

AUSTRALIA'S SUNSHINE COAST

# TOURISM, SPORT AND LEISURE

## A world-class destination

*Glass House Mountains*

*Premier  
regional events  
destination*

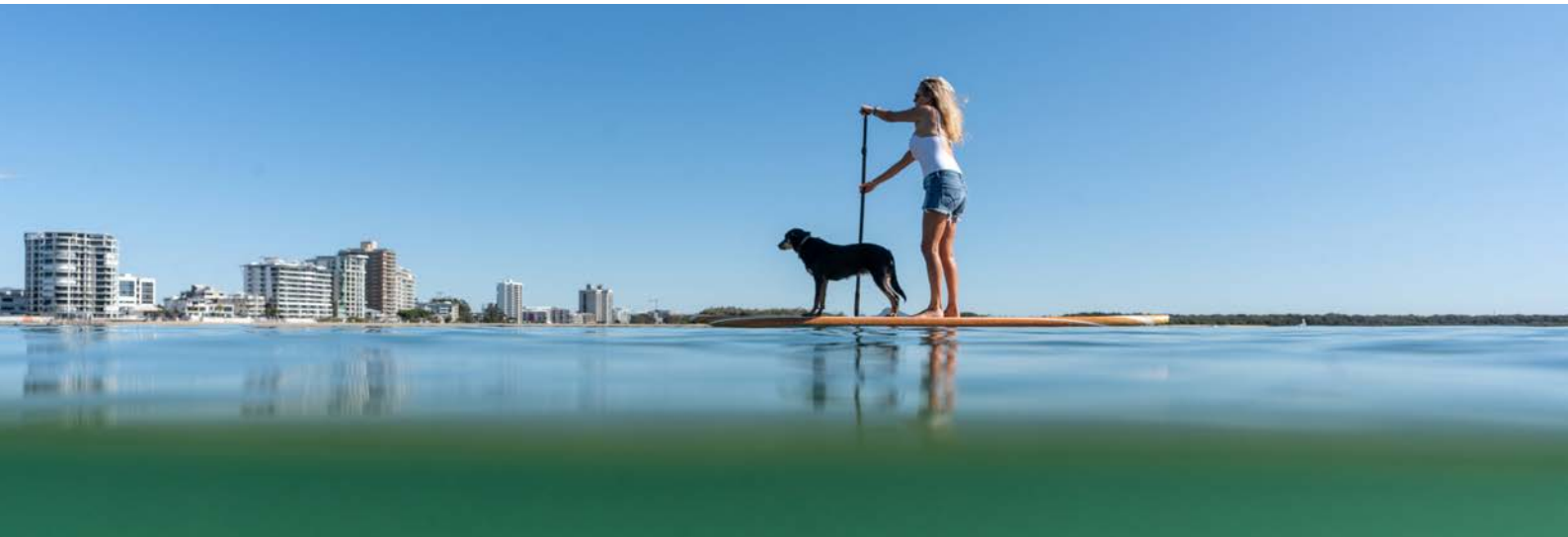
*Unrivalled  
training environment*





# The ideal destination for tourism, sport and leisure businesses

The Sunshine Coast is one of Australia's top tourism markets. The region's natural assets, from coastal beaches to hinterland forests, coupled with designated tourism investment areas and national standard sporting facilities provide excellent opportunities for new tourism developments and investments in accommodation, sport and leisure.



## A fast-growing industry

In 2018, the Sunshine Coast welcomed more than 11 million visitors – achieving its highest ever level of overnight visitation (TRA, 2019).

Contributing to this record outcome is the Sunshine Coast's reputation for hosting successful major events, with 44 events held in 2018 including the Mooloolaba Triathlon and Ironman 70.3 Sunshine Coast.

This fast-growing industry is driving a range of new tourism investments that are currently underway or in advanced stages of planning, including the \$303 million Sunshine Coast Airport Expansion Project and various hotel and resort developments.

## Investment SNAPSHOT

- New \$8 million Convention Centre at Novotel Sunshine Coast Resort caters for up to 1500 delegates.
- A \$9 million redevelopment of the USC Stadium has expanded its capacity to 3,000 seats.
- An \$8 million expansion of Australia Zoo will deliver wildlife camping experiences.
- An initial \$6.8 million investment in the renewal of the Big Pineapple focusing on ecotourism, agribusiness, entertainment and education.

“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**

# Why invest in the Sunshine Coast?

- The region ranked in the top 10 Australian tourism regions in 2018, with demand for new 5-star accommodation options.
- Around 150,000 guests travel to the region each year for internationally recognised major events that directly contribute approximately \$65 million to the economy.
- Sport and recreation generates \$442 million per year in economic contribution.
- The region has a thriving business events and conference sector with an annual growth of 4.4% in delegate days and 16.8% growth in average length of stay.
- Sunshine Coast Airport provides a direct gateway to the region and is being expanded to accommodate additional domestic and international flights.
- A highly skilled and educated workforce.

## Fast facts

**\$6.2 billion** in visitor expenditure in 2018

**11.5 million** visitors annually

**150,000** major event guests per year

**300+ events** per year

**44** major sporting events in 2018

### STAR PERFORMERS

151 hotels, motels and serviced apartments providing over 6000 rooms  
10 surf life saving clubs  
Australia Zoo  
Merlin Entertainments  
Aussie World Theme Park  
Sunshine Coast Airport  
Jetts Fitness Head Office  
Minor Hotels  
Novotel Twin Waters Resort  
Mantra Group  
Sunshine Coast Lightning  
Sunshine Coast Turf Club  
TreeTop Challenge Sunshine Coast  
The Sports Hub Sunshine Coast  
Mary Cairncross Scenic Reserve







## Recognised lifestyle location

The Sunshine Coast is a nationally recognised lifestyle location with an abundance of outstanding natural assets and experiences.

As one of the most biodiverse regions in Australia, the Sunshine Coast offers a subtropical climate with 52km of beautiful beaches, freshwater rivers and lakes, subtropical forests and national parks.

The Sunshine Coast also offers a vibrant events calendar, an extensive range of recreational activities, arts and cultural attractions, a lively café scene and gourmet food trails.

## Emerging opportunities

### Midweek event tourism

Including conferences and business events, sporting events and leisure-seekers.

### Interstate fly/drive

Attracting high value tourists from Sydney and Melbourne with long-stay packages.

### Nature-based tourism

Attracting new green operators, creating iconic nature-based experiences and promoting natural attractions.

### Niche tourism

Packaging food and cultural tourism, wellness, golf, nature/adventure and sport tourism.

### Drive tourism

Providing immersive and wide-ranging experiences for long-stay visitors.

### New hotels

A need for eight new full-service internationally branded hotels for business travellers by 2028.

Sunshine Coast Council is leading a nomination for the region to be recognised by UNESCO as an international site of excellence, known as a biosphere - a special place of active conservation, responsible development and people living sustainably.

Becoming a biosphere will give the Sunshine Coast further national and international recognition as well as generate niche markets for products, services, facilities and practice.



# Australia Zoo

Australia Zoo is one of the most loved tourist attractions in the country, drawing hundreds of thousands of local and international visitors to the region each year.

Australia Zoo has won numerous local, national and international awards, including Australian and Queensland Major Tourism Attraction Awards.

Now celebrating its 50th year, Australia Zoo is also home to a world-class wildlife hospital that has treated more than 90,000 sick, injured and orphaned native animals, making it one of the busiest wildlife hospitals in the world.



“Steve Irwin, known around the world as the Crocodile Hunter, was most passionate about his home on Queensland’s Sunshine Coast – Australia Zoo. Today, our award-winning zoological gardens are set on over 110 acres and feature more than 1,200 animals. We have a wonderful local workforce, a strong tourism industry, and are pleased with Sunshine Coast Council’s vision to be Australia’s most sustainable, vibrant, green and diverse region which complements our passion for wildlife and conservation.” **Terri Irwin, Australia Zoo**

## Visit Sunshine Coast

Visit Sunshine Coast (VSC) is a not-for-profit, membership based destination marketing organisation that leads the management and development of tourism on the Sunshine Coast.

VSC promotes the Sunshine Coast as the destination of choice in Queensland. The organisation supports members to develop products, hero experiences, events and icons that align to the region’s five pillar brands:

Innovative food

Beachside culture

Wonders of nature

Exhilarating events

Immersive encounters

VSC represents over 600 members from various industry sectors, partnering with the tourism industry to grow and develop visitation and trade opportunities.





# Australia's premier regional events destination

The Sunshine Coast's vision is to be recognised as the premier regional events destination in Australia – where major events deliver maximum results to the economy, communities and stakeholders.

The 2018-2027 Sunshine Coast Major Events Strategy sets a framework which will deliver this vision through partnerships with the tourism and events industry, local businesses and the community.

The region's events strategy works in conjunction with Visit Sunshine Coast's Tourism Plan to create a sustainable and competitive tourism and events destination.

## Major events

The region is home to a range of major events, reinforcing its reputation as the major events capital of regional Australia including:

**Caloundra Music Festival**

**Mooloolaba Triathlon**

**Ironman 70.3 Sunshine Coast**

**Four national outrigger titles**

**A variety of food and wine festivals**

**Horizon, the region's premier multi-arts festival**

## STAR PERFORMER

# Caloundra Music Festival

Presented by Sunshine Coast Council, the annual Caloundra Music Festival is held in early October.

The festival aims to bring a broad audience of locals and visitors together in celebration, to enjoy world-class music, food, arts and local culture, and to showcase the natural beauty, creative talents and unique character of the Sunshine Coast.

The beautiful Kings Beach and surrounds come alive to the sounds of a diverse lineup of entertainment featuring the best of the Australian music industry as well as incredible international artists.

Now in its 13th year, the festival has been nominated for Festival of the Year in both the 2018 and 2019 Queensland Music Awards.



# The Sunshine Coast advantage

The Sunshine Coast has long been a proven destination for event promoters, participants and their families and friends.

- Being a desirable visitor destination drives attendance.
- All types of major events are well accommodated along the beaches, roads or pathways, at stadiums or public venues.
- The Sunshine Coast is just one hour's drive from Brisbane, with its own international airport and an extensive range of accommodation options.
- Sunshine Coast residents are known for their welcoming and visitor-friendly culture. The tourism industry is one of the region's largest employers, with strong support from the community.
- Key stakeholders have years of experience in the events business and work together to deliver the best results for major events and the wider region.
- The Sunshine Coast is committed to investing strategically and financially in major events that benefit the region.
- A Major Events Sponsorship Program helps fund events that attract tourists during the low seasons and generate media and brand exposure. Sponsorship of major events is open all year round.

## STAR PERFORMER

### Mooloolaba Triathlon

The Mooloolaba Triathlon Festival celebrates the Sunshine Coast's stunning beaches and active, healthy lifestyle. One of the region's signature major events, the Festival celebrated its 25th anniversary in 2019 with more than 5000 competitors involved in a series of spectacular races across three days.

Some of the biggest names in triathlon compete in the event which is an important feature of the national and international triathlon calendar.

The course is famous for its ocean swim, along with an electric buzz in the atmosphere as thousands of triathletes descend on the popular beach town. Many athletes take advantage of the region's extensive training facilities during their stay.

The event brings an estimated economic contribution of \$6.2 million and benefits a range of businesses including accommodation providers, cafes and restaurants.



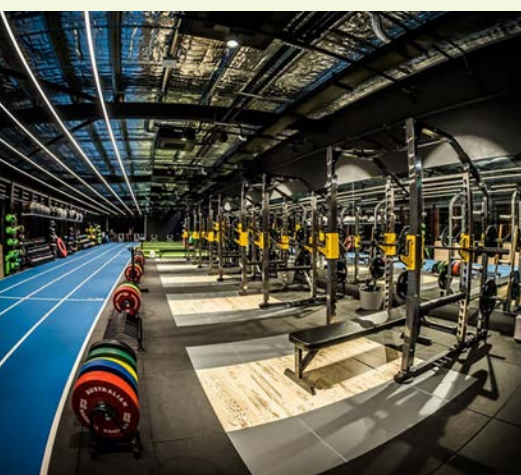
# The training destination for champions

The Sunshine Coast boasts a reputation for hosting successful major sporting events and national and international teams for training camps.

In 2018, we proudly hosted over 500 athletes and officials from nine countries training for glory at the Gold Coast Commonwealth Games. More importantly, one out of five athletes who trained here medalled and all officials praised our facilities and welcoming community.

The Sunshine Coast is also home to Sunshine Coast Lightning, reigning two-time Suncorp Super Netball champions, and the Australian Cycling Academy's Pro Racing Sunshine Coast team.

## STAR PERFORMERS



## USC

USC's \$15 million indoor Sports Stadium, located at the Sippy Downs campus, is used for sporting events and is home to the Sunshine Coast Lightning for training and home games. The national standard facility includes three netball, basketball, volleyball and futsal courts, four badminton courts and an international-sized futsal court.

The stadium's \$9 million redevelopment project, completed in May 2019, has delivered an enhanced experience for high performance athletes, students, and the community through increased seating capacity, enhanced access for people with a disability, player facilities, and improved amenities

## Sunshine Coast Stadium

Part of the Kawana Sports Precinct, Sunshine Coast Stadium is operated by Sunshine Coast Council and is the region's premier facility for sport, leisure and events.

The precinct also incorporates a high performance training facility, western fields and Lake Kawana and works closely with the nearby Kawana Aquatic Centre to create optimal training and training camp experiences for athletes.

## The Sports Hub

The Sports Hub Sunshine Coast is a \$27 million world-class facility designed to improve the physical and mental performance and wellbeing of professional athletes as well as the community.

Located in the Sports Precinct close to Lake Kawana, Sunshine Coast Stadium and the Sunshine Coast University Hospital, the Sports Hub incorporates a \$10 million high performance sports and medical centre.



## An unrivalled training environment

Training facilities for 59 different sports – 39 with national or international standard training facilities.

An Australian Institute of Sport accredited facility at USC that is the training base for many visiting elite international athletes.

A \$27 million sports hub offering high performance sports, training and allied health services to athletes and the community.

High performance gym facilities including state-of-the art testing labs.

Beautiful beaches and natural surrounds offer respite from the rigours of training and the pressures of approaching competition.

A diverse range of health professionals with extensive experience working with elite, professional athletes and coaches.



STAR PERFORMER

## Sunshine Coast Lightning

Sunshine Coast Lightning is the region's first professional national team in the Suncorp Super Netball league.

A unique joint venture between NRL club Melbourne Storm and USC (University of the Sunshine Coast) brought the Sunshine Coast Lightning Netball Club to life, with the team making its competition debut in 2017.

USC is widely recognised as one of Australia's leading sports universities and assisted Lightning with expertise in high performance and athlete support services as well as first class training and playing facilities at its Sippy Downs campus.

Sunshine Coast Council also played a crucial role to bring the national netball team to the region. The combination of a community committed to sport and major events, an academic institution focused on elite sporting performance and support from one of Australia's leading sports clubs provided the momentum to help the club to grow in its first year.

Lightning also secured strong corporate backing from international, national and local organisations.

Members, fans and volunteers embraced Lightning since its establishment, with 2,300 foundation members secured during the inaugural season and all five home matches sold out at USC Stadium.

## How Sunshine Coast Council can help

**A single point of service to facilitate connections with government bodies.**

Financial assistance to help offset various establishment costs.

**Access to key international market information and industry development.**

Leverage audience reach opportunities for events.

**A Major Events Sponsorship Program helps fund events that attract tourists during the low seasons and generate media and brand exposure.**

A full support service is available to manage all aspects of sports training requirements including negotiating access to training venues, transport, accommodation and communications.

**Successful track record of helping investors move to the Sunshine Coast.**

Council provides funding to Visit Sunshine Coast to deliver a whole-of-region destination marketing strategy for the region.



## Sunshine Coast Airport

Sunshine Coast Airport is the gateway to the region and a pivotal point of access to South East Queensland.

The airport welcomed almost 1.3 million passengers in 2018-2019, with an annual growth rate of 5.7% year on year.

Sunshine Coast Airport was named Australia's fastest-growing airport 2018-2019 and is ranked as the nation's 14th busiest airport for passenger movements for the year ended October 2019 (BITRE, 2019).

The airport expansion project included construction of a new 2.45km runway, apron expansion and related infrastructure to improve business and tourism opportunities and enhance freight capacity.



# 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 has been expanded to deliver direct access to the region from more Australian and international destinations. The expansion, which includes a new runway, is a springboard for businesses to export products and services faster and more efficiently.
- 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 is now in service. The network provides 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 increases data transmission speed, reduces risk and will lead to a reduction in international communication costs for business and consumers.

The cable makes 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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