Sunshine Coast, Queensland, Australia
Naturally refreshing

Located just over one hour’s drive from the state’s capital of Brisbane and with a current population of over 298,000, the Sunshine Coast has a clear vision to build a high-value economy of choice for business, investment and employment.

The Sunshine Coast economy is one of the largest regional economies in Australia, with a current Gross Regional product of more than A$16 billion, double that of the previous decade. The region is embarking on a strong and prosperous future with the economy predicted to grow over the next 20 years to reach A$33 billion in 2033, accompanied by an increase in high-value employment, export and household income.

Positioned on the doorstep of Asia and the Pacific Rim, the region is well connected to national and international markets through its major transport networks including the Bruce Highway, the national rail network and the Sunshine Coast Airport, and is close to Brisbane airports and the Port of Brisbane.

With the nationally awarded University of the Sunshine Coast and some of the highest performing private schools in Queensland, the area is considered the perfect destination for businesses, international students and families.

The combination of the region’s competitive business environment, accessibility to global markets, new infrastructure, a highly-skilled workforce and idyllic lifestyle, makes the Sunshine Coast a location of choice.
Key sectors

Education and research
The Sunshine Coast has a range of education services, including some of the highest performing private schools in Australia, TAFE Queensland East Coast, and the fastest growing regional university in the country – The University of the Sunshine Coast (USC). USC is one of the country’s newest universities, offering a range of courses and has recently undergone an A$81 million expansion project to cater for its rising student population.

This sector currently employs more than 13,000 and is predicted to become the region’s second largest employer by 2033.

Food and agribusiness
The agribusiness industry on the Sunshine Coast has had strong productivity and growth over the last five years, generating a current industry value of approximately A$365 million and providing more than 4,000 jobs.

Rich soils and favourable climatic conditions, together with a clean water supply and the presence of wholesaling and distribution centres make the Sunshine Coast the perfect agribusiness location. The agribusiness industry is expected to expand rapidly over the next decade in response to national and global demand for quality food and beverage products produced in a clean, green environment. This will provide support to the local economy and create a number of new job opportunities.

Knowledge industries
The Sunshine Coast has become the hub for a vast range of new technology-based companies and has been previously recognised as a Google Etown. The region has seen high growth in business contact centres, information and technology services, games and smartphone application development, architecture and design. This is supported by The University of the Sunshine Coast, the Innovation Centre and the ICT Learning Innovation Centre. Knowledge industries and professional services contributes approximately A$2.5 billion to the local economy and provides more than 21,430 jobs.

Clean technologies
The clean technologies industry on the Sunshine Coast delivers new technologies and innovation to generate environmentally clean and sustainable practices and solutions. The industry generates A$214 million in economic activity, employs 1,770 people and has become a model for sustainability in Australia. With over 200 small to medium sized clean technologies already located on the Sunshine Coast, there is opportunity for supply chain linkages.

Tourism
The tourism, sport and leisure industry is a key employer and generator of economic activity on the Sunshine Coast. It contributes approximately A$1.56 billion to the regional economy and more than 35,000 jobs.

The industry provides unique and world-class tourism, sport, major event and leisure experiences, accommodation and food services, creative arts, tourism attractions, sports venues and recreational activities. The sub-tropical weather and clean, vibrant natural settings provide an idyllic training ground for elite athletes from around the country and the world.

Health and wellbeing
The health and wellbeing industry is booming on the Sunshine Coast propelled by the A$5 billion committed to new healthcare infrastructure at Kawana and a growing and ageing population.

These catalysts have opened a number of major investment opportunities and market gaps in the fields of aged care, digital platform enablement and e-health technologies, health and health-related research, preventative health and health promotion, mental health, health education and career pathways.

The region also hosts five private hospitals, four public hospitals and work is underway to deliver one of the largest tertiary hospitals in Australia by 2017. Aged Care is a particularly opportunistic investment area which fosters a growing need for supportive healthcare services specifically in assistive technologies as the trend for in-home care gains momentum.

Connect. Be connected.
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