Coast Council provides a single entry point for all business investment enquiries and proposals. A dedicated Trade and Investment Facilitator will work with clients on a one-on-one basis to help bring investments to market sooner and more efficiently.

This includes working with investors to manage and understand needs, facilitate clear communication between stakeholders, obtain timely responses from areas across council and other levels of government, and provide ongoing support services once a business is established in the region.

Council can assist with initial business case development, customised site selection assistance and connections to business leaders and support services to make your investment as successful as possible. If you require any other support or assistance, council staff would be pleased to discuss these with you.

“The Sunshine Coast is in the right place at the right time. (It has an) innovative self-starting streak, coupled with a broader knowledge sector. By the measure of every other comparable city on the Australian continent, this place is entrepreneurial, it is bizarrely entrepreneurial.”

Bernard Salt, leading demographer, April 2019

Seven step application and approval process



- 1** Initial meeting with Sunshine Coast Council Trade and Investment Facilitator (mandatory).
- 2** Initial assessment by Sunshine Coast Council's Economic Development Branch to determine eligibility.
- 3** If eligibility determined, application form completed and submitted. Supporting documentation such as corporate reports and audited financial statements provided at this time.
- 4** Assessment of application undertaken by SCIIS committee and recommendations made to council.
- 5** Decision made on application and any conditions determined.
- 6** Applicant advised of outcome. If successful, applicant provided with formal offer and contractual agreement.
- 7** Reporting and milestones established through contractual agreement.



Eligibility criteria

The SCIS encourages and rewards businesses to make investments that will deliver significant economic benefits to the Sunshine Coast region.

Applicants must meet specific eligibility criteria which stimulate further diversification in the regional economy and ensure business investment in the region contributes to achieving council's vision to be Australia's most sustainable region – healthy, smart, creative.

To be eligible for assistance under the SCIS, applicants must demonstrate the proposed activity relates to one or more of the priority industries shown to the right.

Your business must also demonstrate that:

- it is already established and has a history of at least three years profitable trading and a positive balance sheet
- it will invest capital of at least \$2 million and/or create 10 new full time equivalent (FTE) jobs in the region
- it will generate significant economic benefit for the Sunshine Coast region.

To be eligible for the SCIS, your business must be associated with one of the following priority industries:



HEALTH AND WELLBEING



TOURISM, SPORT AND LEISURE



AVIATION AND AEROSPACE



KNOWLEDGE INDUSTRIES AND PROFESSIONAL SERVICES



EDUCATION AND RESEARCH



CLEAN TECHNOLOGIES



FOOD AND AGRIBUSINESS





Application considerations

To be considered for assistance under the SCIS, the applicant must:

- hold a current Australian Business Number (ABN)
- prove capability and experience to carry out the proposed activity. This includes, but is not limited to, technical, managerial and financial obligations
- provide net economic benefits to the region, including the creation of sustainable local job opportunities
- provide and agree to projected employment creation figures and capital expenditure
- demonstrate the proposed activity is commercially viable in the absence of financial support from Sunshine Coast Council
- demonstrate the proposed activity would not cause significant detriment to, and/or be a substitute for, existing business on the Sunshine Coast
- demonstrate the proposed activity would not compromise national and international obligations for Queensland and Australia.

Please note an application that does not meet these thresholds will only be considered where the investment will:

- provide a major opportunity to enhance the region's investment reputation
- fill a critical gap in the supply chain for a priority sector of the economy and/or
- provide significant economic and social value for a specific location in the region.

Additionally, applicants are not eligible if:

- the proposed activity is primarily focused on retail, wholesale, importing, accommodation, hospitality, property development, leasing or non value-adding primary production
- the business is a government department or agency, government-owned corporation or regional development organisation
- the proposed project generates excessive carbon emissions or is not consistent with the region's sustainability aspirations outlined in the Sunshine Coast Council Corporate Plan 2019-2023.



Assessment checklist

All applications will be assessed against their overall strengths and benefits to the region to ensure the SCIIS objectives are achieved, including:

- the business' reputation and its overall financial strength
- the strength and commercial viability of the new investment proposal
- the level of capital invested in the project
- the estimated economic impact for the Sunshine Coast region
- number and type of full time equivalent (FTE) jobs created and their value (salaries)
- the business' ability to leverage and/or attract further investment to the region
- the timeframe of the project
- evidence of competition with other countries/regions
- the establishment of corporate headquarters
- the stewardship of the natural environment in both business development and operation including incorporation of green concepts in the business plan such as clean energy technologies, recycling and reuse of materials where possible and other clean energy building concepts and technologies
- the business' export potential
- the business' growth potential and sustainability
- the business' use of innovation, research and development
- contestability – no significant detriment caused to existing Sunshine Coast businesses
- alignment to the Regional Economic Development Strategy (REDS)

Note: Qualification on the assessment criteria alone does not guarantee approval of financial incentives. The final decision on assistance is at the discretion of Sunshine Coast Council.

No application has the right to mandatory assessment or to receive incentives. No appeals will be entertained in relation to decisions not to approve an application under the SCIIS. Council and its officers are subject to the Queensland Right to Information Act 2009.





Contractual and reporting requirements

The provision of incentives to a successful applicant is subject to execution of an approved contractual agreement with council.

The contract will include specific milestones and deliverables that are consistent with the information provided by and undertakings made by the applicant in their application.

Incentives will be paid upon milestone achievements over a two to five year timeframe; incentive amounts will be based on new job creations and capital expenditure.

In the event that the approved applicant fails to comply with any of the provisions of the contract, it will be considered non-performance by the recipient.

Council may adjust the approved incentive, withdraw the incentive entirely and/or seek recovery.

During the period of any contract under the SCIS, the applicant will be required to provide performance reports against agreed milestones at prescribed intervals to council.

The approved applicant will also be required to afford reasonable access by council officers (or its agents) to the project.

THE FUTURE IS HERE

The Sunshine Coast is building a new economy based on a clear 20-year economic plan, which aims to double Gross Regional Product (GRP) and high-value employment opportunities.

Goals for 2033

- A\$33 billion economy
- 100,000 employment opportunities in high-value industries
- 20% of goods and services produced for export outside the region
- Household income levels above the state average

Sunshine Coast Council welcomes and supports the growth of local businesses and the establishment of new ones in the region.

- Talk to a specialist for site selection assistance and relocation advice.
- Ask for connections with government and industry bodies and access international market information.
- Access a wide array of information online, including local success stories, programs available to local businesses and the latest in local industry news.



Download the Invest Sunshine Coast app for latest news.

Available from the App Store and Google Play.

invest.sunshinecoast.qld.gov.au

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