

HEALTH AND WELLBEING INDUSTRY

The ideal location
for innovative
health investment

*World-class
research programs*

*Booming
\$5 billion
health precinct*

*State-of-the-art
\$1.8 billion
tertiary hospital*



Join our world-class health and wellbeing industry

The health and wellbeing industry is booming on the Sunshine Coast, propelled by the \$5 billion Sunshine Coast Health Precinct – Australia's largest health infrastructure project currently being developed. Dynamic and innovative health, medical and research organisations are invited to be part of Queensland's fastest growing region.



Why the Sunshine Coast?

The Sunshine Coast is healthy, smart and creative. The recognised lifestyle region is strategically positioned to grow health-related initiatives and already houses around 2,000 health related businesses employing 25,000 people, making the health and wellbeing industry the largest employer in the region.

The catchment area is expected to grow to 2.4 million people by 2041. A strong population growth drives demand for health and wellbeing services in the region adding value to the Sunshine Coast Health Precinct as an attractive proposition for investment opportunities.

Health and wellbeing investment **snapshot**

- \$5 billion Sunshine Coast Health Precinct
- \$1.8 billion Sunshine Coast University Hospital
- \$150 million Sunshine Coast University Private Hospital
- \$60.8 million Sunshine Coast Health Institute
- \$830 million Birtinya Town Centre masterplan development
- Health Hub for investment

“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

Sunshine Coast Health Precinct

The Sunshine Coast Health Precinct is anchored by the Sunshine Coast University Hospital, Sunshine Coast Health Institute and Sunshine Coast University Private Hospital, with the adjacent Health Hub and surrounding town centre offering prime investment opportunities.

The precinct is well connected through the public transport system and has multi-storey parking stations.

State-of-the-art tertiary hospital

The Sunshine Coast University Hospital and Sunshine Coast Health Institute provide a world class state-of-the-art tertiary facility which is a significant contributor to the region's economic development.

The Sunshine Coast University Hospital opened in 2017 with 450 beds, expanding to 738 beds and 4,600 staff by 2021. The Sunshine Coast Health Institute provides research as well as medical training for a robust health workforce of the future.

Fast facts

Currently **largest** health development in Australia

Sunshine Coast's **largest** employer

World-class research facilities

Health Hub offering **32,000m²** of dedicated health and medical space



Health Hub

The 17 hectare Health Hub is a greenfield health and medical precinct offering a strategic opportunity to be located next to the two university hospitals and an emerging town centre in a stunning waterfront position.

The Health Hub provides up to 32,000m² of dedicated health and medical space in addition to residential accommodation and mixed-use facilities. All land uses within the Health Hub support the functioning of the university hospitals.

The Health Hub is currently home to medical services, research, consulting suites, allied health and vertical aged care as well as high-level hotels, a childcare centre and retail offerings.

Sites within the Health Hub are now available for development and lease, with many sites under construction or established.

Commercial investment

The Health Hub and the new town centre offer commercial opportunities to invest in sites for medical and allied health services, research, education and accommodation, including:

- Leasing in purpose designed premises
- Purchasing strata-titled premises
- Securing a site to develop a custom designed building

Region shaping initiatives

The Sunshine Coast is home to region shaping health and wellbeing infrastructure projects and world-class research facilities.

1. Australia's first licensed medicinal cannabis cultivation, production and manufacturing facility – Medifarm
2. Mind and Neuroscience – Thompson Institute world leading research and suicide prevention alliance
3. The first residential eating disorder facility in Australia – endED Butterfly House
4. Vitality Village – a collaborative integrated care facility with a unique business model





STAR PERFORMER

Emerging opportunities

Key capital investment projects are changing the face of the Sunshine Coast and paving the way for a stronger economy.

Research centres of excellence

Including the development of the Sunshine Coast Health Institute embedded in the Sunshine Coast University Hospital.

Wellness in aged care

Programs, research, education, technology and facilities to support ageing well for Australia's rapidly growing ageing population.

Health and wellbeing digital solutions

Digital health technology platforms and applications providing connected access to healthcare as well as innovative solutions to in-home care and national health challenges.

Opportunities also exist for technology-based health-related businesses and organisations with large scale data needs to leverage the fast, direct connection delivered by the Sunshine Coast International Broadband Network.

Sunshine Coast Health Institute

The Sunshine Coast Health Institute (SCHI) is a dedicated education, training and research facility, contributing to the Sunshine Coast University Hospital's (SCUH) vision of providing "health and wellbeing through exceptional care".

SCHI is a collaborative partnership between the **Sunshine Coast Hospital and Health Service, USC, TAFE Queensland, and Griffith University**. Together, the SCHI partners provide a range of educational tools and training to develop and improve the skills of doctors, nurses, allied health workers, health professionals and vocational students.

The vision for SCHI is to be an institute for innovation that leads research informed health care, education and training that delivers solutions to address health service, consumer and community needs.

Teaching and research are integral to the SCUH, and the SCHI plays a vital role in training the next generation of staff, fostering innovation and maintaining a culture of ongoing clinical audit, redesign and clinical practice improvement to support excellence in the delivery of care.

One of the key educational areas at the SCHI is the state-of-the-art high-fidelity simulation suites which provide interactive, hands on, scenario-based clinical education in an environment that replicates the equivalent physical hospital setting and equipment.

STAR PERFORMERS

The Sunshine Coast attracts world-class health facilities and provides a platform for unique business models, emerging technologies and innovative research.

Arcare

Buderim Private Hospital

Caloundra Health Service

Caloundra Private Clinic and Day Hospital

ComLink

EndED

Fertility Solutions IVF Clinic

Kawana Private Hospital

Innovation Centre Sunshine Coast

Medical Objects

Medifarm medical cannabis

Medimobile Australia and New Zealand

Nambour General Hospital

Opal Aged Care

Queensland Health

Ramsay Health Care

Servatus

Smartline Machinery

Sports and Spinal Physiotherapy

Suncare Community Services

Sunshine Coast Haematology and Oncology Clinic

Sunshine Coast Health Institute

Sunshine Coast Mind and Neuroscience –
Thompson Institute

Sunshine Coast University Hospital

Sunshine Coast University Private Hospital

TAFE Queensland

University of the Sunshine Coast

Uniting Care Health

USC Clinical Trials Centre

Westfund Health Insurance





STAR PERFORMER

“The Sunshine Coast’s emergence as a leading hub for health practice and education, coupled with its collaborative community made it the best location for the Thompson Institute to conduct research that will transform how we treat Australia’s most pressing mental health issues.”

Professor Jim Lagopoulos, Director

Sunshine Coast Mind and Neuroscience – Thompson Institute

The Sunshine Coast Mind and Neuroscience – Thompson Institute was established by USC as a hub for world-class mental health research, teaching and clinical services.

The work conducted at the Thompson Institute is focused around four central themes:

- Provision of clinical services
- Advocacy for patients and their carers
- Conducting ground-breaking translational research
- Education and teaching

Opened in 2018, the Thompson Institute is already at the forefront of research for some of Australia’s most pressing mental health issues, including dementia, suicide prevention, post-traumatic stress disorder and youth mental health.

The institute delivers a rapid translation of research into practice through its innovative, integrated model of care, and a high degree of collaboration with local industry, including the Sunshine Coast University Hospital, government

agencies and the community, contributing to the Sunshine Coast’s growing reputation in health practice and education.

The Thompson Institute has a bright future on the Sunshine Coast, with its expansion that will double the size of its facilities.

Ground-breaking programs at the Thompson Institute include:

- Youth mental health: research to better understand factors impacting the mental health of young people
- Suicide prevention: developing evidence-based, community-focused suicide prevention strategies
- Ageing and dementia: focusing on diagnosis, prevention, intervention and quality of life
- Post-traumatic stress disorder (PTSD): researching to advance understanding of PTSD
- Nola Thompson Centre for Advanced Imaging: state-of-the-art multimodal neuroimaging to investigate mental health

MEDIFARM

MEDIFARM is the first company in Australia to be fully licenced to cultivate and manufacture medical cannabis.

Founded in 2015, MEDIFARM formed an exclusive partnership with the Israeli global pioneer in medical cannabis, TIKUN OLAM, to provide the most advanced medical cannabis product for the Australian market and take advantage of the export opportunities within this \$70 billion global market.

MEDIFARM uses proprietary developed genetic strains of medical cannabis purpose-bred for patient conditions. Its international clinical trials have resulted in the world's largest database of patients currently under effective treatment by medical cannabis.

MEDIFARM provides Australian doctors and patients with leading medical cannabis research, information on prescribing protocols, and medical education to enable health practitioners to make the best informed clinical decisions on patient care.



“MEDIFARM chose to be based on the Sunshine Coast due to the region’s ideal growing conditions, access to world class health care and medical research facilities, as well as the local government support.”

Adam Benjamin, Founding Director



Sunshine Coast University Private Hospital - Ramsay Health Care

The \$150 million 200-bed Sunshine Coast University Private Hospital, owned by Ramsay Health Care is an integral part of the \$5 billion Sunshine Coast Health Precinct.

The hospital is an acute medical and surgical facility providing a range of inpatient and day services. It includes six state-of-the-art theatres, two cardiac catheter laboratories, a day therapy unit, an onsite retail pharmacy and comprehensive pathology and radiology services.

Ramsay Health Care is a global company with a reputation for operating high-quality services and delivering excellent patient care. The company delivers a range of acute and primary healthcare services from 480 facilities across 11 countries, making it one of the largest and most diverse private healthcare companies in the world.

Supporting entrepreneurship in health

The Australian Health Accelerator Program (AHx) is a catalyst for validating and commercialising new, innovative health related products and services with access to state-of-the-art facilities, simulation suites and laboratories.

The program is supported through the Innovation Centre Sunshine Coast and the Sunshine Coast Health Institute, and provides mentoring for health and wellbeing entrepreneurs to scale their business.

The AHx program is the region's first health and wellbeing accelerator highlighting innovation in the health industry and producing graduate businesses with global opportunities.



→ 20-week program | 75 hours of workshops | 50 industry experts | 10 participants



Healthy and active lifestyle

The Sunshine Coast is a nationally recognised lifestyle location with advantages for business.

- One of the most biodiverse locations in Australia
- Subtropical climate
- 52.3km of beautiful beaches
- Freshwater rivers and lakes
- Subtropical forests
- National parks

These natural assets have made the Sunshine Coast one of Australia's prime tourist destinations and the perfect place to enjoy a healthy and active lifestyle.

The region also offers a range of cultural and recreational attractions such as fine dining and entertainment venues by the beach or in hinterland settings, and outdoor sport and recreation.

A destination for medical tourism

Connecting to the Sunshine Coast is easy, with direct services to Adelaide, Auckland, Sydney and Melbourne, and further connections from Brisbane Airport.

The region offers a range of medical and wellbeing services, support and accommodation to suit all requirements and budgets, either for patients taking advantage of internationally acclaimed health professionals or as a place to recover and recuperate.

The region is also home to high-level conference and exhibition facilities and award-winning experiences to make every event a success. Take advantage of this beautiful and friendly region, the new Sunshine Coast Health Institute and medical and tourism professionals to handle all your medical tourism needs.

The Sports Hub

Opened in 2019, the \$22 million Sports Hub Sunshine Coast is located in the Kawana Sports Precinct.

The facility promotes sporting excellence and caters to the needs of elite athletes, teams, businesses and the local community through its not-for-profit Health and Wellbeing Sports Club and a High Performance Sports and Medical Centre.

The Sports Hub is expected to deliver lifestyle and health benefits, drive sports tourism and attract new major sporting events to the region.

High Performance Sports and Medical Centre

The centre provides a variety of integrated sports and allied health services including strength and conditioning training, rehabilitation, recovery facilities, sports education, sports science and sports medical services including a hyperbaric chamber.

Sports and Recreation Club

The Sports Club offers nutritional food options along with health and wellbeing services, conference facilities and meeting areas for sports and recreation groups.

Short-term accommodation

Affordable, accessible onsite accommodation includes 78 rooms that sleep up to 130 guests, ideal for pre-event preparation, rehabilitation, sports clubs and school groups.

SUNSHINE COAST BUSINESS SNAPSHOT

Population growth

- One of the largest local government areas in Australia with a population of 330,000 and has averaged 2.7% annual growth over the last decade, making it one of the fastest growing areas in the nation. (ABS, 2018)
- Population expected to grow to 518,000 people by 2041. (QGSO, 2018; ABS, 2018)
- A wider service catchment of 1.2 million people. (DESE, 2020)

Educated workforce

- Quality education sector with award-winning universities, a multi-campus vocational training institute, more than 100 Registered Training Organisations and more than 80 private and public schools.
- A highly educated workforce, with the region's population holding a higher level of post-secondary school qualifications than the state average and more than 83,500 students studying locally.

Lower operating costs

- More affordable industrial land prices – between 36-84% lower than other Australian capital cities on the eastern seaboard.
- Lower prices for commercial office space – almost 50% lower than Brisbane CBD costs.
- Lowest basic flat payroll tax rate of any Australian state or territory.

Prime location

- The Sunshine Coast Airport is being expanded to deliver direct access to the region from more Australian and international destinations, with completion expected by late 2020.
- The Sunshine Coast is just over one hour by road from Brisbane, the state capital.
- Excellent access to national and international air and sea ports, including Sunshine Coast Airport, Brisbane International Airport and the Port of Brisbane, along with direct access to national road and rail networks.

Export opportunities

- Positioning the region as a competitive source of high demand goods and services to increase investment, employment, infrastructure and community prosperity.
- Sunshine Coast International Business Development program provides collaboration and market opportunities.



FUTURE-PROOFING WITH FAST DATA

The Sunshine Coast International Broadband Network will provide Australia's fastest and most affordable telecommunications connection to Asia from the east coast and the second fastest to the United States.

With future-proof capability, the new cable will increase data transmission speed, reduce risk and lead to a reduction in international communication costs for business and consumers.

The cable will be in service from 2020, making the Sunshine Coast the ideal Australian location for domestic and global operators.

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.

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