



# Sunshine Coast

Tourism Opportunity Plan

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# Contents

<b>Acronyms</b>	<b>2</b>	<b>7 Tourism Investment</b>	<b>26</b>
<b>Executive Summary</b>	<b>3</b>	7.1 Tourism Precinct Development	27
<b>1 Context</b>	<b>6</b>	7.1.1 Noosa	29
1.1 The tourism planning strategic framework	6	7.1.2 Maroochydore	29
1.2 The Sunshine Coast Region	6	7.1.3 Caloundra	29
1.3 Future Tourism Profile	9	7.1.4 Cooloola	30
<b>2 Methodology</b>	<b>10</b>	7.2 Product and Experience Opportunities	30
2.1 TOP Development Methodology	10	7.2.1 Accommodation	30
2.2 Data Sources and Limitations	11	7.2.2 Regional Cuisine	30
<b>3 A Vision for the Sunshine Coast Region</b>	<b>12</b>	7.2.3 Business Tourism	30
3.1 Sunshine Coast TOP Vision	12	7.2.4 Arts / Creative Industries	30
3.2 Guiding Principles – Building a Strong Foundation	13	7.2.5 Spa, Wellness and Alternative Health	31
<b>4 SWOT Analysis</b>	<b>14</b>	7.2.6 Drive Tourism	31
<b>5 Catalyst Projects</b>	<b>16</b>	7.2.7 Beach and Water-Based Infrastructure / Activities	31
5.1 Convention, Exhibition and Performing Arts Centre	16	7.2.8 Golf / Sports Tourism	32
5.2 Hinterland Sky Walk Attraction	17	7.2.9 Events Tourism	32
5.3 Stockland Park Regional Sports Complex	17	7.2.10 Visitor Information / Services	32
5.4 Attractions and Adventure Park Precinct	18	<b>8 Green Infrastructure</b>	<b>33</b>
5.5 Hinterland Eco Lodge	18	8.1 Regional Tracks and Trails	33
5.6 Hinterland Nature-based Tourism Drive Route	18	8.2 Regional Recreation Development	34
5.7 Coastal Green Trails including the Great Walks and the Coastal Pathway	19	8.3 Green Infrastructure Support Services	34
5.8 Rainbow Beach Eco Resort	19	8.4 Strategy Development	34
5.9 Noosa Biosphere Reserve and Sustainability Initiatives	20	<b>9 Investment Required</b>	<b>35</b>
5.10 Tourism Precinct Master Planning	20	<b>10 Implementation Plan</b>	<b>36</b>
<b>6 Infrastructure Constraints</b>	<b>23</b>	<b>Bibliography</b>	<b>37</b>
6.1 Development and Expansion of the Sunshine Coast Airport	23	<b>Appendices</b>	<b>40</b>
6.2 Forward Infrastructure	24	Appendix 1: Stakeholder Consultation	40
6.2.1 Transport Infrastructure	24	Appendix 2: Project Steering Group	43
6.2.2 Development and Sealing of Counter Road	24	Appendix 3: Catalyst Projects – Implementation	43
6.2.3 Waste, Water and Energy Infrastructure	25	Appendix 4: Tourism Support Infrastructure – Projects	47
6.2.4 Telecommunications Infrastructure	25	Appendix 5: Tourism Investment – Projects	56
6.3 Infrastructure Support Services	25	Appendix 6: Green Infrastructure – Projects	68

# Acronyms

ABS	Australian Bureau of Statistics
BE	Business Events
CSR	Corporate Social Responsibility
DEEDI	Department of Employment, Economic Development and Innovation
DMO	Destination Management Officer
DMP	Destination Management Plan
DERM	Department of Environment and Resource Management
GRC	Gympie Regional Council (as at March 2008)
GRP	Gross Regional Product
IVS	International Visitor Survey
LGA	Local Government Area
LGMS	Local Growth Management Strategy
LTO	Local Tourism Organisation
NorsROC	Northern Regional Organisation of Councils
NVS	National Visitor Survey
MDA	Major Development Area
PDP	Product Development Plan
QPIF	Queensland Primary Industries and Fisheries
QPWS	Queensland Parks and Wildlife Service
RDA	Regional Development Australia
RTO	Regional Tourism Organisation
SEQ	South East Queensland
SCRC	Sunshine Coast Regional Council (as at March 2008)
STCRC	Sustainable Tourism Cooperative Research Centre
SunROC	Sunshine Coast Regional Organisation of Councils
TBL	Triple Bottom Line
TFC	Tourism Forecasting Council
TOP	Tourism Opportunity Plan
TQ	Tourism Queensland
TSC	Tourism Sunshine Coast
VIC	Visitor Information Centre



# Executive Summary

## Purpose

The purpose of this Tourism Opportunity Plan (TOP) is to provide strong direction and associated actions to drive the sustainable development of tourism in the Sunshine Coast region to 2017.

The TOP aims to:

- Identify infrastructure upgrades to support tourism growth
- Identify the need for new investment in tourism product development
- Provide relevant research based information on tourism supply and demand
- Provide a mechanism for engagement with infrastructure providers and potential investors about the needs of the industry
- Provide agreed focus for infrastructure providers, private investors and the tourism industry

In November 2006, the Queensland Government delivered the Queensland Tourism Strategy, a 10 year vision for sustainable tourism. To achieve its vision, Tourism Queensland and the Queensland Tourism Industry Council, in partnership with Department of Employment, Economic Development and Innovation (then known as the Department of Tourism, Fair Trading and Wine Industry Development) developed six key themes. Under Theme 2 'Investment, Infrastructure and Access' Tourism Queensland, in partnership with Regional Tourism Organisations, was responsible for preparing Regional Tourism Investment and Infrastructure Plans (RTIIPs) for each tourism region across Queensland. The TOP is the new name for RTIIP, a title that is considered to better represent the content and intent of the document. However, apart from the name change, the remainder of the document is as was developed in partnership with regional stakeholders over a 12 month period.

In 2005, Tourism Sunshine Coast was successful in its application for a Commonwealth Australian Tourism Development Program (ATDP) grant to develop a Sunshine Coast Destination Marketing and Management Plan. This plan aimed to develop a range of destination management and marketing tools to guide development and marketing in the

region. One of the key deliverables of this project was to prepare a Product Development Plan for the region to detail specific product development opportunities in the Sunshine Coast Region over the next 10 years.

As such, the development of the Sunshine Coast Tourism Opportunity Plan (TOP) was developed in conjunction with the Product Development Plan for the region. This provided opportunities for synergy and collaboration resulting in two complementary reports to guide tourism development and growth for the region. Tourism Sunshine Coast in partnership with Tourism Queensland has jointly managed and funded the development of the TOP.

The audience of both reports includes Local Councils, State Government agencies, regional economic development agencies, regional tourism organisations, investors and developers and tourism industry operators.

The development of the TOP has been based on extensive research as well as consultation with a diverse range of regional and external stakeholders including government agencies, tourism industry, external tourism stakeholders, developers and investors. Over 75 stakeholders were consulted throughout this project, from survey consultation through to one-on-one interviews, forums and workshops (Please refer to Appendix 1 for the stakeholder list). All stakeholders were provided the opportunity for feedback and input into the development of this plan.



This TOP does not purport to canvass all possible projects for the region. Recommendations made have been based on 3 major foundations which act as cornerstones to a successful destination strategy:

1. Market demand characteristics (the needs of target consumer markets)
2. Distinctiveness and the competitive strengths of the destination
3. The values and aspirations of the local community

The recommendations focus on projects which fulfil these destination objectives, have strong stakeholder support and are likely to assist in realising the destination's long term vision for sustainable tourism.

## Sunshine Coast Region

Under the TOP planning process for this project, the Sunshine Coast Region is defined as including the 4 former Local Government Areas (LGAs) of Cooloolool Shire, Noosa Shire, Maroochy Shire and Caloundra City. Three of these Local Government Authorities (Noosa, Maroochy and Caloundra) are now included in the Sunshine Coast Regional Council area, while Cooloolool now forms part of the Gympie Regional Council area. Within each of the sub-regions of the Sunshine Coast Region, there are identified nodes or precincts of tourism activity or high levels of visitation. The consultant team have defined the current and future tourism nodes and precincts within the region as including:

- Noosa Heads
- Noosaville
- Noosa Riverfront / Harbour - Tewantin
- Eastern Beaches
- Maroochydhore
- Mooloolaba

- Coolool
- Tin Can Bay
- Noosa Hinterland
- Gympie
- Caloundra Central District
- Steve Irwin Way
- Glasshouse Mountains
- Golden Beach / Pelican Waters
- Stockland Park Sports Precinct
- Blackall Range
- Rainbow Beach
- Mary Valley
- Nambour
- Sunshine Coast Airport

## Catalyst Investment Projects

There are 10 catalyst projects identified for the Sunshine Coast Region that may be accelerated by in-principle and actual Government support. These projects are tourism investment projects of regional significance which are expected to act as a catalyst to a range of other investment, marketing and product development opportunities. These catalyst projects were identified as:

### Tourism Projects

- Convention, Exhibition and Performing Arts Centre
- Hinterland Skywalk Attraction
- Stockland Park Regional Sports Complex
- Attractions and Adventure Park Precinct
- Hinterland Eco-Lodge
- Hinterland nature based tourism drive route, trails and attractions
- Coastal Green Trails including the Great Walks and the Coastal Pathway



Ebb Restaurant, Maroochydhore

- Rainbow Beach Eco Resort
- Noosa Biosphere Reserve and Sustainability Initiatives
- Tourism Precinct Master Planning, including:
  - i. Hastings Street redevelopment and implementation of the Noosa Integrated Transport Plan
  - ii. Maroochydore Town Centre redevelopment
  - iii. Redevelopment of Caloundra Central District precinct – implementation of Bulcock Beach Frontage Master Plan
  - iv. Development of the Mooloolaba Spit

### Tourism Support Infrastructure

The Sunshine Coast Region is one of the most rapidly growing regions in South East Queensland. The region faces a significant challenge in servicing the needs of future residents and visitors, particularly in regard to transport and basic service infrastructure.

Recommendations are made on infrastructure development which is critical if regional access and intra-connectivity is achieved across the region for both visitor markets and residents:

- Transport Infrastructure
  - Sunshine Coast Airport
  - North Coast Trunk Public Transport
  - North Coast Rail Line
  - Bruce Highway
  - Sunshine Coast Motorway
  - Sunshine Coast Major Road Network
  - Transport Investigations
  - Counter Road
- Waste, Water and Energy Infrastructure
- Telecommunications Infrastructure
- Public Transport Connectivity
- Public Transport Packaging and Information Services
- Aviation Services

### Tourism Investment

Tourism is currently the largest contributor to Gross Regional Product (GRP) (16.4%) in the Sunshine Coast Region. Investment in tourism products and tourism related infrastructure is required in order to meet the future needs of visitors to the region. Core tourism investment projects have been identified which are essential in providing for future market demand. Recommendations are made for both specific projects for defined tourism precincts (as above) as well as regional projects related to the following product and experience themes:

- Accommodation
- Regional Cuisine
- Business Tourism
- Arts / Creative Industries
- Spa, Wellness and Alternative Health
- Drive Tourism
- Beach and Water-Based Infrastructure / Activities
- Golf / Sports Tourism
- Events Tourism
- Visitor Information and Services
- Nature based / Ecotourism (please refer to Green Infrastructure)

### Green Infrastructure

Green infrastructure, including ecotourism / nature based tourism was identified as a key product and experience theme for the Sunshine Coast. The Sunshine Coast Region is renowned for its diverse natural environment and green assets. Visitor projections indicate that market demand for natural assets will continue to increase, in particular the number of visitors pursuing outdoor / nature / recreational activities. Core green infrastructure development projects have been identified for the region. These are tourism related development projects which are essential in providing for the future market demands for nature based experiences and attractions.

Recommendations are made on:

- Regional Tracks and Trails
- Regional Recreation Development
- Green Infrastructure Support Services
- Strategy Development

### The Investment Required

There are more than 186 investment opportunities which have been identified in the report. The selection of investment projects was based on the following criteria:

- Strong level of interest and support from regional and external stakeholders
- Project is in line with the aspirations and vision of the region as a tourism destination
- Project is in line with stakeholder priorities including regional and state planning organisations
- Project will address key infrastructure constraints within a reasonable time frame
- Project will address key areas of product development potential
- Availability of commercial investment to support development

### Next Steps

For the Sunshine Coast Region's vision for investment and infrastructure to be realised, the implementation of recommended projects is required to be completed by 2017. To ensure the effective and timely implementation of tourism investment and infrastructure opportunities, the TOP recommends the establishment of an implementation committee and working groups to take forward specific projects as required.





# 1 Context

## 1.1 The tourism planning strategic framework

The Queensland Tourism Strategy (QTS)<sup>1</sup> identified key themes and strategic actions to pave the way for the development of a sustainable tourism industry in Queensland until 2016. For sustained growth, it is important that the tourism industry is able to encourage the provision of tourism related infrastructure by governments and the private sector, as well as supporting investment for the development of tourism products and services. The QTS identifies that regional investment and infrastructure are integral to driving long-term growth across the tourism sector.

The Tourism Opportunity Plan (TOP) is designed to be used to inform State and Local Government planning processes and the Destination Management Plan (DMP). The Sunshine Coast Destination Management Plan<sup>2</sup> identifies one of its key strategic priorities as 'well planned infrastructure' where there is a focus on improved communication and inclusion of the tourism industry in planning for infrastructure development in the region. The purpose of this TOP is to provide a direction for the sustainable development of tourism for the Sunshine Coast Region to 2017.

The TOP can be used to inform the Sunshine Coast DMP in identifying tourism investment opportunities and infrastructure opportunities to help achieve the region's future positioning in the marketplace. The Destination Management Plan should therefore be read in tandem with the TOP to provide information on target markets, marketing and destination positioning.

The TOP also recognises the various other Government strategies and plans which impact on tourism and which exist in the region including Local Growth Management Strategies<sup>3</sup>, the SEQ Regional Plan and SEQ Infrastructure Plan and Program<sup>4</sup>. The TOP provides a platform which focuses specifically on the investment and infrastructure needs of the tourism industry and therefore the effective implementation of the TOP is critical to the future growth and development of tourism in the region.

## 1.2 The Sunshine Coast Region

Under the TOP planning process for this project, the Sunshine Coast Region is defined as including the 4 former Local Government Areas (LGAs) of Cooloolool Shire, Noosa Shire, Maroochy Shire, and Caloundra City. Three of these Local Government Authorities (Noosa, Maroochy and Caloundra) are now included in the Sunshine Coast Regional Council area, while Cooloolool now forms part of the Gympie Regional Council area. The Sunshine Coast Region is supported by its own Regional Tourism Organisation – Tourism Sunshine Coast and its own Destination Management Plan. The Sunshine Coast Region is predominantly a coastal destination with a growing hinterland. The region attracts around 16% of all visitors to Queensland, with 90% of visitors being domestic travellers.

The Sunshine Coast Region has a strong focus on natural attractions including beaches and National Parks and provision of recreational, outdoor attractions and nature based experiences. Each of the four sub-regions of the Sunshine Coast have their own unique attributes, activities and experiences, attracting a mix of visitor markets and segments.

Provided below is an overview of each of the sub-regions based on attributes identified in the 2007 Sunshine Coast Visitor Survey<sup>5</sup>.

### Cooloolool

The Cooloolool sub-region is a popular family destination with a high level of day trippers and new visitors. Going to the beach and water sports are common activities in the region. National Parks are also a major attractor for the Cooloolool sub-region with the Great Sandy National Park and Marine Park. The sub-region provides the highest proportion of sport and recreation activities while heritage attractions are also predominant in the inland centres. Double Island Point in Cooloolool provides visitors with direct access to Fraser Island. The majority of visitors to the region utilise caravan/cabin/tent accommodation.

<sup>1</sup> Queensland Tourism Strategy, Tourism Queensland (2006)

<sup>2</sup> Sunshine Coast Destination Management Plan, Tourism Queensland

<sup>3</sup> At the time of writing, draft LGMS's were being prepared for Noosa, Maroochy and Caloundra shires

<sup>4</sup> SEQ Regional Plan and Infrastructure Plan and Program, Office of Urban Management (2005, 2007)

<sup>5</sup> Sunshine Coast Visitor Survey, Tourism Queensland (2007)



Map 1. **Sunshine Coast Region**

## Noosa

The Noosa sub-region attracts the highest percentage of visitors travelling as adult couples or individuals without children. Noosa receives the highest percentage of visitors coming from interstate and overseas including a much larger proportion of visitors in a higher income bracket. The Noosa sub-region has the highest percentage of overnight visitors and a high percentage of visitors who have never been to the region before. Going to the beach, going to a café/coffee shop and eating at a restaurant are the top activities for a visitor in Noosa. The Noosa sub-region provides a wide range of guided tours and water based sport and recreation activities. The major attractions in Noosa are Hastings Street, Noosa National Park and the Noosa River. The Hotels and Resort accommodation type is more frequently used in Noosa.

## Maroochy

The Maroochy sub-region is considered primarily a family destination however does attract a higher proportion of people travelling alone and independent adult groups. The Maroochy sub-region receives a high level of repeat visitation with visitors more likely to be overnight visitors than day trippers. Tourist attractions and theme parks are centred in Maroochy with venues such as Underwater World, Ginger Factory and the Big Pineapple. Maroochy also provides a number of cultural experiences, particularly in the hinterland district. Visitors most commonly stay in rented apartments / holiday flat or with friends and relatives however Maroochy also receives the highest proportion of B&B/Guest House accommodation use.

## Caloundra

Caloundra City sub-region is a significant family holiday destination with a high percentage of repeat visitation. The Caloundra region receives the highest level of day trip visitors and the lowest percentage of overnight trips. The major activity in the sub-region is going to the beach with going for a walk rated second. There are a high level of natural and cultural attractions in the sub-region including National Parks, galleries, museums and historical places. The major tourist attraction in the Caloundra sub-region is Australia Zoo. The most commonly used types of accommodation by visitors to Caloundra are rented apartments/holiday flats or staying with friends or relatives.

Within each of the sub-regions of the Sunshine Coast Region, there are identified nodes or precincts of tourism activity or high levels of visitation. The consultant team have defined the tourism nodes and precincts within the region as including:

- Noosa Heads
- Noosaville
- Noosa Riverfront / Harbour - Tewantin
- Eastern Beaches
- Maroochydore
- Mooloolaba
- Coolum
- Tin Can Bay
- Noosa Hinterland
- Gympie
- Caloundra Central District
- Steve Irwin Way
- Glasshouse Mountains
- Golden Beach / Pelican Waters
- Stockland Park Sports Precinct (Quad Park)
- Blackall Range
- Rainbow Beach
- Mary Valley
- Nambour
- Sunshine Coast Airport



### 1.3 Future Tourism Profile

Future tourism demand to 2017 is projected assuming that for most markets, trends in changes in marketshare of each main market between 2001 and 2006 continue through to 2017, and the international and domestic visitor and visitor night forecasts used by the Tourism Forecasting Committee (TFC)<sup>6</sup> apply. Visitor and visitor night forecasts for the Sunshine Coast to 2017 are as follows.

						Increase on 2006		Average annual Increase	
(000's)		2001	2006	2012	2017	2012	2017	2006-12	2012-17
Visitors	Domestic	2,498	2,655	3,028	3,197	373	542	2.2%	1.1%
	International	241	268	360	446	92	178	5.0%	4.4%
<b>Total</b>		<b>2,739</b>	<b>2,923</b>	<b>3,388</b>	<b>3,644</b>	<b>464</b>	<b>720</b>	<b>2.5%</b>	<b>1.5%</b>
Visitor Nights	Domestic	11,081	10,305	11,293	11,512	988	1,207	1.5%	0.4%
	International	1,823	2,510	3,119	3,759	608	1,248	3.7%	3.8%
<b>Total</b>		<b>12,904</b>	<b>12,815</b>	<b>14,412</b>	<b>15,270</b>	<b>1,596</b>	<b>2,455</b>	<b>2.0%</b>	<b>1.2%</b>
Average stay (nights)	Domestic	4.4	3.9	3.7	3.6	0	0	-0.7%	-0.7%
	International	7.6	9.4	8.7	8.4	-1	-1	-1.3%	-0.6%
<b>Total</b>		<b>4.7</b>	<b>4.4</b>	<b>4.3</b>	<b>4.2</b>	<b>0</b>	<b>0</b>	<b>-0.5%</b>	<b>-0.3%</b>

In addition to overnight visitors, daytrippers to the Sunshine Coast are projected to increase from 4,490,000 in 2006 to 5,812,000 in 2017 – an additional 1,322,000 daytrippers or 29% (in line with population growth).

The Sunshine Coast Destination Management Plan identifies the key target markets which should be the primary focus for the region over the next 3 years. Recommendations made throughout the TOP have taken into consideration the future tourism profile and target market profiles for the region.



<sup>6</sup> Tourism Forecasting Committee, Forecast, 2007, Issue 1, June 2007



# 2 Methodology

## 2.1 TOP Development Methodology

In 2005, Tourism Sunshine Coast was successful in its application for a Commonwealth Australian Tourism Development Program (ATDP) grant to develop a Sunshine Coast Destination Marketing and Management Plan. This plan aimed to develop a range of destination management and marketing tools to guide development and marketing in the region. One of the key deliverables of this project was to prepare a Product Development Plan for the region to detail specific product development opportunities in the Sunshine Coast Region over the next 10 years.

As such, the development of the Sunshine Coast Tourism Opportunity Plan (TOP) was developed in conjunction with the Product Development Plan for the region. This provided opportunities for synergy and collaboration resulting in two complementary reports to guide tourism development and growth for the region. Tourism Sunshine Coast in collaboration with Tourism Queensland has jointly managed and funded the development of the TOP.

Consistent with the TOP template developed by Tourism Queensland, the methodology undertaken to develop the Sunshine Coast TOP included six key phases:

### Phase I – Project Initiation involved the following activities being undertaken:

- Mobilisation meeting with Project Team
- Agreement of roles, responsibilities, outcomes, objectives and timeframe
- Initial meeting with Project Steering Group
- Identification of all available data that needs to be considered for project
- Identification of all stakeholders for consultation
- Development of stakeholder surveys based on 3 distinct groupings of stakeholders

### Phase II – Situation Analysis involved the following activities being undertaken:

- Documentation of all existing literature
- Literature review
- Surveys sent to regional, external and events stakeholders
- Meetings and consultation with key stakeholders
- Collection and analysis of survey responses for inclusion in Situation Analysis Report
- Visioning Workshop
- Development of TOP vision statement for confirmation by Steering Group
- Analysis of existing Situation Analysis and Infrastructure Audit – July 2006
- Analysis of all other regional and local information and data
- Documentation of the current tourism profile for the Sunshine Coast region
- Development of an infrastructure audit including gap analysis
- Development of a product audit
- Preparation of Situation Analysis Report for presentation to Steering Group

### Phase III – Development of a Future Tourism Profile involved the following activities being undertaken:

- Sourcing of all current NVS and IVS data for the Sunshine Coast Region
- Sourcing of TFC forecasts for the Sunshine Coast Region
- Sourcing of ABS data on tourism accommodation in the Sunshine Coast Region
- Documentation of future forecasts for 2012 and 2017
- Profile Sunshine Coast as a tourism destination in 2012 and 2017
- Development of supply and demand scenarios
- Preparation of a Future Tourism Profile for presentation to Steering Group

### Phase IV – Analysis of Investment and Infrastructure involved the following activities being undertaken:

- Assess existing infrastructure and products against visitor forecasts
- Identify areas of lack of capacity
- Identify investment opportunities and infrastructure needs
- Summarise additional infrastructure and product requirements for 2012 and 2017
- Report to steering group
- Conduct stakeholder meetings to discuss supply/demand match and additional requirements

### Phase V – Preparation of Draft TOP involved the following activities being undertaken:

- Consolidation of previous reports into TOP final report template
- Recommendations on the composition of an TOP action group to guide implementation
- Recommendations on specific tasks for the action group including prioritisation of investment projects, establishment of geographic location working groups, reporting and advising progress, meeting and ensuring progression of the Plan
- Recommendations for implementation of TOP with DMP
- Establish monitoring and review mechanisms and timeframes
- Completion of first draft plan for presentation to Steering Group
- Mechanism for stakeholder feedback and comment on plan

### Phase VI – Preparation of Final TOP (Implementation) involved the following activities being undertaken:

- Collection of feedback on draft plan
- Revision of plan based on feedback
- Completion of final TOP for presentation to Steering Group

The commitment and involvement of Project Steering Group was essential in the development of both the TOP and Product Development Plan. The Steering Group provided direction, feedback and input on the project and provided the consultant with valuable insight and advice on the future growth and development of tourism in the region. Please refer to Appendix 2 for a list of the Steering Group Members.

#### Please note:

- At the time of writing, a Skills Formation Strategy was being developed for the Sunshine Coast Region. For this reason, recommendations made in this TOP do not cover issues such as staffing, training and service quality.

## 2.2 Data Sources and Limitations

The consultants have used a combination of quantitative and qualitative primary and secondary data sources in the analysis and preparation of the TOP. Where possible, all quantitative data sources have been verified and all reports associated with the TOP have been presented to a wide range of stakeholders for verification and feedback. Effort has been made to provide a comprehensive profile of tourism development in the region. There are however inherent limitations in data sets and sources.

The major limitation to the collection and analysis of data was bringing together data and plans from two separate planning regions. The Local Government Areas of Caloundra, Maroochy and Noosa all form part of the South East Queensland (SEQ) planning region and the Sunshine Coast Regional Organisation of Councils (SunROC) area, while Cooloolool Shire forms part of the Wide Bay-Burnett planning region and the Northern Regional Organisation of Councils (NorsROC) area. The South East Queensland Region and the Wide Bay-Burnett Region both have separate long term regional strategies for infrastructure and development as do the strategies developed by the Regional Organisation of Councils. Where possible data was presented and analysed for the 4 Local Government Areas as one set of data. Where this is not possible data has been provided for the SEQ 'Sunshine Coast' Region (Maroochy, Caloundra and Noosa) and then separate data for the Cooloolool Region. The aim has been to provide a consistent approach to the investment, planning and development of tourism infrastructure for the entire Sunshine Coast TOP Region.



Serving of oysters, Ebb Restaurant, Maroochydhore

# 3 A Vision for the Sunshine Coast Region

The Sunshine Coast Region is one of the fastest growing regions in Australia, with a rapidly expanding population base and tourism industry. The region has emerged over the last few decades from a predominantly rural community to a highly urbanised and developed region. This trend has been largely due to the increasing development of the region's coastal areas, paving the way for a growing tourism industry.

The Sunshine Coast Region has the potential to further develop its tourism region as a significant coastal destination with supporting infrastructure, products and services. The growing population of the Region highlights the opportunity for future growth of the industry, but also identifies the need for well planned and sustainable development and growth.

The current vision included in the Sunshine Coast Destination Management Plan is:

*"The Sunshine Coast will be renowned as a leader in delivering a diverse tourism experience in a friendly, stylish and natural environment where visitors can re-energise, reconnect and relax. It will be recognized for the sustainable management and development of its natural assets and attractions and have a profitable tourism industry. Effective policy and planning coordination, a united cohesive industry; strong community support and a consumer focused service culture will deliver this vision for the destination".*

## 3.1 Sunshine Coast TOP Vision

On the 20th of July 2007, a Destination Visioning Exercise was conducted with the Sunshine Coast TOP Project Steering Group to identify a common vision for the TOP Project. The following statement summarises the key themes and considerations which were identified at the workshop to underpin a vision for the TOP. The purpose of the vision statement is to develop a set of preferred outcomes which could be achieved in the region if the TOP is taken forward.

### Purpose

*The TOP will provide a focal point to guide how public and private investment and infrastructure in tourism can be brought together across the region to meet the needs of both residents and visitors in the region.*

### Leadership

*The TOP will provide the region with the confidence to provide a greater voice in investment and infrastructure decisions being made as a part of the State, Regional and Local planning processes. The heightened advocacy role will support a commitment to a wide range of product development and infrastructure initiatives.*

### Positioning

*Investment and infrastructure will reinforce and support the region's sense of place and positioning as a sub tropical, relaxed, friendly and stylish coastal destination.*

### Partnerships

*Effective partnerships will be promoted between the tourism industry, investors, the local community, small businesses, university and training providers and Local, State and Federal Government.*

### Transport

*An integrated regional transport system (road, rail, sea and air transport) will be provided both to the region and within the region.*

### Natural Assets

*The Sunshine Coast's extensive natural and cultural heritage will be protected and presented to visitor markets and the local community. Connectivity will be provided through both soft and hard infrastructure including walkways, tracks and trails and relevant land and water access points.*

### Products and Experiences

*A broad range and diversity of products and experiences will be developed across the region to showcase the destination's substantial coastal and hinterland assets. These experiences will be tailored to meet the needs of target markets.*

### Land Use Planning

*Land use, town planning and urban design guidelines will support the development of tourism and leisure precincts and facilities.*



## Services

*A user friendly visitor environment will be created covering all stages of the trip cycle – from visitor information through to the delivery of the travel experience.*

## Sustainability

*The Sunshine Coast will be recognised as a world leader in sustainable tourism.*

## 3.2 Guiding Principles – Building a Strong Foundation

For any destination strategy to be effective and sustainable in the long term, it must have strong foundations. There are three main foundations which act as cornerstones to a successful destination strategy:

1. Market demand characteristics (to meet the needs of consumer markets)
2. The regions' 'distinctive competence' or competitive advantage
3. The values and aspirations of the local community

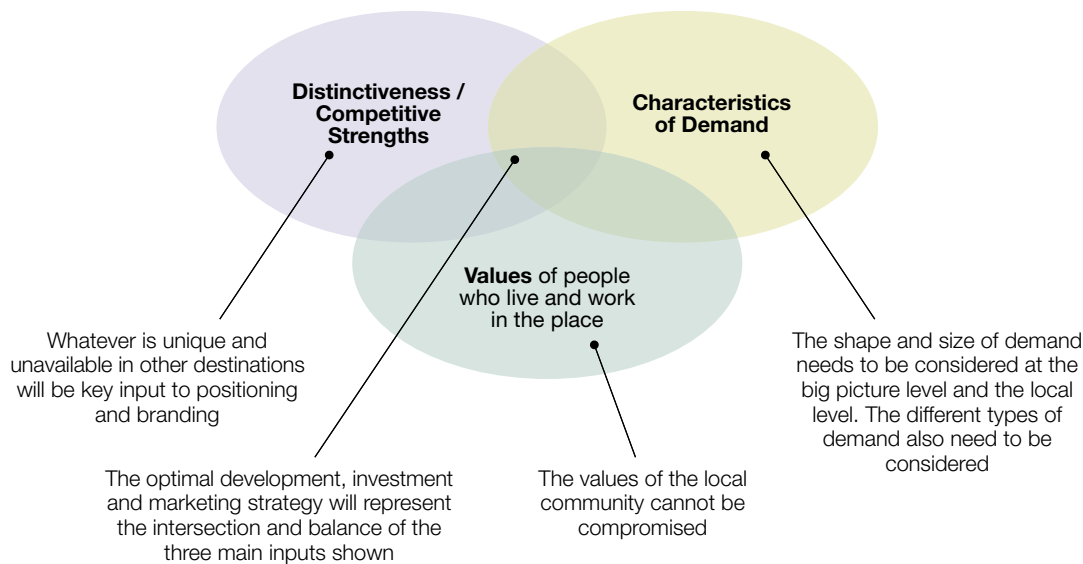
As a coastal destination, the Sunshine Coast Region shares similarities with many other Queensland, Australian and International coastal destinations. The aim of the TOP is to identify tourism investment and infrastructure opportunities which can build on the region's unique point of difference in order to improve visitor awareness, intention, visitation and preference.

The attributes and values of the Sunshine Coast Region which provide a potential point of difference include:

- Variety and quality of beaches
- Warm and sunny weather
- Good range of accommodation
- Presence of internationally recognised hotel brands
- Reputation of style
- Availability of hinterland experiences
- Access to World Heritage listed Fraser Island
- With regard to international competitors for domestic markets, the destination has the advantage of proximity, cost and relative safety.

Recommendations made in this TOP focus on projects which align with these destination guiding principles and objectives, have strong stakeholder support and are likely to assist in realising the destination's long term vision for sustainable tourism.

The overlap of these three fundamental areas is required as the central pillar of a successful destination strategy.



Source: Valerio, P. and EC3 Global

# 4 SWOT Analysis

The following table provides an analysis of the strengths, weaknesses, opportunities and threats (SWOT) for the Sunshine Coast Region. This SWOT analysis focuses on the future investment and infrastructure potential for the region and is the result of feedback received from stakeholders and consultation. The development of recommendations contained within the TOP was underpinned by this analysis.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>■ Sub tropical, stylish coastal destination</li> <li>■ Natural attractions - Beaches / National Parks / Rivers</li> <li>■ Number and quality of surfing beaches</li> <li>■ High proportion of outdoor recreational activities and experiences</li> <li>■ Range of cultural activities including galleries, museums and historical places</li> <li>■ High proportion of 3.5-4.5 accommodation establishments</li> <li>■ High proportion of apartments / holiday units</li> <li>■ Increasing demand for commercial accommodation over the past 6 years</li> <li>■ Increasing occupancy rate over the past 6 years for all accommodation types</li> <li>■ The region has a range of accredited Visitor Information Centres (VICs)</li> <li>■ Airport infrastructure and precinct</li> <li>■ Access to Fraser Island</li> <li>■ Commitment by government in the form of plans and existing commitments to provide transport infrastructure in the region</li> </ul>	<ul style="list-style-type: none"> <li>■ Fragmentation of transport services – lack of an integrated transport network (road, rail, air, sea, cycle/walkway)</li> <li>■ High proportion of unoccupied private dwellings – private use holiday units</li> <li>■ Lack of diversity in accommodation options such as high-end and low-end accommodation options</li> <li>■ Lack of a critical mass of tourist attractions and closure of many tourist attractions over recent years</li> <li>■ Poor signage (including welcoming signs at major entry points and interpretation signage for some natural attractions in the hinterland)</li> <li>■ Limited accommodation to meet the needs of the conference / business events market</li> <li>■ Lack of a major conference facility</li> <li>■ Loss of green corridors and space due to urbanisation</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>■ Development of infrastructure and tourism product which reflects the region's sense of place and positioning as a sub tropical, relaxed, friendly and stylish coastal destination</li> <li>■ Land use, town planning and urban design guidelines that support the development of tourism precincts and activity nodes</li> <li>■ Positioning of the Sunshine Coast as a world leader in sustainable tourism</li> <li>■ A natural and cultural environment which is protected and presented to both visitors and the local community; providing the opportunity for a variety of experiences</li> <li>■ Strong natural attractions lend themselves to product development opportunities including experience based nature attractions and activities</li> <li>■ Investment in protection and preservation of natural attractions</li> <li>■ Provision of a diverse range of tourism products and activities including ecotourism, adventure, family product to cater for existing and emerging markets</li> <li>■ Opportunity for the development of more events / conference / meeting venues including the potential for a cultural precinct</li> <li>■ Development of a variety of accommodation options to meet the needs of individual target markets</li> <li>■ Development of an integrated transport network including appropriate connection points, services and infrastructure</li> <li>■ Investigation of alternative public transport options including light rail, shuttle buses and courtesy buses</li> <li>■ Further development of cycle tourism infrastructure in the region to supply a well connected network of trails, cycle paths, bike lanes and trip end facilities - linking activity centres and tourist attractors in the region</li> <li>■ 'Green' infrastructure development to meet region's aspirations for sustainability</li> </ul>	<ul style="list-style-type: none"> <li>■ High population growth over the next 20 years with an ageing population</li> <li>■ Impact of strata title developments due to take up of visitor accommodation by permanent residents leading to the potential for fragmentation of marketing, inconsistent access and room standards and room supply constraints</li> <li>■ Ability to meet accommodation demand in growing caravanning and camping market</li> <li>■ Potential environmental degradation of natural attractions / loss of green space</li> <li>■ Potential restructure of RTO, LTO and VIC operation through Local Government amalgamation</li> <li>■ Lack of capacity to accommodate large events / conference groups</li> <li>■ Availability of land and resources for development to meet future resident and visitor demand</li> <li>■ Ability to maintain the region's point of difference in comparison to the Gold Coast and other competitors</li> <li>■ Loss of momentum in commitments to improving transport infrastructure</li> <li>■ Over emphasis on major road upgrades / duplications over public transport initiatives</li> <li>■ Lack of quality tourism product to support the beach / coastal lifestyle image</li> </ul>



Carlo Sand Blow, Great Sandy National Park near Rainbow Beach



# 5 Catalyst Projects

There are 10 catalyst projects identified for the Sunshine Coast Region that may be accelerated by in-principle and actual Government support. These projects are tourism investment projects of regional significance which are expected to act as a catalyst to a range of other investment, marketing and product development opportunities. This list does not include major infrastructure projects such as the Sunshine Coast Airport upgrades, Bruce Highway upgrades or telecommunications. These major infrastructure projects are included in the dedicated section on 'Tourism Support Infrastructure' (Section 6.0).

These catalyst projects have been identified as:

- Convention, Exhibition and Performing Arts Centre
- Hinterland Sky Walk Attraction
- Stockland Park Regional Sports Complex
- Attractions and Adventure Park Precinct
- Hinterland Eco Lodge
- Hinterland nature based tourism drive route, trails and attractions
- Coastal Green Trails including the Great Walks and the Coastal Pathway
- Rainbow Beach Eco Resort
- Noosa Biosphere Reserve and Sustainability Initiatives
- Tourism Precinct Master Planning, including:
  - i. Hastings Street redevelopment and implementation of the Noosa Integrated Transport Plan
  - ii. Maroochydore Town Centre redevelopment
  - iii. Redevelopment of Caloundra Central District precinct – implementation of Bulcock Beach Frontage Master Plan
  - iv. Development of the Mooloolaba Spit

Each of these catalyst projects is outlined further below. An overview of key next steps, timing, costs and responsibility for each of these catalyst projects is then provided in Appendix 3.

## 5.1 Convention, Exhibition and Performing Arts Centre

Over the past 4 years, the domestic business traveller market for the Sunshine Coast has been growing at a rate of 4.8% per annum. The international business traveller market has also increased slightly over this period. The business traveller market now represents 6% of all visitors and 5% of all nights spent in the region. There is currently a variety of business events and convention facilities available to this market in the Sunshine Coast Region, including both coastal and hinterland destination options.

As this market continues to grow, there will be a need for improved infrastructure and facilities to cater for the business events traveller. Current facilities in the Sunshine Coast Region do not cater for large convention groups, lacking both conference establishments, accommodation and dining options. The development of infrastructure to meet these needs is required in order to continue the growth of this sector for the region.



Further investigation into the type of development required to meet this need is essential. The options for development include:

- Dedicated regional conference centre including a commercial-sized theatre to cater for large convention / events groups
- Regional convention / exhibition centre including a commercial-sized tiered theatre, events arena/functions hall, meeting rooms and associated foyers, public spaces and plazas
- Culture precinct to include performing arts complex, convention / exhibition / cultural centre as well as associated facilities, meeting rooms, public spaces, accommodation and dining /entertainment options

As discussed in section 5.8, the Maroochydore Town Centre Concept Plan has already undertaken a pre-feasibility study for the development of a convention and arts centre for the Maroochy CBD. Building on this study, a region-wide investigation into the most appropriate location / siting for this development should be undertaken. This feasibility study will need to take into account location, land use planning, design requirements, access and availability of support services and facilities in determining the recommended development.

## 5.2 Hinterland Sky Walk Attraction

The development of a sky walk or sky rail system in the Sunshine Coast Hinterland has been identified as a potential catalyst project for the region. Discussions on the feasibility of such a system have been in progress for a number of years. A presentation for a sky walk system through Obi Obi Gorge near Maleny was delivered to Calqua in 2002 which resulted in support from the two councils, the local Queensland State Development Office and also the then Queensland Minister of Tourism. The Blackall Range Business and Tourism Association also believed that this was a financially feasible project having analysed similar walkways in Australia. The proposal, however, was inconsistent with the guiding principles for management of National Parks within Queensland and therefore was not supported by the Department of Environment and Resource Management to be developed within the Kondalilla National Park. This does not mean that the concept could not be considered for non-protected area estate.

It is recommended that a full feasibility study be undertaken to determine the viability of a hinterland sky walk or sky rail / cable car system. The feasibility study should be based on the best practice examples from areas such as Tasmania, Western Australia and Victoria. The sky walk / rail system could be developed in either public or private natural areas including private land, non-protected State land or appropriate Council land. Consultation with key stakeholders has identified potential locations for a sky walk system however further investigation will be required. Major stakeholders in the development of a feasibility study would include the Department of Environment and Resource Management, private land holders, developers and the Sunshine Coast Regional Council and associated departments.

## 5.3 Stockland Park Regional Sports Complex

Stockland Park, in Kawana Waters has the potential to be developed as a dedicated sports and sport tourism precinct. Stockland Park is the Sunshine Coast's premier event destination and regional venue for sport, leisure and entertainment. The precinct currently features a range of integrated facilities including sports fields, aquatic centre, gymnasium, clubhouses, administration centre, Lake Kawana, Eastbank foreshore and the Quad Park Western Precinct. A range of events, recreation programs and training opportunities are currently facilitated at the Park.

The former 'Quad Park' Precinct Master Plan<sup>7</sup> sets out future plans for the development of Stockland Park. The development of a new 12,000 capacity outdoor multi-use stadium – Stockland Stadium – has also been approved for the precinct. The stadium will include seminar rooms, function areas, media boxes, education venue and will have the capacity for sports and related events. Initial planning is underway and construction of the next stage of the stadium is due to be finalised by the end of 2008. The estimated cost of this project is \$21 million. Investigation into the development of appropriate accommodation and transport linkages to Stockland Park will be required. The finalisation of the Master Plan for the Quad Park Western Fields is also underway.



Mangrove Boardwalk Circuit, Lake Cootharaba, Kinaba, Great Sandy National Park

<sup>7</sup> Sunshine Coast Airport Master Plan, Sunshine Coast Airport (2007)



## 5.4 Attractions and Adventure Park Precinct

In order to further leverage the existing visitor attractions in the Landsborough region, there is the opportunity for the development of an integrated attractions precinct, incorporating a range of attractions and experiences with the support of appropriate transport and visitor services. The existing attractions in this precinct include Australia Zoo, the Big Kart Track, Aussie World and Ettamogah Pub. Opportunities for the development of an attractions precinct in this area include:

- Development and expansion of Australia Zoo – Australia Zoo is the Sunshine Coast's most iconic visitor attraction with over 1,000,000 visitors a year. The Zoo is one of the region's largest privately owned employers, currently with more than 550 staff. Australia Zoo is currently set on 68 acres however recent plans for expansion to build on the world-class facilities already in place have been released. Future plans will see the expansion of the zoo to over 1000 acres and will include accommodation facilities and feature native and exotic species from all around the world. The creation of a \$100 million open-range safari experience will also be included, to be spread over a 135ha site.
- Development of a Water Theme Park – a development application has been submitted to the Sunshine Coast Regional Council for the development of a water theme park on the existing Aussie World site. A separate development application has been submitted to Council for the development of a similar water theme park on the coastal side of the Bruce Highway in Caloundra.
- Investigation into the transport services that will be required to service the precinct. Services should provide linkages between major attractions and services within the precinct and link back to the major coastal centres. The Noosa Integrated Transport Plan should be used as a best practice example of successful transport planning for a tourism precinct.

The continued development of Australia Zoo and an attractions precinct will provide additional capacity for visitors as well as a refreshment of visitor experiences and attractions. Planning for the increased capacity and potential demand for the precinct will need to be considered.

## 5.5 Hinterland Eco Lodge

The Sunshine Coast Hinterland region is well known for the wide variety of nature based tourism attractions and experiences on offer to visitors. Building on these attributes, there is an opportunity to increase the type and variety of hinterland accommodation options. This could include the development of a specialised eco lodge accommodation establishment in the Sunshine Coast Hinterland. This development would appeal to both the leisure and nature based tourism market, providing a resort style experience and facilities. There is also the opportunity to incorporate nature based and indigenous experiences for visitors including guided walks, interpretative facilities, performances and events.

The location and design of the accommodation should leverage the natural assets of the area. Development of a nature based tourism lodge adjacent to either a National Park or protected area within the Hinterland would further enhance the appeal of the experience and the ability to provide linkages for an integrated nature based tourism experience for visitors. The design, construction and operation of the eco lodge should be based on the principles of sustainable development. Kingfisher Bay Resort on Fraser Island and the Daintree Eco Lodge and Spa are examples of a best practice sustainable approach to the planning, development and management of a nature-based eco lodge.

Key issues for the development of a Hinterland Eco Lodge include availability of an appropriate parcel of land, availability of supporting infrastructure utilities and transport connections, Council planning scheme guidelines and the identification of a suitable operator and investor. A feasibility and scoping study should be developed for presentation to potential investors and developers including documentation of available land parcels and required supporting infrastructure and utilities.

## 5.6 Hinterland Nature-based Tourism Drive Route

Over 80% of domestic visitors to the Sunshine Coast Region arrive via private or rented vehicle, with the region becoming the second most popular destination in Queensland for touring



Coolum Cove Beach



visitors (Sunshine Coast Regional Update, 2005)<sup>8</sup>. There is an opportunity to develop an 'iconic' tourist drive route which leverages the already existing touring market and highlights tourism precincts, experiences and natural attractions throughout the Sunshine Coast Region. There is an opportunity for the region to both package and present such a drive tourism route in order to link key natural areas, cultural sites, visitor attractions and experiences, accommodation options and visitor facilities. The drive tourism route can be used as a mechanism to increase visitor length of stay and yield.

The environmental and stunning scenery of Glass House Mountains and Hinterland townships including Maleny, Montville, Mapleton and the Mary Valley – could be repositioned as a nationally significant tourism route similar to the positioning of Twelve Apostles and Great Ocean Road in Victoria. Iconic status could be instigated through linking existing natural product and attracting new investment in eco/cultural tourism product across the Hinterland. This could include leveraging existing attractions such as Mary Cairncross Scenic Reserve, the Glass House Mountains Visitor Information and Interpretation Centre and the current Glass House Mountains and Blackall Ranges Tourist Routes.

A scoping study would be required to determine the opportunity to develop such an 'iconic' tourism drive through the Sunshine Coast Hinterland. This study will need to review the standard of the road network together with an assessment of the products and services which are available along the corridor.

## 5.7 Coastal Green Trails including the Great Walks and the Coastal Pathway

Great Walks of Queensland is a \$10 million Queensland Government initiative that is creating a series of world-class walking tracks through some of the state's most beautiful natural areas. Each of the Great Walks of Queensland offers a range of experiences, from short, easy strolls to half- and full-day walks and extended overnight adventures. The walks provide a variety of experiences, attractions and recreational opportunities throughout Queensland's parks and forests. The Sunshine Coast currently has one Great Walk; the Sunshine Coast Hinterland Great Walk, a 58km walk through the Blackall Range. Currently there is a proposed Great Walk through the Conondale Range. There is an existing Great Walk on Fraser Island and a proposed Coolooloa National Park Great Walk however these walks are currently out of the QPWS Sunshine Coast District jurisdiction. There is potential for QPWS Sunshine Coast district to facilitate dialogue in relation to the Coolooloa and Fraser Great Walks.

The current and future Great Walks throughout the Sunshine Coast Region have been identified as a catalyst project for the region in terms of green infrastructure.

The opportunities associated with the Great Walks are numerous and include:

- Development of the proposed Great Walk in Conondale
- Investigations into the extension and further development of current Great Walks in the Sunshine Coast Region such as

extension of the Sunshine Coast Hinterland Great Walk - Brisbane to Gympie

- Development of appropriate linkages and transport options for access to the Great Walks – public and private transport to parks and track heads. This could include investigation into options such as shuttle buses throughout the hinterland area.
- Commercial operators on the Sunshine Coast Great Walk – local incentive opportunity for accommodation and tour operators along the Great Walk (on and off park)
- Identification of further infrastructure required along the Great Walk
- Further promotion of the Great Walks through local and state marketing campaigns
- Integration of the Great Walks with other regional recreation, cycle and walking trails currently being developed at a more localised level. This includes alignment with the Coastal Pathway initiative and key green initiatives outlined in Section 8.0.

## 5.8 Rainbow Beach Eco Resort

There is the potential for Rainbow Beach and the Coolooloa Coast to establish itself as a major ecotourism and resort destination in South-East Queensland. Currently, Rainbow Beach township and Coolooloa Coast have extremely limited visitor services and infrastructure to service this potential growth.

Rainbow Beach and the Coolooloa Coast have been recognised in a wide range of studies as offering considerable potential to be established as a specialist service and accommodation hub for overnight visitors and day-trippers to Fraser Island and the Great Sandy National Park. The nature-based tourism resources of the Coolooloa Coast have been identified by Carter (1994)<sup>9</sup>, as including:

- Undeveloped surf beaches of the Coolooloa coastline
- Dune formations of Coolooloa National Park and its associated flora and fauna
- Freshwater lakes and streams, particularly the Noosa River
- Protected marine environments of Tin Can Bay and in the lee of Fraser Island
- Forestry heritage within Coolooloa National Park
- Recreational and leisure activities including recreational driving, fishing, camping, walking and water-based activities

Based upon a review of existing visitor markets, Rainbow Beach is well positioned to meet the growing needs of a range of markets. These markets will only visit the region if the range and quality of visitor infrastructure is provided. If investment in infrastructure is not provided these markets will move further along the coast and be lost. The destination will need a wide range of support infrastructure and visitor services to cater for a broad spectrum of holiday and leisure interests and needs. A feasibility and scoping study is required to be developed for presentation to potential investors / developers including documentation of available land parcels.

<sup>8</sup> Maroochy City Centre Draft Concept Plan, Maroochy Shire Council (2006)

<sup>9</sup> Draft Bulcock Beach Master Plan, Caloundra City Council (2005)

## 5.9 Noosa Biosphere Reserve and Sustainability Initiatives

The Sunshine Coast Region provides visitors with a wide variety of nature based attractions and experiences. In particular, this includes the diversity of National Parks, nature reserves, parks and forests throughout the coastal and hinterland areas. The values and aspirations of the Sunshine Coast destination aim to protect and preserve these natural assets with a vision for demonstrating world's best practice in sustainability and triple bottom line outcomes.

### Noosa Biosphere Reserve

In September 2007, Noosa Shire was awarded with the status of a Biosphere Reserve under the UNESCO Program on Man and the Biosphere (MAB). Biosphere Reserves are areas of terrestrial and/or coastal and marine ecosystems which are established to promote and demonstrate a balanced relationship between humans and the Biosphere. The Noosa Biosphere Reserve is the first in Queensland, and covers an area of approximately 150,000 hectares of freshwater / tidal and terrestrial areas. The establishment of the Noosa Biosphere Reserve provides an opportunity for the further conservation and promotion of the area's natural assets and the development of partnerships in promoting environmental sustainability.

The Noosa Biosphere Education, Research and Development Board is currently being established, with their primary objective to foster research and education that builds community awareness, values and behaviour to strengthen and support the Noosa Biosphere Reserve. Tourism groups have been identified as one of the key stakeholders to form part of the membership of the Board.

In taking forward the Noosa Biosphere initiative, there are a number of opportunities that have been identified. These include:

- Investigation of tourism product development opportunities in the biosphere eg. The 'Hastings Street' story
- Investigation into the tourism and education activities and events that could be introduced as part of the practical learning for sustainability in the region
- Identification of opportunities for knowledge tourism and volunteer tourism experiences
- Identification and establishment of industry and community partnerships within the Biosphere community.
- Development of a Marketing and Communications Plan for communication and engagement with community, industry and visitors.
- Undertake a review of the Noosa Sustainable Tourism Plan to incorporate strategies and actions relating to the Noosa Biosphere Reserve

The implementation of initiatives relating to the Noosa Biosphere Reserve will aid in the further enhancement of the Sunshine Coast Region's approach to sustainability.

### Sunshine Coast Sustainability Benchmarking Model

Tourism Sunshine Coast is currently in the process of developing a Sustainability Benchmarking Model for the Sunshine Coast Region. This model aims to develop and deliver a Triple Bottom Line (TBL) performance methodology to measure and report on the performance of the Sunshine Coast



Maroochy River, Cotton Tree

Region as a sustainable tourism and climate friendly destination.

A set of TBL indicators and a TBL index is currently being developed. The TBL indicators developed will assist Tourism Sunshine Coast to:

- Measure the organisation's performance in achieving the goals and objectives of the Destination Management Plan;
- Monitor the overall environmental, social and economic health of the Sunshine Coast region
- Inform effective lobbying and debate with the key decision-making agencies on economic development, transport, infrastructure, land use, conservation and environmental planning
- Better understand the quality and diversity of the tourism product and how it satisfies visitors
- Monitor tourism growth and employment levels
- Gauge the progress and effectiveness of regional infrastructure and tourism product development
- Measure the overall performance of the region's tourism industry and its economic contribution
- Link and support management and reporting associated with the Noosa Biosphere Reserve

The implementation of this model will allow the Sunshine Coast to effectively measure, monitor and report on its sustainability performance. This is consistent with the region's desire to be a world leader in destination sustainability.

## 5.10 Tourism Precinct Master Planning

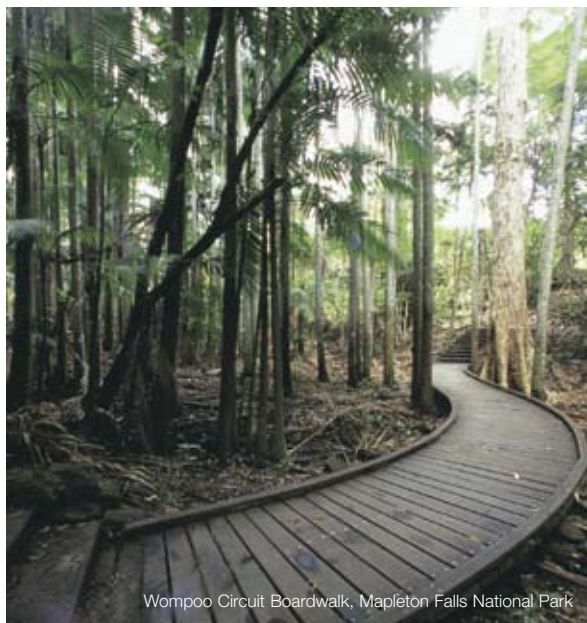
The SEQ Regional Plan seeks a more compact urban form together with projects that support greater self containment within local sub-regions. Accessibility, transport and appropriate service infrastructure are key issues facing the future development of tourism in the region. This project has identified a range of key tourism precincts or activity nodes throughout the Sunshine Coast Region. In some cases, these centres already house significant visitor attractions, while in other cases they represent significant growth areas for tourism. Tourism Queensland is working with the Office of Urban Management to determine the possibility of the development of a special tourism precinct zone category under the SEQ Regional Plan. These precinct zones are to be modelled on the rural precinct

zone which is already provided for under the SEQ Regional Plan. The development of tourism nodes and precincts throughout the coastal and hinterland areas of the Sunshine Coast will allow for dedicated areas for tourism growth and development.

From literature research and stakeholder consultation, a set of tourism nodes and precincts throughout the Sunshine Coast have been identified:

- Noosa Heads
- Noosaville
- Noosa Riverfront / Harbour - Tewantin
- Eastern Beaches
- Maroochydore
- Mooloolaba
- Coolumb
- Tin Can Bay
- Noosa Hinterland
- Gympie
- Caloundra Central District
- Steve Irwin Way
- Glasshouse Mountains
- Golden Beach / Pelican Waters
- Stockland Park Sports Precinct (Quad Park)
- Blackall Range
- Rainbow Beach
- Mary Valley
- Nambour
- Sunshine Coast Airport

These precincts will require integrated public and private transport networks and special design and planning guidelines to cater for future visitor growth. The development of a Master Plan for each individual precinct should be used to guide the interface between tourism, commercial and/or residential use. The Master Plans will need to include standard guidelines for architectural treatment, town planning and urban design. Urban design guidelines should be consistent with the distinctive characteristics and values of the Sunshine Coast Region and its sub-regions.



Wompoo Circuit Boardwalk, Mapleton Falls National Park

There are four tourism precincts that have been identified as key precincts for master planning and development opportunities.

### Hastings Street Redevelopment and Implementation of the Noosa Integrated Transport Strategy

The previous Noosa Council, in partnership with the Hastings Street Association, is presently delivering the most significant upgrade of the street ever undertaken. The project is being funded through a Special Area Levy (80% of costs) with Council and Federal Government funding support the balance. The project was three years in planning involving a high level of consultation with the broader Noosa community and the traders and business owners on the street. The project, which is valued at \$11 million involves new granite paving, a number of shared zones with integrated public art, purpose designed street furniture, a new boardwalk and reinforces the existing tree canopy to make best use of the attributes which have made the street so famous.

Hastings Street is part of one of the major tourism precincts in the Sunshine Coast. This precinct has implemented a very successful integrated transport plan that is considered best practice in transport planning for tourism. Continued monitoring and implementation of initiatives under this plan are required in order to ensure that the precinct can continue to support a high level of visitation in a planned and efficient manner.

### Maroochydore Town Centre Redevelopment

Maroochydore has been designated as a Major Development Area (MDA) under the Office of Urban Management's Department of Infrastructure. An MDA is a regionally significant development area which needs to be protected from further development approvals until the planning intent for the area has been established. The planning requirements for an MDA must be set out in a structure plan for the area to include an integrated land use and infrastructure plan that establishes the broad layout on how an area will develop. The previous Maroochy Shire Council were in the process of preparing a structure plan for the city. The structure plan will form part of the SEQ Regional Plan. It will set out the broad principles and development intent for Maroochydore including addressing issues such as the road network, car parking and built form. Providing background material to this study is the urban design based Maroochydore City Centre Draft Concept Plan<sup>10</sup>. This draft concept plan identifies the vision for the city as:

*'To transform Maroochydore into this Country's Premier Regional City by creating a successful place for future generations to enjoy. A City that is: accessible, vibrant, distinctive, prosperous, a people place and a place of variety'*

Key civic development projects identified under the plan included:

- Development of the Sunshine Coast Arts Centre
- Development of the Sunshine Coast Convention Centre
- Development of the Sunshine Coast Regional Library / Maroochydore City Library
- Development of the Sunshine Coast Administration Building

<sup>10</sup> Maroochydore City Centre Draft Concept Plan, Maroochy Shire Council (2006)



The redevelopment of the Maroochydore Town Centre under this structure plan has been identified as a catalyst project for the Sunshine Coast Region. The redevelopment of the town centre will provide significant improvements to transport access, visitor experiences, attractions and entertainment options for visitors to the area. This redevelopment will provide the catalyst for development of additional facilities and services for visitors and residents.

### Redevelopment of Caloundra Central District Precinct

Bulcock Street and surrounds in the heart of Caloundra City has been identified as a tourism precinct for the Sunshine Coast Region. A Master Plan for the Bulcock Beach frontage has been developed. The Bulcock Beach Master Plan<sup>11</sup> provides a planning and design framework to guide future development of The Esplanade and foreshore parklands adjoining Bulcock Beach. This Master Plan needs to be implemented as part of the redevelopment of the entire precinct.

The Master Plan (2005) acknowledges the role of Bulcock Beach as:

- A natural asset, highly valued for its contribution to tourism and lifestyle in Caloundra City
- A focal area within the designated "Tourist Hub" of the Caloundra Central Business Area (CBA)
- An important node along the proposed Caloundra Coastal Pathway and Sunshine Coastal Pathway
- A recreational facility within the open spaces network in Caloundra City
- Part of the hydrological catchment of the Pumicestone Passage
- An environmental resource, part of the Moreton Bay Marine Park and a designated conservation area for the protection of migratory wader birds under international Ramsar Agreements

Increased investment levels and planned and co-ordinated refurbishment is a necessary requirement to ensure that Bulcock Street remains competitive and adaptive to changing tastes, consumer needs and planned changes to retailing hierarchy across the Sunshine Coast. The Local Growth Management Strategy visions the Bulcock Street precinct as a celebrated tourist oriented retail and accommodation area, focused on the 'traditional' main street and the Pumicestone Passage waterfront.

Current development projects include the \$8.4 million upgrade to civic infrastructure within the tourism precinct designated over 2 years. Building on this upgrade to Bulcock Street will assist in growing the precinct as a community and boutique tourism retailing / café and restaurant hub.

- The redevelopment project improvements include:
- Revision of traffic movements and parking arrangements along The Esplanade
- More facilities for family orientated activities
- Upgraded toilet and shower facilities
- Upgraded footpaths on both sides of The Esplanade

- Safe and convenient crossing points
- Improved access
- Conservation of the existing Norfolk Pine trees and planting of new street trees
- New street furniture including picnic tables, seating, rubbish bins, street lights and bicycle racks
- Art work that reflects local themes such as the marine environment and history of Bulcock Beach

Other development opportunities in the Caloundra Central District Precinct include the development of a cultural hub at Felicity Park including a Regional Art Gallery, refurbishment of the Library and public open space and investment in the Events Centre. A pre-feasibility study is to be undertaken by the previous Caloundra City Council to determine an appropriate location for the development of the Regional Art Gallery. The Regional Art Gallery will leverage a public / private partnership being facilitated that provides public access to the nationally recognised Ken Hines collection. Plans to include assessment of 'tourist buses' to move visitors between Golden / Bulcock / Moffats / Shelley beaches into the precinct are also underway.

### Development of the Mooloolaba Spit

The Mooloolaba Spit is a unique and regionally significant area which is only one of a few natural peninsulas of its kind. It is located to the east of the Mooloolaba town-centre and extends from Mooloolaba Beach to the mouth of the Mooloolaba River. Users of the spit area include industry groups such as fishing, boating, tourism, community groups, the property sector and businesses. There is significant interest in the Mooloolaba Spit from the people who live, work and play in this iconic location. In response to increasing land use pressures on the spit, The Department of Natural Resources and Water and the previous Maroochy Shire Council released the Mooloolaba Spit Draft Master Plan<sup>12</sup> in early 2007. The Master Plan was developed to guide the future use and development of state-owned land on the Mooloolaba Spit. The study aimed to consider all opportunities with current and future land uses and consider economic, social and environmental factors over the 52 hectare study area.

The development of the Mooloolaba Spit has been identified as a catalyst project for the Sunshine Coast Region. Appropriate development of this area is essential in achieving the vision set forth under the Draft Master Plan:

*'To preserve the unique and fragile environmental characteristics of the Spit for present and future generation, to achieve a balance between diverse competing uses and to maintain:*

- Safe boating access for maritime industry, recreational uses and operators; and
- A safe beach a parkland environment for residents and visitors'

The Mooloolaba Spit has the opportunity to provide a wide range of additional recreational and visitor experiences. The draft Master Plan for the region needs to be carefully considered in terms of its ability to cater effectively for the needs of the community and visitors.

<sup>11</sup> Draft Bulcock Beach Master Plan, Caloundra City Council (2005)

<sup>12</sup> Mooloolaba Spit Draft Master Plan, Maroochy Shire Council (2007)



## 6 Infrastructure Constraints

The Sunshine Coast Region is one of the most rapidly growing regions in South East Queensland. By 2026, the Sunshine Coast Region will have a population of over 520,000, an increase of around 200,000 from current figures. In addition, the region will continue to support a growing visitor population whose demands for quality infrastructure and services will need to be met. The region faces a significant challenge in servicing the needs of future residents and visitors, particularly in regard to transport and basic service infrastructure.

The current SEQ Infrastructure Plan and Program provides for an extensive program of transport investment. Despite these forward plans it is evident that:

- The current road network is still struggling to keep pace with the high growth of car travel
- Bus services are being upgraded but from a relatively low base
- No passenger rail infrastructure or rail services exist to the east of the Bruce Highway
- The region continues to suffer from a lack of transport connectivity between the hinterland and coastal settlements and between key services hubs such as the Airport and coastal resorts
- Key tourism activity centres will need to develop dedicated integrated local transport plans to cater for the forecast growth in both overnight and day visitors.

Forward planning for the supply of water, waste management and telecommunications infrastructure is adequate across the Sunshine Coast Region.

Recommendations on both priority forward infrastructure and infrastructure support services are provided below.

### 6.1 Development and Expansion of the Sunshine Coast Airport

The Sunshine Coast Airport, located in Marcoola has been identified as one of the key priorities for the future growth and development of tourism in the region. The airport is the only major aviation facility in the Sunshine Coast Region and is the

only commercial jet aircraft facility currently operating. Under the SEQ Regional Plan the airport has been designated as a precinct of regional economic significance. The airport is one of the busiest regional airports in Australia with a current capacity of 900,000 passenger movements per annum and regular services from Melbourne, Sydney and Adelaide operated by Jetstar, Virgin Blue and Tiger Airways. There are currently no international carriers servicing the Sunshine Coast Airport.

Air transport was used by approximately 16% of all domestic visitors to the Sunshine Coast Region in the year ended December 2006. This figure has increased by 5% over the past 3 years. Using base level forecasts, demand for the airport by 2020 is forecast to reach passenger movements of 1.7 million per annum and aircraft movements of 79,000 per annum. The forecast increase in passenger and aircraft movements through the airport will place increasing pressure on the aviation facilities and capacity at the airport. The further development of the aviation facilities at the Sunshine Coast Airport provides an opportunity not only to meet future demand but to continue to increase the percentage of visitors using air transport to access the region.

The Sunshine Coast Airport Master Plan (2007)<sup>13</sup> identifies development options for increasing the capacity of the airport. The long term vision of the strategy is the development of the East-West Runway of the airport which would increase capacity to sufficiently meet the needs of the visitor population. This proposed development will allow for international and full service carriers to be accommodated. Upgrades and extension to current terminal facilities, terminal access and parking have also been identified. The development of the East-West Runway and associated terminal and facilities infrastructure allow for the future demands for air access to the region to be met. A review and analysis of existing transport linkages to and from the airport should also be undertaken in order to ensure that the needs of travellers are adequately met. An integrated transport plan should be developed to identify the necessary transport services and infrastructure required.

<sup>13</sup> Sunshine Coast Airport Master Plan, Sunshine Coast Airport (2007)

## 6.2 Forward Infrastructure

Outlined below is an overview of priority forward infrastructure identified through stakeholder consultation and the situation analysis. This infrastructure is critical if regional access and intra-connectivity is achieved across the region for both visitor markets and residents. Full details of the recommendations on priority forward infrastructure are provided in Appendix 4.

### 6.2.1 Transport Infrastructure

#### North Coast Trunk Public Transport

- Caloundra to Maroochydore quality bus corridor and public transport stations
- CAMCOS Rail development – dual track passenger rail Beerwah to Maroochydore
- Translink sub-regional station upgrade program
- Bus priority / high occupancy program
- Palmview to Kawana Town centre green link corridor
- Public transport linkages to the Sunshine Coast Airport

#### North Coast Rail Line

- Additional rail line – Caboolture to Beerburrum to Landsborough
- Additional rail line – Landsborough to Nambour
- Underpass improvements to the Palmwoods rail line
- North Coast rail line upgrade – Nambour to Cooroy
- Level crossing replacement – grade separation at Beerwah, Landsborough, Mooloolah and Palmwoods

#### Bruce Highway

- Western service lane between Caloundra Road and Sunshine Motorway and six laning of Highway; Sunshine Motorway Interchange; Caloundra Road Interchange
- Bruce Highway upgrade at selected sections
- Cooroy to Curra – additional lanes and improved alignment

#### Sunshine Coast Motorway

- Additional lanes Sippy Downs to Kawana Arterial including new Sippy Downs Interchange
- Additional lanes Maroochydore Road to Pacific Paradise including interchange upgrades
- Additional lanes Pacific Paradise to Yandina – Coolum Road and to Eumundi Road
- Duplication of Kawana Interchange East to Sunshine Motorway Mooloolaba
- Duplication of Motorway (MMTC) from Caloundra Road to Creekside Boulevard

#### Sunshine Coast Major Road Network

- Sunshine Motorway MMTC project – Creekside Boulevard to Maroochy Boulevard including Nicklin Way
- MMTC Arterial Southern Extension – Caloundra Road to Bruce Highway near Bells Creek / Roys Road
- KTIA Caloundra-Mooloolaba Road – new link from Caloundra Road to Creekside Boulevard
- Additional lanes Maroochydore Road – Bruce Highway to Martins Creek
- Additional lanes Caloundra Road – Bruce Highway to Pierce Avenue
- East West Links – Eumundi-Noosa Road
- East West Links – Cooroy-Noosa Road
- East West Links – Glasshouse Mountains Road
- East West Links – Yandina-Coolum Road
- KTIA Caloundra-Mooloolaba Road – new road link from Creekside Boulevard to Sunshine Motorway
- Improvements to Nambour Connection Road and Maroochydore Road
- Nicklin Way P.T. capacity improvements

#### Cooloola Road Major Road Network

- Upgrade the Bruce Highway to Gympie
- Overtaking lanes on Tin Can Bay and Rainbow Beach Roads

#### Transport Investigations

- Nambour Connection Road Study – Erbacher Road to Bruce Highway
- Steve Irwin Way – Landsborough South to Bruce Highway
- Nautilus Study
- Sunshine Coast Coastal Light Rail – Feasibility Study (Caloundra to Noosa)
- Sunshine Coast Integrated Public Transport and Travel Demand Management Strategy including Sippy Downs and Kawana
- Updating and enhancing the Sunshine Coast Travel Forecasting Model (SCTFM)
- Sunshine Motorway extension – Mooloolah River to Kawana Way
- Bells Creek connection – Bruce Highway to Caloundra Road
- Sugar Road-Maud Street Investigation Maroochydore

#### Aviation Facilities

- Relocation of Caloundra Airport facilities
- Security of tenure and hardening of surface for Rainbow Beach Airstrip

### 6.2.2 Development and Sealing of Counter Road

One of the additional forward infrastructure projects that has been identified is the sealing of Counter Road from Boreen Point to Tin Can Bay. The sealing of this road will open up the Cooloola coastal area for access from the rest of the Sunshine Coast coastal areas and the possibility for establishing a fully sealed Tourist Route from Noosa to Cooloola Coast. In order for this action to be taken forward efforts should be made to plan for the extension of the motorway at least through to the Cooroy/Noosa Road with a view to eventually creating a coastal tourism route though to the highway at Maryborough.

Current issues which the development of this sealed road connection will address were identified in the Wide Bay Integrated Transport Plan; Southern Integrated Transport Strategy (2001)<sup>14</sup>:

- Economic costs through reduced transport efficiency
- Lost opportunities for tourist / recreational expansion
- Damage to environment due to wayward traffic
- Directs extra traffic to the Bruce Highway and Tin Can Bay Road
- Legal issues for motorists on Counter Road (non gazetted and infrequently maintained road)
- Liability issues as Counter Road is not maintained for tourist traffic

The development of this road has been identified as a short term goal under the Wide Bay Integrated Transport Plan; Southern Integrated Transport Strategy (2001).



### 6.2.3 Waste, Water and Energy Infrastructure

#### Water Treatment

- Upgrade Gympie, Tin Can Bay and Cooloola Cove water treatment plants

#### Waste Management

- Upgrade Gympie and Cooloola Coast sewerage systems
- Improved waste recovery schemes for separating waste into additional waste streams that can be reused and value added

### 6.2.4 Telecommunications Infrastructure

#### Broadband

- Development of high speed, accessible and reliable Broadband infrastructure to all areas of the Sunshine Coast

#### Regional Telecommunications

- Undertake a region-wide study of telecommunications infrastructure to identify where open access networks are needed and establish a network master plan

## 6.3 Infrastructure Support Services

Outlined below is an overview of priority infrastructure support services identified through stakeholder consultation and the situation analysis. These services and facilities are critical to provide an integrated network of regional transport options for both visitor markets and residents. Full details of the recommendations on priority infrastructure support services are provided in Appendix 4.

#### Public Transport Connectivity

- Expansion of the Noosa holiday shuttle bus service to include beaches and Eumundi
- Assess the feasibility of implementing a similar seasonal loop service within and between Maroochydore, Mooloolaba and Caloundra and introduce specific holiday services during peak season
- Assess and improve the courtesy bus system in cooperation with the hospitality industry to better integrate existing and future services
- Encourage tourist facilities to be supported by a 'Green Transport Plan' that seeks to support the use of alternative modes of transport, including public and charter transport, walking and cycling
- Development of integrated local transport plans for each major service area (similar to plans currently being developed for Noosa)
- Express bus services between Maroochy and Noosa.
- Development of transit centres/hubs at Noosa Junction, Noosa Civic, Noosa Heads and Cooroy, linking major centres within and outside shire.
- Bus services with headway frequency rather than set timetables (eg. buses every 15 or 30 minutes) so that customers know how long until the next bus
- Establishing regular public transport between Gympie and Rainbow Beach / Tin Can Bay, compatible with onward connections by bus and Queensland Rail from Gympie
- Public Transport Packaging and Information Services
- Provide bus / train timetables from key tourist accommodation areas to specific tourist attractions.
- Provide integrated transport holiday packages including the use of air / rail and public transport options to and within the region
- Explore the scope and feasibility of providing expanded and/or new dedicated services for large-scale tourist events in cooperation with Translink and local bus operators
- Encourage event managers to explore and promote opportunities for specific integrated weekend tickets by public transport from Brisbane to major events on the Sunshine Coast

#### Aviation Services

- Improved air access to the Sunshine Coast Region – international charters and improved service scheduling

# 7 Tourism Investment

Tourism is currently the largest contributor to Gross Regional Product (GRP) (16.4%) in the Sunshine Coast Region. The significance of tourism to the regional economy is expected to continue over time with 3.64 million overnight visitors and 5.812 million day-trippers expected in 2017. Projections for 2017 suggest significant increases in the following tourism related product demands:

- Number of visitors pursuing outdoor / nature activities including going to the beach, visiting a national parks or bushwalking
- Number of visitors pursuing sports or active outdoor activities including fishing, surfing or water activities
- Demand for local attractions / tourist activities including visiting a theme park, wildlife parks, wineries, or markets
- Increases in visitors undertaking social / other activities including visiting friends / relatives, eating out at restaurants, shopping or general sightseeing

Forecasts for future accommodation requirements for the region were made based on current levels of accommodation supply, and forecast demand. New accommodation stock needed to meet project demand in 2017 includes:

- 884 new Hotel, Resort, Motel or Motor Inn rooms
- 142 new Visitor Hostel beds

Given existing capacity, investment is needed in refurbishment and renovation of existing properties together with new greenfield developments.

Investment in tourism products and tourism related infrastructure is required in order to meet the future needs of visitors to the region. Given the above, core tourism investment projects have been identified. These are tourism related development projects which are essential in providing for the future market demand. Recommendations are made for both specific projects for defined tourism precincts as well as regional projects related to product and experience themes.



Majestic Theatre Building, Pomona

## 7.1 Tourism Precinct Development

A range of key tourism precincts and service centres have been identified throughout the region. These include both existing and potential visitor nodes.

Please refer to Table 1 for the current Sunshine Coast tourism activity nodes together with Diagram 1 for the existing and future activity nodes in the region.

Table 1. **Sunshine Coast Existing and Future Activity Nodes**

	Cooloolia Shire	Noosa Shire	Maroochy Shire	Caloundra Shire
<b>Principle Activity Centre<sup>15</sup></b>	Gympie	n/a	Maroochydore	n/a
<b>Major Activity Centres<sup>16</sup></b>	n/a	Noosa Heads / Noosaville	Nambour, Sippy Downs	Caloundra CBD, Kawana Waters, Beerwah, Caloundra South
<b>District Centres<sup>17</sup></b>	Rainbow Beach, Tin Can Bay	Cooroy, Tewantin	Buderim, Eumundi, Mooloolaba	Currimundi, Maleny, Pelican Waters, Palmview
<b>Village Centres<sup>18</sup></b>	Mary Valley, Imbil	Boreen Point, Cooran, Coorobah, Kin Kin, Peregian Beach, Pomona, Sunrise and Sunshine Beach	Coolum Beach / Mt Coolum, Blackall Range, Bli Bli, Kenilworth, Mapleton, Montville, Palmwoods, Woombye, Yandina	Landsborough, Mooloolah
<b>Existing and future employment areas</b>	Gympie Town Centre, Rainbow Beach, Tin Can Bay	Noosa Heads, Noosaville Shire Business Centre, Cooroy and Tewantin	Coolum, Pacific Paradise, Fishermans Road, Chevallum, Kuluin / Kunda Park, Bridges	Caloundra West, Kawana Town Centre, Corbould Park Business and Industry Park, Beerwah, Caloundra Aerodrome redevelopment, Moffatt Beach
<b>Institutional uses</b>	Cooloolia Community Private Hospital, Gympie Hospital, police, ambulance, District Court public and private schools	Noosa Hospital, Cooroy Private Hospital, police, ambulance, public and private schools, TAFE campus at Tewantin, University campus at Pomona	Sunshine Coast Airport, University of Sunshine Coast, Nambour Hospital, Sunshine Coast Private Hospital, TAFE campuses in Nambour, Mooloolaba and Maroochydore, police, ambulance, public and private schools	Caloundra Hospital, new Sunshine Coast Hospital at Kawana, police, ambulance, District Court, public and private schools
<b>Tourism Nodes – Centres of Activity</b>	Rainbow Beach, Tin Can Bay, Mary Valley, Gympie	Noosa Heads, Noosaville, Noosa Riverfront / Harbour - Tewantin, Noosa Hinterland, Eastern Beaches	Maroochydore, Mooloolaba, Coolum, Blackall Range, Nambour, Sunshine Coast Airport	Caloundra Central, Steve Irwin Way, Glasshouse Mountains, Stockland Park Precinct, Golden Beach / Pelican Waters
<b>Key Visitor Attractions</b>	<ul style="list-style-type: none"> <li>Nature based tourist facilities</li> <li>Tin Can Bay and Rainbow Beach townships</li> <li>Gympie Woodworks Museum</li> <li>The Valley Rattler</li> <li>Fraser Island access</li> <li>Cooloolia National Park</li> <li>Borumba Dam</li> </ul>	<ul style="list-style-type: none"> <li>Hastings Street, Noosa Heads</li> <li>Noosa National Park</li> <li>Local beaches</li> <li>Noosa River and nature based tourist facilities</li> <li>Noosa Trail Network, Canoe Trail, Bird Watching Trail</li> </ul>	<ul style="list-style-type: none"> <li>Ginger Factory, Yandina</li> <li>Underwater World</li> <li>The Big Pineapple</li> <li>Ski and Surf Cable Water Ski Park</li> <li>Tourist Resorts</li> <li>Eumundi Markets</li> <li>Montville village</li> <li>Beaches and nature based tourist facilities</li> <li>Botanical Gardens</li> </ul>	<ul style="list-style-type: none"> <li>Theme parks and attractions including Australia Zoo, Big Kart Track, Aussie World</li> <li>The Maleny township</li> <li>Nature based tourist facilities</li> <li>Corbould Park Racecourse</li> </ul>

<sup>15</sup> Principle commercial and employment centre; key location for major office, retail, community services, leisure and cultural facilities and government administrative services (Sun Tran Strategy, 2007)

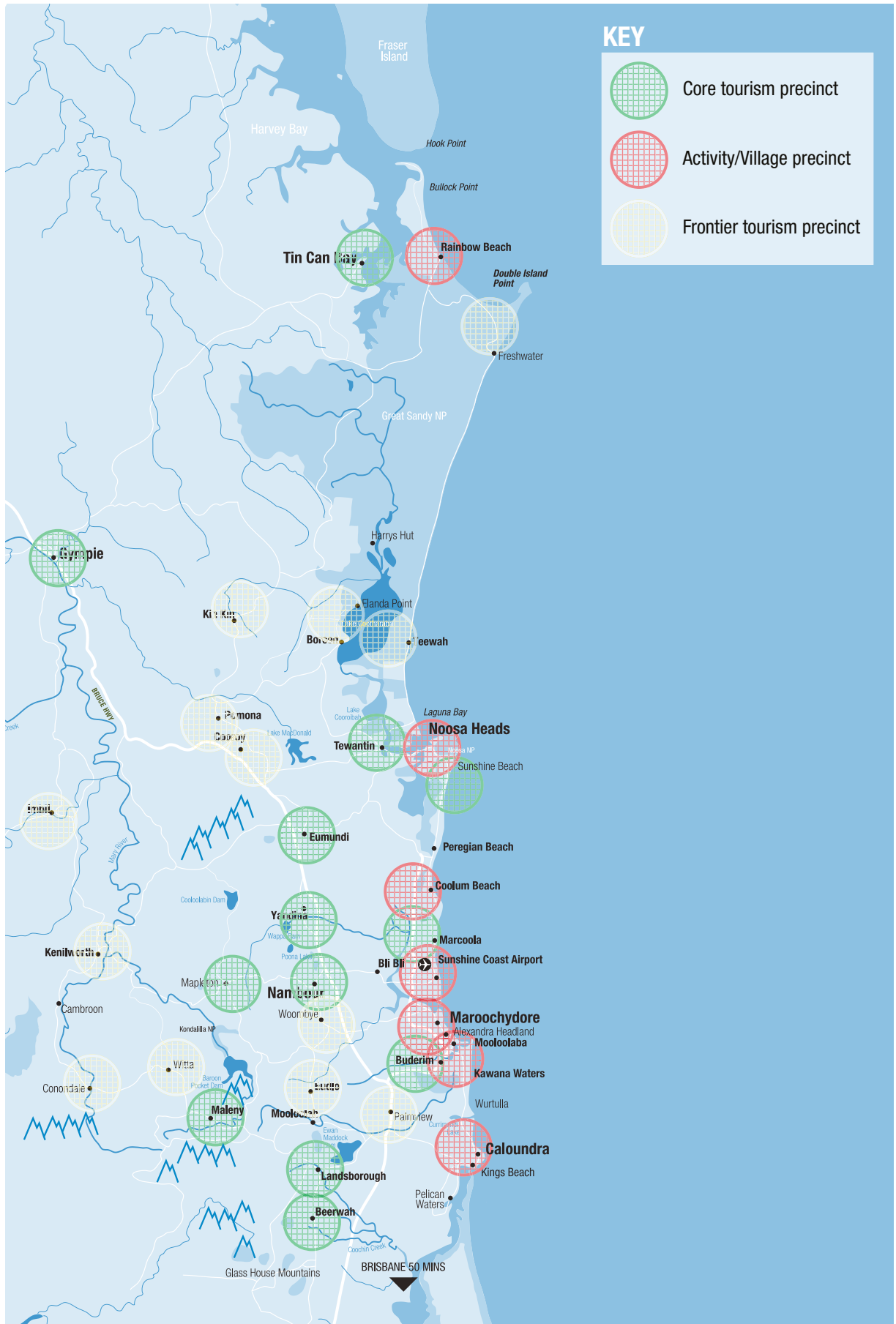
<sup>16</sup> Primary focus for employment (Sun Tran Strategy 2007)

<sup>17</sup> Predominantly within hinterland towns and services both the local urban population and surrounding rural communities (Sun Tran Strategy, 2007)

<sup>18</sup> Predominantly centres within hinterland towns (Sun Tran Strategy, 2007)



Diagram 1. **Current Activity Zones**



**Please note:** The identification of precincts in this diagram is based on current visitor activity levels for each area. A frontier tourism precinct is defined as an emerging or growing destination in terms of visitor activity.

Key actions for promoting and encouraging the future development of tourism in these precincts include:

- Appropriate mixed use zoning provisions which can support visitor services and facilities
- Design and planning criteria which promote and support open space protection, natural landscaping and quality streetscape design
- Maintenance and enhancement of social and community services and infrastructure including transit facilities, parks, pathways, seats and visitor information facilities.
- High quality, well connected, safe and convenient walkways, cycleway, pathways and trails
- Encouragement of attractions consistent with the industry, culture or environment distinctive to each precinct
- Integrated transport plans which allow for free buses, cycle facilities and informal overflow parking
- Education and awareness of the regions natural assets such as Interpretation and visitor collateral
- The promotion of nature based, arts, cultural and ecotourism opportunities

Outlined below is an overview of the tourism precinct development opportunities identified through stakeholder consultation and the situation analysis. Full details of the recommendations on tourism precinct development projects are provided in Appendix 5.

### 7.1.1 Noosa

#### Noosa Riverfront / Harbour - Tewantin

- Implementation of plans to further develop Noosa Riverfront / Harbour – Tewantin, including the redevelopment of the Noosa Art Gallery

#### Noosaville

- Further development of nature-based activities and visitor experiences including infrastructure along the Noosa River and other natural attractions

#### Noosa Heads

- Development of Noosa Junction Master Plan / Transit Centre
- Development of Girraween Cricket Ground and Cycle Track
- Redevelopment of the Noosa Heads beach Boardwalk

#### Additional Projects

- Implementation of the Noosa Community Transport Strategy and Walking and Cycling Strategy
- Ecotourism Strategy for the Shire as part of Rural Precinct Planning

### 7.1.2 Maroochydore

#### Maroochydore

- Development of the Sunshine Coast Performing Arts Centre and Regional Library

#### Mooloolaba

- Marine infrastructure demand study – Mooloolaba Wharf
- Improved on shore facilities for LaBalsa Park boat ramp

#### Blackall Range

- Support for the Hinterland Connect Bus Service Maleny – Nambour

#### Nambour

- Nambour Revitalisation Project

#### Coolum

- Hyatt Coolum redevelopment

#### Additional Projects

- Implementation of Sippy Downs / Chancellor Park Land for future Recreation / Outdoor Recreation study
- Implementation of the Rural Futures Strategy
- Relocation of the Horton Park Golf Course

### 7.1.3 Caloundra

#### Caloundra Central District

- Completion of the Tripcony Hibiscus Planning and Development Study
- Investment in the redevelopment of The Events Centre area in Caloundra

#### Golden Beach / Pelican Waters

- Completion of Golden Beach Foreshore Master Plan

#### Additional Projects

- Development of Corbould Park as an Equestrian Precinct
- Implementation of Bokarina Beach Structure Plan
- Further development of Wurtulla Beach (Kawana Beach)
- Redevelopment and expansion of the Caloundra Art Gallery



Upper Gheerulla Valley Delicia Section, Mapleton Forest Reserve

### 7.1.4 Cooloola

#### Tin Can Bay

- Investigations concerning the possible development of the Fraser Straits Marina – Tin Can Bay

#### Mary Valley

- Development of recreational leisure and tourism activities in the Mary Valley region

#### Rainbow Beach

- Improve access to Rainbow Beach, including hardened boardwalks, without compromising the natural values of the area
- Investigations into the development of a golf course
- Development of the Carlo Point Marina

#### Gympie

- Further development of cultural heritage visitor experiences and activities in the Gympie area

#### Additional Projects

- Development of nature-based and adventure visitor experiences in reserves and coastal areas of Cooloola
- Development of packaging opportunities with visitors travelling to Fraser Island

## 7.2 Product and Experience Opportunities

Outlined below is an overview of the tourism product and experience opportunities identified through stakeholder consultation and the situation analysis. These opportunities have been categorised by product themes which are consistent with the work completed for the Tourism Sunshine Coast Brand Review. Full details of the recommendations on tourism product and experience development projects are provided in Appendix 5.

### 7.2.1 Accommodation

An overview of future accommodation needs and key opportunities was identified by stakeholders and the supply audit undertaken as part of the TOP process. There were five core opportunities that were identified.

#### Accommodation

- The need for additional accommodation in the hinterland region that is suited to a broader market range including corporate, family and budget-conscious markets including caravan and camping opportunities
- The coastal region needs additional range and diversity in accommodation including meeting facilities, a high end 5\* icon hotel together with the presence of high end major International brands
- The need for reinvestment and refurbishment of existing properties throughout the region
- Development of mixed use drive and caravan park accommodation such as resort style development similar to the Blue Dolphin Park in New South Wales and Coconut Beach Resort in Cairns

### 7.2.2 Regional Cuisine

Tourism Australia has identified its target audience as the 'experience seeker'. Tourism experiences are generated by the people met, places visited, activities participated in and



Australia Zoo, Beerwah

memories created from travel, particularly tasting, smelling, touching and being part of a culture or lifestyle. The Sunshine Coast has a wide variety of natural local produce, stunning locations and a diversity of entertainment and dining venues. The opportunities for the further development of Regional Cuisine in the Sunshine Coast Region are identified below.

#### Regional Cuisine

- Develop unique and local regional signature dishes (regional cuisine)
- Foster connectivity between local food and wine producers and the tourism industry
- Introduce improved bundling / packaging of food products, experiences and events such as supporting initiatives such as the successful Noosa Food Trail
- Improve the quality and range of food / visitor experiences
- Support the promotion and development of fresh produce markets
- Support development and promotion of the organic food movement and 'pasture to plate' initiatives

### 7.2.3 Business Tourism

Business events (BE) and business 'tourists' are a high yielding sector which a core group of Sunshine Coast products and suppliers support. The Sunshine Coast currently has a limited amount of hotel product and facilities / services which is of a standard suitable for corporate and incentive clients as well as large events / conference groups. In addition, industry is seeking cutting edge venues / spaces / galleries to house large groups and off site events. Opportunities for further development of this market are provided below.

#### Business Tourism

- Development of accommodation options to meet the need of large conference / events groups such as a 300 room resort hotel / boutique resort
- Establish offsite dining options for groups of more than 120 people
- A dedicated Convention / Exhibition Centre has been identified as a catalyst project for the region

### 7.2.4 Arts / Creative Industries

The Sunshine Coast Region has a strong tradition of arts, culture and creative industry products and experiences. This industry includes a wide range of small enterprises such as designers, visual arts, art galleries, writers, pottery. These experiences provide a unique sense of place and a point of difference from other regions. Cuisine and dining experiences also lend themselves to a wide range of related activities including cooking classes, wine appreciation, weekend master classes and retreats and arts and crafts workshops.



The desire of visitors to relax, re-connect and rejuvenate particularly centres around a range of activities based around health, wellbeing, painting, bush walks, farm stays, arts / gallery trails. Cultural experiences can range from attending a stage production to taking part in a bush tucker tour or learning about aboriginal customs and the traditional way of life in the Glass House Mountains and Cooloola area. Opportunities for further development of the Arts / Creative Industries in the Sunshine Coast Region are outlined below.

#### Arts / Creative Industries

- Development of a Regional Museum / Arts Centre orientated around distinctive aspects of the region's history or culture
- Development of sub-regional experience clusters focused on arts / creative / cultural experiences and attractions
- Promoting the take-up and linkages of arts / creative industries experiences and activities in holiday and leisure packages
- Promotion of art trails and markets

### 7.2.5 Spa, Wellness and Alternative Health

The Sunshine Coast has the opportunity to position itself to meet the growing world wide focus on health and wellbeing. This also includes alternative and natural medicine as well as natural therapies such as yoga and spiritual healing. The region has a number of existing spa and wellness facilities and these form a natural complement with existing accommodation and resort facilities. The word spa is an acronym of 'solus per aquim' meaning water based therapies. Wellbeing refers to the state of health featuring the harmony of body, mind and spirit with physical fitness, beauty, diet and relaxation. Opportunities for the development of the spa and wellness industry are provided below.

#### Spa, Wellness and Alternative Health

- Promoting the take-up of spa and wellness / health activities in holiday packages
- Integrating spa experiences with business and sports events
- Diversifying treatments and integrating spa services
- Building spa experiences into event and conference programs (pre and post programs)
- Integrate spa and wellness programs with food and wine promotions
- Developing a set of sustainability indicators for the spa industry
- Developing unique regional spa experiences centred on local spring water and local aroma products

### 7.2.6 Drive Tourism

The primary method of travel to the Sunshine Coast Region is via private or rented vehicle. There is an opportunity for the region to both package and present drive tourism routes linking key attractions and facilities. These drive tourism routes can be used as a mechanism to increase visitor length of stay and yield. Opportunities for drive tourism are provided below.

#### Drive Tourism

- Undertake a drive tourism signage audit of the region
- Development of packaged drive tour products in association with 'Experience Clusters' to include linkages between key tourism nodes and attractions or special interest markets
- Development of appropriate drive tourism collateral including maps and brochures
- Development of a Corridor Management Plan in accordance with Department of Main Roads Guidelines

### 7.2.7 Beach and Water-Based Infrastructure / Activities

The beach and other water-based natural assets are one of the Sunshine Coast's core competitive advantage. The importance of the beach as a natural attraction is highlighted in the 2007 Sunshine Coast Visitor Survey with going to the beach being the number 1 activity in the region. There is an opportunity for the region to build on this strength through the provision of appropriate visitor activities and experiences based around the beaches and rivers. Opportunities for further development of beach and marine infrastructure / activities include:

#### Beach and Marine Infrastructure / Activities

- Development of regional management plans to guide the future use and recreational activities allowed along surf beaches
- Investigation into the development of a large ship facility in the region
- Identification of additional new public boat ramps and associated on shore facilities required



Kondalilla National Park

### 7.2.8 Golf / Sports Tourism

The Sunshine Coast already has vibrant and growing sports industry. The regions diverse range of sports infrastructure and associated industry has the ability to also attract a diverse range of sports related business opportunities to the Sunshine Coast. Opportunities for the further development of the sports industry in the Sunshine Coast Region are provided below.

#### Golf / Sports

- The creation of new and improved sporting infrastructure
- Diversifying sporting activities in the Sunshine Coast
- Promoting the Sunshine Coast as a prime sporting venue for national and international sporting events to increase number of sporting events hosted in the region
- Investigations into the development of an Equestrian Centre in the region / multi- purpose facility
- Further development of general aviation activities including sky diving opportunities in the region
- Further development of the Maroochydore MultiSport Complex

### 7.2.9 Events Tourism

Events and festivals are an important component of the Sunshine Coast's tourism industry. Not only do they draw large amounts of people and economic benefits to the region, but they also promote the region and boost tourism in the off-peak season. Each local authority currently supports a wide variety of events each year. Noosa, Maroochy and Caloundra have a formal events strategic plan and dedicated event budgets. Cooloolah Shire supports a number of community based events. Maroochy separates events into signature, major and developing events.

#### Events Tourism

- Establish specialist regional events unit within Sunshine Coast Regional Council (SCRC) to coordinate event delivery and assistance
- TSC to focus on the promotion and marketing of regionally significant events such as the PGA, Noosa Triathlon and Mooloolaba Triathlon
- Website promotion of events including development of an events calendar
- Marketing and support collateral provided to event organisers for trade shows and panels
- Establishment through SCRC of regional based business approvals support program. This program is needed to assist event organisers in dealing with approvals requiring local and State agency support
- Access and support for press and media releases, logo placement, graphics, joint promotional banners, marketing placement rates, media and film clip library
- Business to business networking and sponsorship support
- Improve coordination and marketing of hinterland festivals, providing a greater tourism focus and increased integration with local tourism operators
- Development of new events, potentially based around music, food, wine, heritage, creative industries or sporting activities. There is also scope for the further development of events based around natural attributes such as mountain biking, car rallies and marathons
- It may be possible to capitalise on the popularity of the Woodford Folk Festival with the potential for the development of further fringe activities that will attract more visitors to the region over a longer period of time



Dining at Sails Restaurant, Laguna Bay, Noosa Heads

### 7.2.10 Visitor Information / Services

It has been recognised by key stakeholders that a dedicated Visitor Information / Interpretation Strategy Plan is needed to guide the development of a best practice model for the region. Opportunities for the further development and coordination of visitor information and visitor services are provided below.

#### Visitor Information / Services

- Audit of VIC platform across the region
- Strategy for the development of a coordinated network of VICs including booking systems, visitor collateral, distribution systems and information services
- Development of appropriate signage and interpretation to provide visitor experiences and education in natural areas
- Refurbishment of existing VICs and development of business and operational plans
- Development of the Glasshouse Mountains Visitor Information and Interpretive Centre
- Relocation of VIC from Caloundra Road to Bruce Highway
- Development of the Hastings Street Visitor Information Centre

# 8 Green Infrastructure

The Sunshine Coast Region is renowned for its diverse natural environment and green assets. Visitor projections indicate that market demand for natural assets will continue to increase, in particular the number of visitors pursuing outdoor / nature / recreational activities. The Sunshine Coast Region has a distinctive competitive advantage in nature based and eco-tourism. The region can develop a significant profile in this market if it can align and integrate its World Heritage attractions, expansive National Park and Forestry Estate and its significant natural assets (beaches, rivers, mountains, parks) with commercial tourism operators. The challenge is facilitating sustainable access to the significant natural and cultural environment and building products, infrastructure and capacity to service visitor markets.

As a destination, the Sunshine Coast actively promotes its commitment to sustainability and triple bottom line outcomes. These values are a key distinctive competence for the region. There is a significant opportunity for the region to promote the

forward planning and management of its natural assets; its 'green infrastructure'. Green infrastructure incorporates sustainable hard and soft infrastructure and product related development including both on and off park recreational, experiential and interpretational opportunities.

Given the above, core green tourism product and infrastructure development projects have been identified. These are tourism related development projects which are essential in providing for the future market demands for nature based experiences and attractions and to underpin the continuing distinctiveness of the Sunshine Coast as a destination.

## 8.1 Regional Tracks and Trails

Outlined below is an overview of the development opportunities identified for regional tracks and trails through stakeholder consultation and the situation analysis. These opportunities include both on and off park recreational trail development. Full details of the recommendations on regional tracks and trails development projects are provided in Appendix 6.

### Regional Tracks and Trails

- Development of an integrated regional cycle and pedestrian tourism trails network strategy including sub-regional plans
- Development of the Sunshine Coastal Pathway
- Development of the Maleny to Montville Trail
- Further development of the Noosa Trails Network
- Implementation of the Caloundra City Bicycle and Pedestrian Strategy
- Implementation of the Maroochy Recreational Trails Strategy
- Development of the Cooloola Trails Network
- Development of the Ewen Maddock Trails Network
- Development of the Glasshouse Mountains Trails Network
- Development of regional canoe trails including the Maroochy Canoe Trail
- Development of bird watching trails and facilities
- Development of the North Coast Mountain Bike Touring Trail
- Development of the Rural Landscape Trek
- Investigations into the development of appropriate mountain bike and horse riding opportunities through the region.
- Investigations into the development of recreational opportunities for the motorbike and trail bike market.



Canoeing on Ewen Maddock Dam, Landsborough



## 8.2 Regional Recreation Development

Outlined below is an overview of the regional recreation development opportunities identified through stakeholder consultation and the situation analysis. These opportunities include recreational development within green space and marine areas across the Sunshine Coast Region. Full details of the recommendations on regional recreational development projects are provided in Appendix 6.

### Regional Recreation Development

- Development of the Mooloolah River National Park to include appropriate visitor, recreational and interpretive infrastructure
- Further development and promotion of recreational dive opportunities associated with the ex-HMAS Brisbane
- Further development of recreational opportunities and visitor facilities associated with the Glass House Mountains
- Implementation of the Bribie Island Recreation Area Management Plan. This plan will address the infrastructure and commercial opportunities for the area
- Investigations into the further development of recreational opportunities in the Kenilworth and Gympie areas, including 4WD and other adventure recreation
- Investigations into the further development and leveraging of visitor experiences associated with the traditional owners of the land
- Investigate the development of more hands-on adventure tourism programs including abseiling, horse riding, sailing, scuba diving
- Encourage the development of nature based short course programs including surf board clinics, surf awareness, sailing,
- Promote the development of adventure experiences (such as climbing, deep sea fishing, mountain hiking)

## 8.3 Green Infrastructure Support Services

Outlined below is an overview of the green infrastructure support services which have been identified as necessary in supporting the regional recreation and trails development detailed above. Full details of the recommendations on green infrastructure support services projects are provided in Appendix 6.

### Green Infrastructure Support Services

- Build a specialist network of Sunshine Coast commercial operators / accommodation providers to meet the needs of nature and ecotourism sectors
- Development of appropriate transport infrastructure and services to link the green space network including parks and associated areas
- Development of accommodation options to cater for the 'grey nomads' market in the region.
- Investigations into the provision of incentives for the development of private off park facilities including accommodation
- Investigations into the development of high profile interpretive visitor information centres similar to the one currently being developed in the Glass House Mountains
- Further development of infrastructure to meet the needs of major events such as the World Rally Championships and Gympie Muster

## 8.4 Strategy Development

Outlined below is an overview of the opportunities identified for the development of appropriate strategies and plans for the future planning, management, use and development of the green infrastructure in the Sunshine Coast Region. Full details of the recommendations on strategy development projects are provided in Appendix 6.

### Strategy Development

- Support for the development of the Recreation Strategy for the Sunshine Coast District currently being developed by the Department of Environment and Resource Management
- Prepare, review and monitor Sunshine Coast Regional Outdoor Recreation Strategy
- Development of an Open Space Management Policy for beaches and recreational areas
- Examine the role of accreditation programs and environmental best practice including Green Globe, Earthcheck and ECO Certification across the region
- Encourage greater co-ordination within the tourism industry including the establishment of regional nature based operator networks.



Baxter Falls, Maleny Forest Reserve

## 9 Investment Required

There are more than 186 investment opportunities which have been identified in the report. Full details of the investment opportunities including background, actions and potential stakeholders are provided in Appendices 3-6.

The selection of investment projects was based on the following criteria:

- Strong level of interest and support from regional and external stakeholders
- Project is in line with the aspirations and vision of the region as a tourism destination
- Project is in line with stakeholder priorities including regional and state planning organisations
- Project will address key infrastructure constraints within a reasonable time frame
- Project will address key areas of product development potential
- Availability of commercial investment to support development

The projects identified cross into a number of sub-sectors of the tourism industry in the Sunshine Coast Region.

Industry Sector	Number of Projects	Percentage %
Accommodation	10	5.38%
Attractions / Activities	19	10.22%
Transport and related services	57	30.65%
Green infrastructure	28	15.04%
Regional infrastructure and services	21	11.29%
Across the sector – precinct development	11	5.91%
Across the sector – strategic planning	19	10.22%
Across the sector – packaging / promotion	21	11.29%

The investment required to undertake these projects will be substantial and will require both public and private funding and partnerships. The purpose of the implementation strategy described in Section 10 is to identify those projects that are a priority to be taken forward. The estimated costings for the infrastructure and investment opportunities in this report have not been identified as this cost estimation process would form part of the pre-feasibility assessment phase of implementation.



# 10 Implementation Plan

For the Sunshine Coast Region's vision for investment and infrastructure to be realised, the implementation of recommended projects is required to be completed by 2017. To ensure the effective and timely implementation of tourism investment and infrastructure opportunities, the Tourism Opportunity Plan (TOP) recommends the establishment of an implementation committee and working groups to take forward specific projects as required.

Tourism Sunshine Coast will establish an implementation committee to take forward the tourism investment and infrastructure opportunities identified in the TOP. The role of the committee will be to determine:

- The priority order in which projects should be approached;
- The likely stakeholders in the projects' completion including confirmation of project proponent
- A preliminary list of potential investors for projects
- The likely makeup of any supporting working groups
- A determination as to whether a feasibility study is likely to be required
- Performance indicators for the Committee's role in the development and implementation of the projects



Sails Restaurant, Laguna Bay, Noosa





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Various other data sources including brochures, maps, internet and yellow pages searches and media releases were also used throughout the TOP process.



# Appendices

## Appendix 1: Stakeholder Consultation

Name	Position	Organisation
John Fitzgerald	Chief Executive Officer	Tourism Sunshine Coast
Ren van Tulder	Manager Planning and Development	Tourism Sunshine Coast
Monica Groenert	Regional Director	Tourism Queensland
Diana Mulholland	Regional Coordinator	Tourism Queensland
David Morgans	Director Infrastructure Planning	Tourism Queensland
Mary-Clare Power	Market Development Manager	Tourism Queensland
Gabrielle Ashford	International Market Consultant	Tourism Queensland
Jill Holloway	Marketing Manager	Tourism Queensland
Birte Zurhold	Market Development Specialist	Tourism Queensland
Michael Sommer	Market Development Specialist	Tourism Queensland
Gerri Carr-MacFie	Manager – Economic Policy	Caloundra City Council
Don Smith	Councillor	Caloundra City Council
Ross Haby	Chief Executive Officer	Caloundra City Enterprises
Alex Lever-Shaw	Economic Development Manager	Maroochy City Council
Nick Cooney	Manager, Long Term Infrastructure Planning	Maroochy Shire Council
Simon Kinchington	Branch Manager	Maroochy Shire Council
Peter Egan	Project Officer – Major events	Maroochy Shire Council
Col McMahon	Coordinator, Shire Wide Planning Stream	Maroochy Shire Council
Anita Lakeland	Coordinator, Maroochydhore Planning Stream	Maroochy Shire Council
Ron Coyle	Open Space Planner, Shire Wide Planning Stream	Maroochy Shire Council
Kelly Latham	Program Coordinator, Local Area Planning Stream	Maroochy Shire Council
Libby Ozinga	Strategic Planning Advisor, Local Area Planning Stream	Maroochy Shire Council
Rebecca Britton	Acting Manager Strategic Planning	Noosa Shire Council
Rowena Skinner	Strategic Planning	Noosa Shire Council
Ken Mason	Chief Executive Officer	Cooloola Shire Council

Name	Position	Organisation
Michael Hartley	Director of Planning and Development	Cooloolo Shire Council
Kerry Rolfe	Strategic Planner	Cooloolo Shire Council
Peter Todd	President	Tin Can Bay Chamber of Commerce and Tourism
Scott Elms	President	Rainbow Beach Commerce and Tourism Association
Brian Arnold	General Manager	Cooloolo Regional Development Bureau
Jan Watt	Chair	Cooloolo Regional Development Bureau Board
Leanne Layfield	Director	Caloundra Tourism
David Hopper	Tourism Planning Officer	Discover Maroochy
Steve Cooper	Chief Executive Officer	Tourism Noosa
Graeme Pearce	Executive Director	SunROC
Spence Slatter	Executive Officer	WBB ROC
Robert Dunbar	Chief Executive Officer	Sunshine Coast ACC (now Regional Development Australia)
Anne Marie Coulton	Manager	Sunshine Coast Convention Bureau
David Oliver	Sunshine Coast Rep	Urban Development Institute of Australia
Peter Pallot	General Manager	Sunshine Coast Airport
Julie Swain	Acting Director Infrastructure Planning	Department State Development
Shamus Conway	District Manager Sunshine Coast (previous)	Queensland Parks and Wildlife Service
Mick Cubis	District Management Sunshine Coast (current)	Queensland Parks and Wildlife Service
Omar Bakhach	Senior Ranger	Queensland Parks and Wildlife Service
Wyn Boon	Senior Ranger	Queensland Parks and Wildlife Service
Jamie Seeleither	Senior Ranger	Queensland Parks and Wildlife Service
Stephen Price	Senior Ranger	Queensland Parks and Wildlife Service
Steve White	Regional Manager	Dept Local Government, Planning, Sport and Recreation
Matthew Horder	Advisor; Sport, Recreation and Racing	Dept Local Government, Planning, Sport and Recreation



Noosa National Park

Name	Position	Organisation
John Larcombe	Director Infrastructure Coordination	Office of Urban Management
Mick Capelin	Rural Futures	Office of Urban Management
Mark Jones	Principal Policy Officer	Department of Tourism, Fair Trading and Wine Industry Development
Derek Deane	North Coast District Office Manager	Department of Main Roads
Bruce James	Integrated Transport Planner	Queensland Transport
Wally Wight	Integrated Transport Planner	Queensland Transport
Polly Studiman	Centres Co-ordinator	Sunshine Coast Information Centres Association
Beth Kemp	Visitor Information Manager	Sunshine Coast Information Centres Association
Elysia Delaine	Project Co-ordinator	Cycle Tourism Australia
Martin Bushell	Vice President	Noosa Chamber of Commerce
Ian Christianson	Manager	Sunshine Coast Environment Council
Daniel Gschwind	Chief Executive Officer	Queensland Tourism Industry Council
Ron Chapman	Chief Executive Officer	Caravan Trade and Industries Association of Queensland
Cam Macphee	Airline and Cargo Commercial Manager	Brisbane Airport Corporation
Greg Kitchen	Sunshine Coast Contracts Manager	Flight Centre
Katie Fawcett	Industry Communications Manager	Tourism Australia
Mark Paddenburg	Manager	Invest Queensland
Tony Costain	General Manager	RSL Services Club Inc (Caloundra)
Syd Walker	Managing Director - Maroochydore	PRD Nationwide
Gary Smith	Director	Kingfisher Bay Resort
Samantha and Philip Brown	Directors	Lake Weyba Cottages
Judy Holland	Director of Sales and Marketing	Novotel Twin Waters
Wade Batty	Owner	Fraser Island Discovery
Dave McEvoy	Director	Skydive Ramblers
Peter Baynes	Managing Director	SunAir
Christine Tainsh	Owner	Eumarella Shores
Peter Rogers	Owner	Eyrie Escape
Ferre De Deyne	Managing Director	Big Kart Track / Ski N Skurf
Marcus Leigh	General Manager	Ramada Pelican Waters
Valerie Barrie	Director of Marketing	Hyatt Regency Coolum
Destry Puia	General Manager	The Events Centre
Gillian Young	Promotions / marketing	Queensland Home Garden Expo
John Wood	Recreational Planner	John Wood Consultancy
Andrew Graham	Recreational Planner	Queensland Outdoor Recreation Foundation
Various stakeholders		Japanese Travel Trade



## Appendix 2: Project Steering Group

Name	Position	Organisation
John Fitzgerald	Chief Executive Officer	Tourism Sunshine Coast
Ren van Tulder	Manager Planning and Development	Tourism Sunshine Coast
Monica Groenert	Regional Director	Tourism Queensland
Diana Mulholland	Regional Coordinator	Tourism Queensland
David Morgans	Director Infrastructure Planning	Tourism Queensland
Gerri Carr-MacFie	Manager - Economic Policy	Caloundra City Council
Alex Lever-Shaw	Economic Development Manager	Maroochy City Council
Rebecca Britton	Strategic Planning	Noosa City Council
Brian Arnold	General Manager	Cooloola Regional Development Bureau
Jan Watt	Chair	Cooloola Regional Development Bureau Board
Graeme Pearce	Executive Director	SunROC
Robert Dunbar	Chief Executive Officer	Sunshine Coast ACC (now Regional Development Australia)
Peter Pallot	General Manager	Sunshine Coast Airport
Julie Swain	Acting Director Infrastructure Planning	Department State Development
Shamus Conway	District Manager Sunshine Coast (previous)	Queensland Parks and Wildlife Service
Mick Cubis	District Management Sunshine Coast (current)	Queensland Parks and Wildlife Service
Omar Bakhach	Senior Ranger	Queensland Parks and Wildlife Service
Steve White	Regional Manager	Dept Local Government, Planning, Sport and Recreation
Matthew Horder	Advisor; Sport, Recreation and Racing	Dept Local Government, Planning, Sport and Recreation
Derek Deane	North Coast District Office Manager	Department of Main Roads

## Appendix 3: Catalyst Projects – Implementation

Throughout Appendix 3, the key actions for the implementation of the catalyst projects are provided. Recommendations on the potential stakeholders for involvement in the implementation process are provided. Lead agencies for implementation will need to be determined as part of the implementation strategy. It is recognised that Tourism Queensland, the Department of Tourism, Regional and Development and Industry and other State Government Agencies will take on a liaison role in taking forward many of these projects.

Convention, Exhibition Centre and Performing Arts Centre		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Feasibility study required to determine appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Queensland Events Corporation</li> <li>Invest Queensland</li> <li>Investors / Developers</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Feasibility and scoping study for the development of a convention / exhibition centre and performing arts complex</li> <li>The feasibility study will need to take into account location, land use planning, design requirements, access and availability of support services and facilities</li> </ul>

Hinterland Skywalk Attraction		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Feasibility study required to determine appropriate location</li> <li>Non-protected area estate</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Investors / Developers</li> <li>QPWS / DERM</li> <li>Department of Natural Resources</li> <li>Private land holders</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Feasibility study to be undertaken to determine the viability of a hinterland sky walk or sky rail system</li> <li>This feasibility study should provide a full analysis of an appropriate location for the development of a sky walk including supporting service infrastructure</li> </ul>
Stockland Park Regional Sports Complex		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Stockland Park Sports Precinct</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Tourism Sunshine Coast</li> <li>RDA</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support the implementation of the Quad Park Precinct Master Plan and Western Fields Master Plan</li> <li><b>Action:</b> Support the Sunshine Coast Business Diversification Project<sup>19</sup> in establishing a Sports and Experience Cluster</li> </ul>
Attractions and Adventure Park Precinct – Australia Zoo		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Australia Zoo, Steve Irwin Way</li> </ul>	<ul style="list-style-type: none"> <li>Australia Zoo</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Marketing support for the proposed expansion of the zoo including accommodation facilities and an open-range safari experience</li> <li><b>Action:</b> Transport and roadworks planning for the increased capacity and potential demand for the zoo will need to be considered, particularly in regard to access to and from the area</li> </ul>
Attractions and Adventure Park Precinct – Water Theme Park		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Aussie World site</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Developers / Investors</li> </ul>	<ul style="list-style-type: none"> <li>Investor interest in significant themed attractions leveraging off the foundation laid by Australia Zoo has been strong- investors have identified Steve Irwin Way and Bruce Highway as desirable locations</li> <li>Development application for a water theme park on the existing Aussie World site has been lodged</li> <li>Intensification of use in this existing precinct is affected by traffic management issues. Prospective investors advise time frames for proposed upgrade of the Bruce Highway and an appropriate interchange as significant barriers to investment</li> <li>Such a theme park would draw on both the visitor dormitory of the Sunshine Coast and resident population of Brisbane,</li> <li><b>Action:</b> Development application has been lodged – monitor resulting decision by Council</li> </ul>
<ul style="list-style-type: none"> <li>Site opposite Corbould Park</li> </ul>	<ul style="list-style-type: none"> <li>Prudent Ventures Pty Ltd</li> </ul>	<ul style="list-style-type: none"> <li>Land availability, suitability and affordability within the designated urban footprint is problematic. Current zoning pursuant to SEQ Regional Plan precludes investment in attraction facilities within the rural production zoned areas.</li> <li>Preliminary Approval is being sought to override the Planning Scheme to establish an Outdoor Sport and Recreation (Water Theme Park) inclusive of short term visitor accommodation opposite Corbould Park</li> <li>Input into review of SEQ Regional Plan should raise the issue of land availability for tourism related enterprises inclusive of significant attractions</li> </ul>

<sup>19</sup> Sunshine Coast Business Diversification Project, DTRDI (2007)

Hinterland Eco Lodge		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Feasibility study to determine appropriate location</li> <li>Hinterland location</li> </ul>	<ul style="list-style-type: none"> <li>Invest Queensland</li> <li>Developers / Investors</li> <li>SCRC / GRC</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>Boutique 4.5-5* accommodation establishment to reflect the destinations values of sustainability, relaxation and nature</li> <li>Wilderness / Eco-lodge style accommodation for Hinterland</li> <li><b>Action:</b> Develop a feasibility and scoping study to be presented to potential investors</li> <li><b>Action:</b> Documentation of land parcels for development should be presented to potential investors</li> </ul>

Hinterland Nature-Based Tourism Drive Route		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast hinterland</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Tourism Sunshine Coast (TSC)</li> <li>Local Tourism Organisations (LTOs)</li> <li>Department of Main Roads (DMR) / Queensland Transport (QT)</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> A scoping study should be undertaken to determine the opportunity to develop such an 'iconic' tourism drive through the Sunshine Coast hinterland</li> <li>This study will need to review the standard of the road network together with an assessment of the products and services which are available along the corridor</li> <li>The proposal will need to meet the strict guidelines for themed tourist routes which have recently been prepared by DMR and TQ including preparation of a Corridor Management Plan</li> </ul>

Coastal Green Trails – Great Walks		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Great Walks network throughout the Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li>QPWS / DERM</li> <li>SCRC / GRC</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the completion of the Great Walks program throughout the region</li> <li><b>Action:</b> Planning for the development of appropriate linkages with other trails networks, transport planning and access to services and facilities</li> </ul>

Rainbow Beach Eco Resort		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Cooloolo Coast</li> <li>Feasibility study required to determine appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>Investors / Developers</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Preparation of a tourism master plan to guide the development of ecotourism / nature based resort opportunities for presentation to potential investors / developers</li> <li><b>Action:</b> Documentation of available land parcels and service infrastructure to support future tourism growth</li> </ul>



Golfer teeing off at Hyatt Regency Cooloolo, Cooloolo



Noosa Biosphere Reserve		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Noosa Biosphere Reserve</li> </ul>	<ul style="list-style-type: none"> <li>Governance Board</li> <li>SCRC</li> <li>Tourism Noosa</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the continued protection, promotion and presentation of the Noosa Biosphere</li> </ul>
Sunshine Coast Sustainability Benchmarking Model		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>LTOs</li> <li>Earthcheck</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the finalisation and implementation of the Sunshine Coast Sustainability Benchmarking Model</li> </ul>
Master Plans for significant tourism activity nodes		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Tourism Precincts across the Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Development of Master Plans for identified tourism precincts</li> <li>Plans need to consider standard guidelines for architectural treatment, town planning and urban design as well as transport planning.</li> </ul>
Hastings Street redevelopment and implementation of the Noosa Integrated Transport Plan		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Hastings Street, Noosa</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Hastings Street Association</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the current work being undertaken to redevelop and upgrade Hastings Street</li> </ul>
Maroochydore Town Centre Redevelopment		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Maroochy Town Centre</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the preparation and implementation of the Maroochydore City Structure Plan</li> </ul>
Redevelopment of Caloundra Central District Precinct		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Caloundra Central District including Bulcock Street</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the development of a Master Plan for the Central District Precinct including implementation of the Bulcock Beach Master Plan</li> </ul>
Development of the Mooloolaba Spit		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Mooloolaba Spit</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Industry</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Implementation of Mooloolaba Spit Master Plan following review process to achieve future resident and visitor needs</li> </ul>

## Appendix 4: Tourism Support Infrastructure – Projects

### Sunshine Coast Airport

The development and expansion of the Sunshine Coast Airport / Precinct		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast Airport Precinct</li> </ul>	<ul style="list-style-type: none"> <li>Sunshine Coast Airport</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the implementation of the Sunshine Coast Airport Master Plan</li> <li>This includes the development of the East-West Runway and associated terminal and facilities infrastructure</li> </ul>

### Forward Infrastructure

#### 1. Transport Infrastructure

Upgrades to public transport system infrastructure throughout the Sunshine Coast Region			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Current public transport services in the Sunshine Coast Region are provided through the Translink system including SunBus and QR train services.</li> <li>Tourism relies on the Translink system to meet its future forecast visitor activity levels</li> <li>Transport access and connectivity is critical to the future development of the Sunshine Coast Region as a visitor destination</li> </ul>	<ul style="list-style-type: none"> <li>The values of the Sunshine Coast Region as a sustainable tourism destination require there to be a transport system that does not rely on the use of the private car</li> <li>Poor connections and linkages between the public transport network mean that future demand will not be met</li> <li>Public transport services and facilities are currently inadequate in meeting resident and visitor needs</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity to take advantage of improved road links to increase public transport service levels and connectivity between tourist destinations for visitors</li> <li>This would involve a strategy for the identification of necessary transport connections between tourism nodes and activity centres and providing the required level of infrastructure and facilities</li> <li>Immediate projects which can be identified include: <ul style="list-style-type: none"> <li>Caloundra to Maroochydore quality bus corridor and public transport stations</li> <li>Translink East-West priority bus corridor connections</li> <li>CAMCOS Rail development – dual track passenger rail Beerwah to Maroochydore</li> <li>Translink sub-regional station upgrade program</li> <li>Translink high frequency bus services and route restructuring</li> <li>Translink Bus priority / high occupancy program</li> <li>Translink expansion of Park n ride stations</li> <li>Palmview to Kawana Town centre green link corridor</li> <li>Additional rail line -Caboolture to Beerburum to Landsborough</li> <li>Additional rail line – Landsborough to Nambour</li> <li>Underpass improvements to the Palmwoods rail line</li> <li>North Coast rail line upgrade – Nambour to Cooroy</li> <li>Level crossing replacement – grade separation at Beerwah, Landsborough, Mooloolah and Palmwoods</li> </ul> </li> <li>Costs for the above opportunities range from \$12 million - \$1.2 billion per project with a cumulative total of approximately \$3.1 billion</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> The development of a Sunshine Coast Integrated Public Transport and Travel Demand Management Strategy is required</li> <li><b>Action:</b> Immediate projects for upgrading the public transport system need to be implemented</li> <li><b>Action:</b> Support for the recommendations under the Translink Network Plan<sup>20</sup> for the Sunshine Coast Region</li> </ul>

<sup>20</sup> Translink Network Plan, Translink (2004)

### Improved public transport linkages to and from Sunshine Coast Airport

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Public transport services and connections to and from the Sunshine Coast Airport are currently limited</li> <li>There are a number of airport transfers companies and taxi companies which currently service the airport</li> </ul>	<ul style="list-style-type: none"> <li>As demand for air travel increases and airport facilities are expanded, the services linking the airport and key tourism nodes are essential</li> </ul>	<ul style="list-style-type: none"> <li>For air travel to the region to become the preferred travel method, the services and linkages provided for travellers to reach their destination are essential</li> <li>The SunTran Strategy 2007<sup>21</sup> identifies the need to investigate an appropriate public transport link from Maroochydore and Noosa to the Sunshine Coast Airport</li> <li>The opportunity for scheduled public transport services to and from the airport to major tourism accommodation on the coast eg. Coolumb, Noosa, Mooloolaba, Caloundra was also identified in the SunTran Strategy.</li> <li>Cost of the project is approximately \$12 million</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> The investigation into the provision of improved public transport options to and from the Sunshine Coast Airport is required</li> </ul>

### Investigation of alternative public transport options

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>The major form of transport used to access the Sunshine Coast Region is by private car</li> </ul>	<ul style="list-style-type: none"> <li>The increasing level of private car use both to and within the Sunshine Coast Region has created significant pressure on roads and parking infrastructure</li> <li>The demands for public transport and alternative transport methods are growing</li> </ul>	<ul style="list-style-type: none"> <li>Consistent with the values of the destination, there is an opportunity for the development of alternative transport options to and within the Sunshine Coast region.</li> <li>Alternative transport options which could be investigated include courtesy buses, regional shuttles and light rail systems</li> <li>The Sunshine Coast Light Rail System (Caloundra to Noosa) is a proposed project under the SEQIP 2008<sup>22</sup> submission</li> <li>In order to provide an integrated system of alternative transport options throughout the Sunshine Coast, a series of plans for visitor access and transport need to be developed</li> <li>Each tourism node would require an individual integrated transport plan to cater for visitation, particularly in peak periods</li> <li>The cost for the Sunshine Coast Light Rail Feasibility Study is estimated at \$3 million</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Investigation into alternative modes of transport for the Sunshine Coast Region is required</li> <li>This includes public transport options in order to decrease the pressure on road and parking infrastructure</li> </ul>



Couple shopping at markets, Eumundi

<sup>21</sup> SunTran Strategy, SKM (2007)

<sup>22</sup> SEQ Infrastructure Plan and Program – SunROC submission to 2008 review



# Continued upgrades and expansion to the major road networks to and with the Sunshine Coast Region

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>The major form of transport used to access the Sunshine Coast Region is by private car</li> <li>The Bruce Highway and Sunshine Motorway are the major access routes from both North and South</li> <li>Day-trip visitors to the region account for approximately 60% of total visitation</li> </ul>	<ul style="list-style-type: none"> <li>Congestion on major road networks has been a major issue for visitors accessing the region</li> </ul>	<ul style="list-style-type: none"> <li>As the major form of transport used to access the Sunshine Coast, there is a need to continually upgrade and improve access networks</li> <li>The following immediate projects can be identified for the major road networks throughout the region: <ul style="list-style-type: none"> <li>Bruce Highway <ul style="list-style-type: none"> <li>Western service lane between Caloundra Road and Sunshine Motorway and six laning of Highway; Sunshine Motorway Interchange; Caloundra Road Interchange</li> <li>Cooroy to Curra – additional lanes and improved alignment</li> <li>Costs for the above range from \$250 million - \$4 billion per project with a cumulative total of approximately \$4.7 billion</li> </ul> </li> <li>Sunshine Coast Motorway <ul style="list-style-type: none"> <li>Additional lanes Sippy Downs to Kawana Arterial including new Sippy Downs Interchange</li> <li>Additional lanes Maroochydore Road to Pacific Paradise including interchange upgrades</li> <li>Additional lanes Pacific Paradise to Yandina – Coolum Road and to Eumundi Road</li> <li>Duplication of Kawana Interchange East to Sunshine Motorway Mooloolaba</li> <li>Duplication of Motorway (MMTC) from Caloundra Road to Creekside Boulevard</li> <li>Costs for the above range from \$66 million – \$1.5 billion with a cumulative total of approximately \$2 billion</li> </ul> </li> <li>Sunshine Coast Major Road Network <ul style="list-style-type: none"> <li>Sunshine Motorway MMTC project – Creekside Boulevard to Maroochy Boulevard including Nicklin Way</li> <li>MMTC Arterial Southern Extension – Caloundra Road to Bruce Highway near Bells Creek / Roys Road</li> <li>KTIA Caloundra-Mooloolaba Road – new link from Caloundra Road to Creekside Boulevard</li> <li>Additional lanes Maroochydore Road – Bruce Highway to Martins Creek</li> <li>Additional lanes Caloundra Road – Bruce Highway to Pierce Avenue</li> <li>East West Links – Eumundi-Noosa Road</li> <li>East West Links – Cooroy-Noosa Road</li> <li>East West Links – Glasshouse Mountains Road</li> <li>East West Links - Yandina-Coolum Road</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Road access to and within the Sunshine Coast Region is essential</li> <li><b>Action:</b> Immediate projects to improve the road network need to be implemented</li> </ul>

Continued upgrades and expansion to the major road networks to and with the Sunshine Coast Region			
Background	Issues	Opportunities	Conclusions
		<ul style="list-style-type: none"> <li>■ Sunshine Coast Major Road Network (continued) <ul style="list-style-type: none"> <li>- KTIA Caloundra-Mooloolaba Road – new road link from Creekside Boulevard to Sunshine Motorway</li> <li>- Improvements to Nambour Connection Road and Maroochydore Road</li> <li>- Nicklin Way P.T. capacity improvements</li> <li>- Costs for the above range from \$30 million - \$3.5 billion with a cumulative total of approximately \$6.8 billion</li> </ul> </li> <li>■ Cooloola Major Road Network <ul style="list-style-type: none"> <li>- Upgrade of the Bruce Highway to Gympie</li> <li>- Overtaking lanes on Tin Can Bay and Rainbow Beach Roads</li> </ul> </li> <li>■ A number of future transport investigation opportunities have also been identified: <ul style="list-style-type: none"> <li>- Nambour Connection Road Study – Erbacher Road to Bruce Highway</li> <li>- Steve Irwin Way – Landsborough South to Bruce Highway</li> <li>- Nautilus Study</li> <li>- Updating and enhancing the Sunshine Coast Travel Forecasting Model (SCTFM)</li> <li>- Sunshine Motorway extension – Mooloolah River to Kawana Way</li> <li>- Bells Creek connection – Bruce Highway to Caloundra Road</li> <li>- Sugar Road-Maud Street Investigation Maroochydore</li> <li>- Costs range from \$3 million - \$10 million with a cumulative total of approximately \$55 million</li> </ul> </li> </ul>	

## 2. Counter Road

Development of a sealed road connection between Noosa and the Cooloola Coast		
Locations	Potential stakeholders	Key Actions
<ul style="list-style-type: none"> <li>■ Counter Road – Noosa to Tin Can Bay</li> </ul>	<ul style="list-style-type: none"> <li>■ DMR / QT</li> <li>■ SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Action:</b> Support for the development of Counter Road under the Wide Bay Integrated Transport Plan; Southern Integrated Transport Strategy (2001)</li> </ul>

### 3. Waste, Water and Energy Infrastructure

Ensuring ample water supply to the Sunshine Coast Region			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Current capacity and dam levels have been deemed sufficient for the existing population of the region</li> <li>Water supply issues in the South East Queensland Region have created pressure on the Sunshine Coast's infrastructure and resources.</li> </ul>	<ul style="list-style-type: none"> <li>The projected forecasts for the resident and visitor population increases in the Sunshine Coast Region provide an indication of the increasing demand for access to water resources</li> <li>The infrastructure needed to match this demand will be significant, particularly in light of the overall SEQ water supply issues.</li> </ul>	<ul style="list-style-type: none"> <li>The SEQ Infrastructure Plan and Program 2007 has a number of infrastructure projects underway to meet future demand.</li> <li>The SEQ Water Grid will provide a network of water supply infrastructure to service the region. This includes the proposed Traveston Dam in the Cooloola region.</li> <li>The Northern Pipeline Interconnector will allow for the transfer of water between the Sunshine Coast and Caboolture, Pine Rivers and the northern suburbs of Brisbane.</li> <li>Raising of the Borumba Dam and upgrades to Ewen Maddock Dam and Wappa Dam are also planned.</li> <li>As part of the SEQ Regional Water Supply Strategy, the Mary River Weir is being constructed as well as investigations into the recommissioning of Ewen Maddock Dam.</li> </ul>	<ul style="list-style-type: none"> <li>The current and proposed infrastructure development in the region is likely to deliver adequate supply for the future resident and visitor population.</li> <li><b>Action:</b> The forecasts for future demand will need to be regularly reviewed.</li> </ul>



Surfers at Laguna Bay, Noosa



### Ensuring adequate treatment of sewage in the Sunshine Coast Region

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Waste management infrastructure has been deemed sufficient for the current population of the region</li> </ul>	<ul style="list-style-type: none"> <li>The projected forecasts for the resident and visitor population increases in the Sunshine Coast Region provide an indication of the increasing demand for adequate waste management infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>A future waste management infrastructure demand study is required to determine the effect of increasing resident and visitor populations on current capacity</li> <li>One of the broader sustainability aims for Noosa Shire includes investigations into improved waste recovery schemes for separating waste into additional waste streams that can be reused and value added. This is an opportunity for the entire Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> The forecasts for future demand need to be developed in order to identify additional infrastructure requirements</li> </ul>

### Ensuring the adequate supply and delivery of electricity to the Sunshine Coast Region

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>The current energy generation capacity for Queensland is considered adequate for the increasing demand according to the SEQ Infrastructure Plan (2007).</li> </ul>	<ul style="list-style-type: none"> <li>The projected forecasts for the resident and visitor population in the Sunshine Coast Region will place increasing pressures on the transmission and distribution infrastructure in the region</li> </ul>	<ul style="list-style-type: none"> <li>The SEQ Infrastructure Plan and Program 2007 has a number of projects underway for the development of energy infrastructure to service the Sunshine Coast Region. This includes: <ul style="list-style-type: none"> <li>Reinforcement of the Northern Sunshine Coast transmission infrastructure</li> <li>Upgrade of the Sub-transmission and distribution network for the Sunshine Coast (Energex) – Palmwoods to Paradise Springs transmission line</li> <li>Investigations are currently being undertaken by the Australian Pipeline Trust to construct a natural gas transmission pipeline connecting the Brisbane gas transmission pipeline at Gatton to Gympie</li> <li>Construction of the Maroocha Substation by Energex to service Maroochy Shire is expected to be commissioned by late 2008.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The current and proposed infrastructure development in the region is likely to deliver adequate energy generation, transmission and distribution for the future resident and visitor population.</li> <li><b>Action:</b> The forecasts for future demand will need to be regularly reviewed.</li> </ul>



Alexandra Headland, Maroochydore

### Upgrade Gympie and Cooloola Coast sewerage systems

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Cooloola Shire has recognised the need for investment in upgrading sewerage system infrastructure across the sub-region</li> </ul>	<ul style="list-style-type: none"> <li>Issues include operations management, demand management, infrastructure procurement and maintenance</li> <li>Cooloola Shire Council Operational Plan<sup>23</sup> – Vision for Sewerage -To protect public health, safety and the environment by the provision of an efficient system for safe collection, transportation, treatment and disposal of sewage waste.</li> </ul>	<ul style="list-style-type: none"> <li>Sewerage system upgrade projects 06/07: <ul style="list-style-type: none"> <li>Sewage Treatment Plant Upgrades at Tin Can Bay, Cooloola Cove and Rainbow Beach.</li> <li>Planning and Design for Gympie Sewage Treatment Plant</li> <li>Sewage Transport System Upgrades in Gympie</li> <li>Rainbow Beach and Cooloola Cove Rising Main Upgrades</li> <li>Corella Road Pump Station and Rising Main Upgrade</li> <li>Trunk Infrastructure to service new development in Southside</li> <li>Imbil Sewerage.</li> <li>Mains Assessment Program</li> </ul> </li> <li>Cost of upgrades approximately \$75 million</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Immediate upgrades required as per the Cooloola Shire Council Operational Plan</li> <li><b>Action:</b> Future demand needs to be projected with plans for further upgrades</li> </ul>

### Upgrade Gympie, Tin Can Bay and Cooloola Cove water treatment plants

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Cooloola Shire has recognised the need for investment in upgrading water treatment infrastructure throughout the sub-region</li> </ul>	<ul style="list-style-type: none"> <li>Issues include supply of potable water, loss management and demand management</li> <li>Cooloola Shire Council Operational Plan – Vision for Water - To meet the community needs for potable water by the efficient purchase, treatment, storage and distribution of water to Shire consumers</li> </ul>	<ul style="list-style-type: none"> <li>Water Supply Upgrades 06/07 <ul style="list-style-type: none"> <li>Gympie – Jones Hill Water Treatment Plant Upgrade</li> <li>Tin Can Bay/Cooloola Cove Trunk Main Upgrade.</li> </ul> </li> <li>Cost of upgrades approximately \$40 million</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Immediate upgrades required as per the Cooloola Shire Council Operational Plan</li> <li><b>Action:</b> Future demand needs to be projected with plans for further upgrades</li> </ul>

## 4. Telecommunications Infrastructure

### Development of high speed, accessible and reliable Broadband infrastructure to all areas of the Sunshine Coast

Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>The provision of high quality Broadband services throughout the region is limited and patchy</li> </ul>	<ul style="list-style-type: none"> <li>There is high demand from the current resident and visitor population for improved Broadband services</li> <li>This particularly applies to the business / conference traveller in both the coastal and hinterland destinations</li> </ul>	<ul style="list-style-type: none"> <li>Currently, the SEQ Council of Mayors are seeking funding under the Connect Australia program in order to support the deployment of an optical fibre broadband network linking the 18 SEQ Councils</li> <li>There is an opportunity for the development of high speed Broadband infrastructure to service all areas of the Sunshine Coast Region.</li> <li>Cost of development approximately \$250 million</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> A strategy for the development of appropriate Broadband infrastructure to service the region in required</li> <li>This will ensure the needs of the business traveller are met.</li> </ul>

23 Cooloola Shire Operational Plan, Cooloola Shire Council (2006)

Regional Telecommunications Infrastructure Study			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Telecommunications infrastructure is provided throughout the region however quality and access in some areas is a concern</li> </ul>	<ul style="list-style-type: none"> <li>There is high demand from the current resident and visitor population for improved telecommunications infrastructure</li> <li>This particularly applies to the business / conference traveller in both the coastal and hinterland destinations</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity for the Sunshine Coast Regional Council (SCRC) to undertake a region wide study of telecommunications infrastructure</li> <li>This would allow for the establishment of a network master plan and identification of areas where open access networks are needed</li> <li>Cost of study approximately \$0.2 million</li> <li>Implementation of the network master plan is ten required</li> <li>A Data Centre is currently under construction in Cooroy</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> A master plan / telecommunications strategy for the development of appropriate telecommunication network infrastructure is required</li> <li>This will ensure the needs of the business traveller are met.</li> </ul>

## Infrastructure Support Services

### 1. Public Transport Connectivity

Improvements to public transport service connectivity			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>Translink bus services terminate at Noosa and do not service the Cooloolool LGA</li> <li>The train line runs from Brisbane to Gympie through the Sunshine Coast Region but does not stop in major tourism destinations</li> <li>Bus services connect to Nambour and Landsborough rail stations</li> </ul>	<ul style="list-style-type: none"> <li>The demands for public transport and alternative transport methods are growing</li> <li>Poor connections and linkages between the public transport network mean that future demand will not be met</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity for the Sunshine Coast Region to improve connectivity between public transport services in order to encourage alternative transport options</li> <li>Immediate projects which can be identified include: <ul style="list-style-type: none"> <li>Expansion of the Noosa holiday shuttle bus service to include beaches and Eumundi</li> <li>Assess the feasibility of implementing a similar seasonal loop service within and between Maroochydore, Mooloolaba and Caloundra and introduce specific holiday services during peak season</li> <li>Assess and improve the courtesy bus system in cooperation with the hospitality industry to better integrate existing and future services</li> <li>Encourage tourist facilities to be supported by 'Green Transport Plan' that seeks to support the use of alternative modes of transport, including public and charter transport, walking and cycling</li> <li>Development of transit centres / hubs at major centres</li> <li>Investigations currently underway into the development of a bus depot at Cooyar Street, Noosa Heads to improve transport services</li> <li>Express bus services between Maroochy and Noosa</li> <li>Investigations into the implementation of bus services with headway frequency rather than set timetable</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Investigation into immediate projects for improving public transport service connectivity are required</li> </ul>



Improvements to public transport service connectivity			
Background	Issues	Opportunities	Conclusions
		<ul style="list-style-type: none"> <li>■ Immediate projects which can be identified include: (continued) <ul style="list-style-type: none"> <li>- Regular public transport between Gympie and Rainbow Beach / Tin Can Bay, compatible with onward connections by bus and Queensland Rail from Gympie</li> </ul> </li> <li>■ Costs range from \$0.5 million - \$40 million per project with a cumulative total of approximately \$55 million</li> </ul>	

## 2. Public Transport Packaging and Information Services

Development of appropriate packaging and information services for public transport users in the Sunshine Coast Region			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>■ The current public transport system through the Sunshine Coast Region is fragmented and provides limited packaging or information for visitors.</li> </ul>	<ul style="list-style-type: none"> <li>■ As the demand for public transport increases, there will be huge pressure placed on the current network and its support services</li> </ul>	<ul style="list-style-type: none"> <li>■ In order to promote opportunities for public transport usage to overnight domestic and international visitors the SunTran Strategy (2007) has identified a number of strategies. These include: <ul style="list-style-type: none"> <li>- Provide bus / train timetables from key tourist accommodation areas to specific tourist attractions.</li> <li>- Integrated transport holiday packages including the use of air / rail and public transport options to and within the region</li> <li>- Explore the scope and feasibility of providing expanded and/or new dedicated services for large-scale tourist events in cooperation with Translink and local bus operators</li> <li>- Encourage event managers to explore and promote opportunities for specific integrated weekend tickets by public transport from Brisbane to major events on the Sunshine Coast</li> </ul> </li> <li>■ Costs range from \$0.5 million - \$1 million per project with a cumulative total of approximately \$3 million</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Action:</b> Investigations into the development of integrated public transport services and packages should be undertaken in order to encourage visitor use of the public transport system.</li> </ul>



Hastings Street, Noosa Heads

### 3. Aviation Services

Improved air access to the Sunshine Coast Region			
Background	Issues	Opportunities	Conclusions
<ul style="list-style-type: none"> <li>There are currently no international carriers servicing the Sunshine Coast Airport</li> <li>The major international source market for the Sunshine Coast Region is New Zealand</li> </ul>	<ul style="list-style-type: none"> <li>Without development and expansion of the Sunshine Coast Airport, the current aviation infrastructure can not support the introduction of international aircraft carriers / charters</li> </ul>	<ul style="list-style-type: none"> <li>The development of the East-West Runway provides an opportunity for the improvement to the types of carriers and number of services to the region.</li> <li>A feasibility study should be undertaken into the option of improving access options for the international traveller. This would include identifying potential international charter providers who could service the region eg. strategic partnerships with Trans-Tasman airlines as well as alternative transport options from the Brisbane International Airport.</li> <li>Increased frequency and scheduling of services could be investigated, particularly with the low cost carriers for the leisure and business traveller.</li> <li>Relocation of the Caloundra Airport facilities has also been identified as a potential project for the investigation of improvements to air access</li> <li>The securing of tenure and hardening of the surface for the Rainbow Beach Airstrip has also been identified as a priority for the Cooloola sub-region</li> <li>Costs for these projects range from \$1 million to \$300 million with a cumulative total close to \$1 billion</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> A feasibility analysis should be undertaken to investigate the introduction of additional services and airline carriers servicing the Sunshine Coast Airport.</li> </ul>

## Appendix 5: Tourism Investment – Projects

Throughout Appendix 5, the key actions for the implementation of the tourism investment projects are provided. Recommendations on the potential stakeholders for involvement in the implementation process are provided. Lead agencies for implementation will need to be determined as part of the implementation strategy. It is recognised that Tourism Queensland, the Department of Employment, Economic Development and Innovation and other State Government Agencies will take on a liaison role in taking forward many of these projects.

### Tourism Precinct Development

#### 1. Noosa

##### a. Noosa Riverfront/ Harbour - Tewantin

Implementation of plans to further develop Noosa Riverfront / Harbour - Tewantin		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Noosa Riverfront / Harbour - Tewantin</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities include the expansion and refurbishment of the Noosa Regional Gallery</li> <li>This will provide further cultural visitor experiences and improved connectivity with Noosa Harbour would improve accessibility, exposure and experience</li> <li><b>Action:</b> Support for the expansion of the Noosa Regional Gallery</li> </ul>

## b. Noosaville

Further development of nature-based activities and experiences including low-key infrastructure along the Noosa River and other natural attractions		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Noosa River and surrounds</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li>The Noosa River is under increasing pressure from population growth, development, tourism, increased boat numbers, recreation and other human activities in and adjacent to the River</li> <li>The Noosa River Plan identifies plans for protecting the ecological, cultural heritage and visual qualities of the Noosa River system, balanced with the demands of its various recreation, tourism and fishing practices</li> <li><b>Action:</b> Support for the implementation of the Noosa River Plan and continue to provide low key visitor experiences</li> </ul>

## c. Noosa Heads

Noosa Junction Masterplan and Transit Centre		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>The Junction, Noosa Heads</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Business and Property Owners</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Implementation of recommendations and strategies under the Noosa Community Transport Strategy such as the Noosa Junction Transit Centre, Cooroy Transit Hub and Noosa Civic Transit Hub projects</li> <li>Planning is currently underway for a major transit centre at Noosa Junction as part of broader master plans for regenerating this business centre</li> <li>Revitalisation of the Junction with a focus on leisure, shopping and dining experiences</li> </ul>
Development of Girraween Cricket Grounds and Cycle Track		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Girraween Estate Noosa Heads</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Implementation of the Girraween Master Plan</li> </ul>
Redevelopment of the Noosa Heads Main Beach Boardwalk		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Noosa Heads Main Beach</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>RDA</li> <li>Property owners</li> </ul>	<ul style="list-style-type: none"> <li>Funding for the redevelopment of the Boardwalk at Noosa Heads has been announced</li> <li><b>Action:</b> Support for the redevelopment of the Noosa Heads Main Beach Boardwalk</li> </ul>

## d. Additional Projects

Implementation of the Noosa Community Transport Strategy		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Noosa area</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>DMR / QT</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Implementation of recommendations such as the Noosa Junction transit centre, Cooroy transport hub, Noosa civic transport under the Noosa Community Transport Strategy etc</li> <li><b>Action:</b> Implementation of the Noosa Walking and Cycling Strategy</li> <li>Need to provide linkages with other local transport plans in the region</li> <li>The Visitor Transport Strategy is currently being developed and is an outcome of the Noosa Integrated Local Transport Plan</li> </ul>
Rural Precinct Planning for Ecotourism		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Noosa hinterland</li> </ul>	<ul style="list-style-type: none"> <li>OUM</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>Determining what type and scale of ecotourism would be appropriate for the Noosa hinterland</li> <li>Drafting appropriate planning scheme amendments to facilitate such products in the right locations</li> <li><b>Action:</b> Undertake rural precinct planning for ecotourism in the Noosa hinterland</li> </ul>



## 2. Maroochy

### a. Maroochydhore

Development of the Sunshine Coast Performing Arts Centre and Regional Library		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Maroochydhore City Centre</li> </ul>	<ul style="list-style-type: none"> <li>Invest Queensland</li> <li>SCRC</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>Centre to incorporate regional arts / conference facility – tiered theatre, art cinema/studio theatre, art gallery, meeting rooms, public spaces and plazas</li> <li>To be extended to incorporate regional library</li> </ul>

### b. Mooloolaba

Marine infrastructure demand study – Mooloolaba Wharf		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>The Mooloolaba Wharf and Yacht Club provide a total of 348 berths for a wide range of commercial and recreational vessels</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Mooloolaba Wharf management</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Demand for marine berths in Queensland is rapidly increasing with approximately 1500 people on waiting lists for berths in Queensland</li> <li>Current demand for marine berths in the Sunshine Coast region is unknown</li> <li><b>Action:</b> Undertake a marine infrastructure demand study for the Mooloolaba Wharf to determine the future upgrading and expansion of facilities required</li> </ul>
Improved on-shore facilities at LaBalsa Park boat ramp		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>LaBalsa Park - Mooloolaba</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Construction of single lane public boat ramp and associated on shore facilities</li> </ul>

### c. Blackall Range

Support for the Hinterland Connect Bus Service		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Maleny to Nambour</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>QT / DMR</li> </ul>	<ul style="list-style-type: none"> <li>The Hinterland Connect Bus Service from Maleny to Nambour is being conducted as a trial for 6 months from late 2007</li> <li>The service stops at major transport hubs and tourist attractions throughout the hinterland region</li> <li><b>Action:</b> Subject to the success of the trial period, support for the continuation of this service is recommended</li> </ul>

### d. Nambour

Nambour Hub of the Hinterland Revitalisation Program		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Nambour town centre</li> </ul>	<ul style="list-style-type: none"> <li>Nambour Futures and Chamber of Commerce</li> <li>SCRC</li> <li>OUM</li> <li>RDA</li> </ul>	<ul style="list-style-type: none"> <li>These key projects are at the centre of Nambour Hub of the Hinterland Program: <ul style="list-style-type: none"> <li>Nambour Streetscaping and Public Domain Improvements Project to stimulate retail, social and business</li> <li>Town Centre Management Plan - a three-year action plan for reshaping and revitalising the Nambour town centre, enhancing it to become the prosperous hub of the Sunshine Coast hinterland.</li> <li>Nambour Structure Plan - establishes the key regional structural elements of Nambour to provide a framework for development within the Town Centre to 2026.</li> </ul> </li> <li><b>Action:</b> Support for the implementation of the program</li> </ul>

### e. Coolum

Hyatt Coolum Redevelopment		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Hyatt Coolum</li> </ul>	<ul style="list-style-type: none"> <li>Hyatt Coolum</li> <li>Developers</li> </ul>	<ul style="list-style-type: none"> <li>The development of Visage and Vantage Stage 1 was the first step to realising an integrated resort residential community</li> <li>Visage: 40 luxury homes and apartments between the 12th and 17th fairway</li> <li>Vantage: 80 home sites</li> <li>Central: 120 multi-dwelling units central to resort facilities</li> <li>Beachside: Five distinct resort villages, 5 ha recreational lake, beach club and café.</li> <li>\$3 million infrastructure upgrade and renovation to day spa in 2008</li> <li><b>Action:</b> Support for the redevelopment of the Hyatt Coolum to 2011</li> </ul>

### f. Additional Projects

Implementation of the Sippy Downs / Chancellor Park 'Land for Future Recreation / Outdoor Recreation' Study		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sippy Downs / Chancellor Park</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>15ha site currently under investigation</li> <li><b>Action:</b> Subject to a review of study findings, support for the development of Sippy Downs / Chancellor Park 'Land for Future Recreation / Outdoor Recreation' Study</li> </ul>

Implementation of Rural Futures Strategy – Maroochy Rural Enterprise Project		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Maroochy sub-region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Rural business owners</li> <li>Rural land owners</li> <li>Farmers</li> <li>DPI, CSIRO</li> </ul>	<ul style="list-style-type: none"> <li>The viability and sustainability of the rural economy will determine the health of its natural environment and its residents</li> <li>The core business of the MREP is to focus on rural enterprises of all shapes and sizes, including agriculture, horticulture, craft industries, professional and service businesses and all other enterprises located in the rural area of Maroochy.</li> <li>The rural part of Maroochy Shire's Rural Futures Project covers approximately 80% of the land and supports 20% of the population.</li> <li><b>Action:</b> Support for the implementation of the Rural Futures Strategy</li> </ul>

Relocation of Horton Park Golf Course		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Horton Park Golf Course</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>Relocation and redevelopment of the Horton Park Golf Course to outside Maroochy City Centre</li> <li><b>Action:</b> Support for the relocation of the Horton Park Golf Course and redevelopment of the original site as per the Maroochy Structure Plan</li> </ul>

## 3. Caloundra

### a. Caloundra Central District

Development of Tripcony Hibiscus Master Plan		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Tripcony Hibiscus Site – Caloundra (Lot 764 CP 889999)</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>Master planning is underway for the area currently in use as Tripcony Hibiscus Caravan Park. It is a CBD / beachside location – 3.8 hectare parcel of Crown land within the Caloundra CBD precinct.</li> <li>Current lease over the land expires in 2009.</li> <li>Extension of the lease is at the discretion of the state Government.</li> <li>The Master Planning intention is to create an icon and accessible public entranceway to Caloundra CBD that opens the foreshore to community and visitor use, creates visual amenity and incorporates mixed use development and open space.</li> <li>State government approval and support will be a requirement for any new public / private investment on this site</li> <li><b>Action:</b> Support for the development and implementation of the Master Plan</li> </ul>

Investment in the redevelopment of The Events Centre area in Caloundra		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Caloundra</li> <li>Stage 1 Upgrade-The Events Centre</li> <li>Stage 2 Major Capital Works TBC (notional \$20m)</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>The Events Centre</li> <li>Investors / Developers</li> <li>State and Federal Govt funding</li> </ul>	<ul style="list-style-type: none"> <li>Expansion and refreshment of the Events Centre will provide additional capacity for conference and events groups</li> <li>Strategic and Business Planning is required to assess local and regional need and to determine events and cultural facilities hierarchy across the Sunshine Coast</li> <li>Partnership Funding for major capital works of this nature may be delayed due to commitments made to other cultural and visitor projects through State and Federal programmes</li> <li><b>Action:</b> Support for the redevelopment of The Events Centre in Caloundra</li> </ul>

#### b. Golden Beach / Pelican Waters

Completion of Golden Beach Foreshore Master Plan		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Golden Beach</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>The Foreshore Master Plan for Golden Beach is currently underway</li> <li><b>Action:</b> Support for the completion of the Golden Beach Foreshore Master Plan</li> </ul>

#### c. Additional Projects

Development of Corbould Park as an Equestrian Precinct – Eastern Development – International Stables / Hotel and Convention Centre		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Corbould Park, Caloundra</li> </ul>	<ul style="list-style-type: none"> <li>Corbould Park management</li> <li>SCRC</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Development of Corbould Park as an Equestrian Precinct will provide a regional cultural / entertainment attraction and experience of State significance</li> <li>Prospects for significant investment have been identified as been a national training and racing facility with visitor accommodation- and increased use for breeding and racing on international grade synthetic track surface</li> <li>Convention Centre proposed to attract Asian and Arab visitors and racing symposiums</li> <li><b>Action:</b> Support for master planning and implementation for the further development of Corbould Park</li> </ul>

Implementation of Bokarina Beach Structure Plan - Bokarina Beach Surf Life Saving Tower and Surf Club		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Bokarina Beach Bathing Reserve and Surf Life Saving Club</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Surf Life Saving Association</li> </ul>	<ul style="list-style-type: none"> <li>A 'new' beachside suburb and bathing reserve is to be located in the area of Bokarina Beach. Visitor and community access and amenity is being Master Planned inclusive of tourist and residential accommodation, and tourist and retail activity nodes.</li> <li>The Bokarina Beach Structure Plan includes the construction of a surf club and lifeguard facilities / tower thereby opening a 'new' beach to community and visitor use</li> <li><b>Action:</b> Support for the implementation of the Bokarina Beach Structure Plan</li> </ul>

Further Development of Wurtulla Beach (Kawana Beach)		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Wurtulla Beach</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>Surf Life Saving Association</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the development of a Wurtulla Beach Structure Plan for development of appropriate infrastructure, services and facilities</li> </ul>

Redevelopment and expansion of the Caloundra Art Gallery		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Caloundra Art Gallery</li> </ul>	<ul style="list-style-type: none"> <li>Caloundra Art Gallery Management</li> </ul>	<ul style="list-style-type: none"> <li>Expansion and refreshment of the Caloundra Regional Gallery will provide further cultural visitor experiences</li> <li>The relationship with the nationally recognized Ken Hines Collection represents an opportunity to create a nationally recognized regional gallery 'destination'</li> <li>Hierarchy of facilities across Sunshine Coast needs to be established</li> <li><b>Action:</b> Support for the expansion and refreshment of the Caloundra Regional Gallery</li> </ul>

#### 4. Cooloola

##### a. Tin Can Bay

Investigations concerning the possible future development of the Fraser Straits Marina – Tin Can Bay		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Tin Can Bay currently has a yacht club and marina providing 360 catamaran and mono berths up to 20m</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>Investors / developers</li> <li>Invest Queensland</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>The development and expansion of marine facilities in Tin Can Bay provides an opportunity for the demands of the growing marine industry to be met</li> <li>A development application has been lodged with the Cooloola Shire Council by Fraser Straits Marina to expand existing marine facilities in Tin Can Bay at Norman Point</li> <li>This development would allow for an additional 250 marine berths and significant commercial and retail development</li> <li><b>Action:</b> Further investigation and consultation is needed, including an environmental impact assessment, to ensure that this development does not adversely impact upon key stakeholders and the environment</li> </ul>

##### b. Mary Valley

Development of recreational activities in the Mary Valley Region		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Mary Valley and surrounds</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>Investors / developers</li> </ul>	<ul style="list-style-type: none"> <li>The Mary Valley region provides a wide range of recreational and leisure tourism development opportunities</li> <li>This includes activities associated with the proposed Traveston Crossing Dam if it is to be taken forward</li> <li>The Mary Valley Tourism Action Plan and Traveston Dam Recreation Study are currently being developed</li> <li><b>Action:</b> Support for the recommendations made in these studies would be subject to full stakeholder consultation and support</li> <li><b>Action:</b> Support the development of the approved Freshwater Species Conservation Centre as part of the Traveston Dam Crossing project</li> </ul>

##### c. Rainbow Beach

Improve access to Rainbow Beach		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Rainbow Beach</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Scoping Study required to determine required infrastructure for improved access to Rainbow Beach including the development of hardened boardwalks</li> <li>Consideration for the environmental impact of development is required</li> </ul>
Investigations into the development of a Rainbow Beach Golf Course		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Rainbow Beach</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>DERM / QPWS</li> <li>Developers / Investors</li> </ul>	<ul style="list-style-type: none"> <li>An 80ha site has been earmarked for a golf course development in Rainbow Beach</li> <li><b>Action:</b> Scoping Study required to determine the feasibility of developing a golf course and the suitability of the proposed location</li> <li>Consideration for the environmental impact of development is required</li> </ul>
Development of Carlo Point Marina		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Rainbow Beach</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the further development of Carlo Point Marina</li> </ul>



#### d. Gympie

Further development of cultural heritage visitor experiences and activities in the Gympie area		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Gympie</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>DERM / QPWS</li> <li>TSC</li> </ul>	<ul style="list-style-type: none"> <li>The Gympie area provides a wide range of opportunities for the development of visitor experiences and activities based on the area's distinctive culture and heritage</li> <li>Opportunities exist for the further development of the area's gold mining heritage</li> <li><b>Action:</b> Undertake a feasibility study to determine appropriate development options for cultural heritage visitor experiences and activities</li> </ul>

#### e. Additional Projects

Development of nature-based visitor experiences in reserves and coastal areas of Cooloola		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Cooloola parks and coastal areas</li> </ul>	<ul style="list-style-type: none"> <li>GRC</li> <li>DERM / QPWS</li> <li>TSC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support the implementation of parks and recreation reports which have been prepared in the region over the past 5 years</li> </ul>
Development of nature-based visitor experiences in reserves and coastal areas of Cooloola		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Cooloola</li> </ul>	<ul style="list-style-type: none"> <li>TSC</li> <li>Fraser Island Tourism Organisations</li> </ul>	<ul style="list-style-type: none"> <li>Packaging opportunities with Fraser Island include tours, accommodation and transport options which incorporate Cooloola Region and Fraser Island experiences</li> <li><b>Action:</b> Develop a scoping study to determine potential partnership and packaging opportunities with Fraser Island</li> </ul>

### Product and Experience Opportunities

#### 1. Accommodation

Reinvestment and refurbishment of accommodation establishments		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Particularly in coastal areas</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Developers / investors</li> <li>Establishment owners</li> </ul>	<ul style="list-style-type: none"> <li>Reinvestment in older accommodation establishments is required in order satisfy visitor demands for quality accommodation options</li> <li>Reinvestment and refurbishment may help in raising occupancy levels</li> <li>Reinvestment is required if visitor needs and expectations are to continue to be met</li> <li><b>Action:</b> Undertake a strategic review into strata title development throughout the Sunshine Coast Region</li> </ul>
Development of budget / backpacker accommodation		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast – including Cooloola hinterland and Caloundra</li> <li>Feasibility study required to determine appropriate location</li> <li>Caloundra for sports-tourism-proximity to Stockland Park/ Central Park sporting facilities</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> <li>Developers / investors</li> </ul>	<ul style="list-style-type: none"> <li>Current lack of backpacker and budget / low cost accommodation, particularly in the hinterland regions of the Sunshine Coast</li> <li>Stockland Park Caloundra and the sporting infrastructure located in and around Central Park Caloundra attracts international, national and State events in water-based sports and training including international rowing, swimming and field sports such as cricket, rugby etc.</li> <li><b>Action:</b> Develop a feasibility study to determine demand and appropriate location for development</li> </ul>

### Development of mixed use caravan park style accommodation

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Feasibility study required to determine appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> <li>Developers / investors</li> </ul>	<ul style="list-style-type: none"> <li>The region requires additional caravan park style accommodation to cater for drive and budget markets</li> <li>Mixed use accommodation should include caravan, camping and cabin options</li> <li>The Tripcony Hibiscus Master Plan Study provides options for mixed use accommodation development (please refer to section 3b in Appendix 5 - Tourism Precinct Development)</li> <li><b>Action:</b> A supply and demand study needs to be completed subject to the findings of the Tripcony Hibiscus Master Plan study</li> </ul>

## 2. Regional Cuisine

### Further development of the regional cuisine market

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Dining precincts throughout the region</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Local producers</li> <li>Wine producers</li> <li>Restaurant owners</li> <li>Markets</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities include: <ul style="list-style-type: none"> <li>Development of dedicated dining / entertainment precincts. These precincts should be consistent with those identified in the retail hierarchy and regional LGMS's</li> <li>Improve the quality and range of food / visitor experiences</li> <li>Develop unique and local regional signature dishes (regional cuisine)</li> <li>Support fresh produce markets</li> <li>The opportunity for further development and promotion of the organic food movement and 'pasture to plate' initiatives</li> </ul> </li> <li><b>Action:</b> Establish a working group to identify opportunities for development of regional cuisine</li> <li><b>Action:</b> Development of a Food and Wine Strategy</li> <li><b>Action:</b> Alignment of activities with the work already being undertaken by the Sunshine Coast Food Association and the Sunshine Coast Business Diversification Project</li> </ul>

### Development of a network of regional dining options and operators

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Dining precincts throughout the region</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Local producers</li> <li>Restaurant owners</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships with local produce providers and restaurants is required</li> <li>Foster connectivity between local food and wine producers and the tourism industry</li> <li>Introduce improved bundling / packaging of products and experiences</li> <li><b>Action:</b> Undertaken through the development of a Food and Wine working group and Strategy in the region</li> </ul>

## 3. Business Tourism

### Development of tours, activities and dining options to support the business events and large conference group market

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Throughout the region – centred around conference locations</li> </ul>	<ul style="list-style-type: none"> <li>Sunshine Coast Convention Bureau</li> <li>Tourism operators</li> <li>Tour operators</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li>There is currently a lack of packaged product to service the needs of the events and large conference group market</li> <li>The development of packages to suit large groups, including tours, activities, dining and transport options is required</li> <li><b>Action:</b> Undertake a study to develop a demand profile to demonstrate the need for additional business tourism infrastructure</li> </ul>

### Development of accommodation to cater for large conference / events groups

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Feasibility study required to determine appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Developers / investors</li> <li>Conference venues</li> </ul>	<ul style="list-style-type: none"> <li>Accommodation available for large conference and events groups is currently inadequate</li> <li>Partnerships with current conference providers need to be established</li> <li><b>Action:</b> Expansion of current accommodation associated with conference venues should be investigated</li> <li><b>Action:</b> Feasibility study to be undertaken to determine potential opportunity for development of a dedicated conference hotel</li> </ul>

#### 4. Arts / Creative Industries

Establishment of sub-regional arts / enterprise centres		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Cultural experience clusters</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to develop sub-regional experience clusters focused on arts / creative / cultural experiences and attractions leveraging off intellectual and cultural capital and the development of a regional nationally significant gallery within Caloundra</li> <li><b>Action:</b> Develop and prepare a creative industries database and promote the development of arts / craft clusters and business networks</li> </ul>
Promotion and development of the Arts / Creative Industries		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Arts / Creative experience clusters</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Industry operators</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>Promoting the take up and linkages of arts / creative industries experiences and activities in holiday and leisure packages including art trails and markets</li> <li>This includes the development and promotion of industry operations such as art galleries, designers, visual arts etc</li> <li>The opportunity for the growth of the Heart of Gold Film Festival in Gympie is possible through the development of additional accommodation and supporting infrastructure</li> <li><b>Action:</b> Undertaken through the creative industries database, clusters and networks</li> </ul>
Development of a regional museum		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Feasibility study to determine appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>Invest Queensland</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>Regional museum to host significant cultural and historical collections currently in storage</li> <li><b>Action:</b> Develop a feasibility study determine appropriate location and design of a regional museum around distinctive aspects of the region's history or culture</li> </ul>

#### 5. Spa and Wellness

Promotion and development of the Spa and Wellness / Health Market		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Various locations</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Spa tourism industry operators</li> <li>Accommodation providers</li> </ul>	<ul style="list-style-type: none"> <li>Promoting the take up of spa and wellness / health activities in holiday and leisure packages</li> <li>This includes the development and promotion of alternative / natural medicine and natural therapies as visitor experiences</li> <li>Integrating spa experiences with business and sports events</li> <li>Diversifying treatments and integrating spa services</li> <li>Building spa experiences into event and conference programs (pre and post programs)</li> <li>Promoting spa and wellness programs with food and wine promotions</li> <li>Developing a set of sustainability indicators for the spa industry</li> <li>Developing unique regional spa experiences centred on local spring water and local aroma products</li> <li><b>Action:</b> Undertake a regional audit of all spa, wellness and alternative health products and experiences in order to develop a regional directory for promotion and product bundling purposes</li> </ul>

#### 6. Drive Tourism

Undertake a drive tourism signage audit of the region		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Road network throughout the region</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>DMR / QT</li> <li>SCRC / GRC</li> <li>LTOs</li> <li>VICs</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Undertake an audit of the drive tourism signage in the region to allow for the identification of required signage and potential for further development of drive tourism routes</li> <li><b>Action:</b> Development of a Corridor Management Plan in accordance with DMR Guidelines</li> <li>The Corridor Management Plan should also consider the development of appropriate drive tourism collateral including maps, brochures etc</li> </ul>

### Development of packaged drive tour products in association with 'Experience Clusters' to include linkages between key tourism nodes and attractions

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Experience clusters</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Tour operators</li> <li>Tourism industry operators</li> </ul>	<ul style="list-style-type: none"> <li>Packaged tour products and drive tourism product can be designed for individual target markets to cater for their preferences</li> <li>Operator support in product bundling and packaging is required</li> <li><b>Action:</b> Undertaken through Corridor Management Plan strategies</li> </ul>

## 7. Beach and Water-Based Infrastructure / Activities

### Development of regional management plans to guide future use and recreational activities allowed along surf beaches

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Experience clusters</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Tour operators</li> <li>Tourism industry operators</li> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>The beach is the Sunshine Coast's natural product strength</li> <li>Opportunities exist for the further development of beach and river-based activities and visitor experiences eg. Paragliding, beach sports etc</li> <li><b>Action:</b> Community consultation is required to identify range and type of activities that are suitable in a beach environment</li> <li><b>Action:</b> Develop a regional management plan for the future use and recreational along surf beaches</li> </ul>

### Investigation into the development of a large ship facility in the region

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>There is currently no dedicated 'large ship' port facility on the Sunshine Coast</li> <li>Marine facilities in Mooloolaba, Tewantin and Tin Can Bay provide berthing for commercial and pleasure-craft with the Mooloolaba Wharf accommodating craft up to 30m</li> </ul>	<ul style="list-style-type: none"> <li>Invest Queensland</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>There has been strong growth in the marine industry over the past few years.</li> <li>Inadequate infrastructure has been identified by the Australian Marine Industry Action Agenda (2006) as the major impediment to further growth of the marine industry.</li> <li><b>Action:</b> Support of current planning investigations into the development of a marine facility including that proposed for Tin Can Bay</li> <li>This should include an initial feasibility analysis based on future demand of current marine facility sites such as Mooloolaba and Tin Can Bay</li> </ul>

### Identification of additional new public boat ramps required

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Study to identify required locations</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Additional public boat ramps and on shore facilities are required</li> <li>Single lane public boat ramps have already been identified as a priority at Kawana Way Parreara and Roys Road Coochin Creek</li> <li><b>Action:</b> Demand study required to determine appropriate locations</li> <li><b>Action:</b> Support for the construction of additional new public boat ramps and on shore facilities</li> </ul>





## 8. Golf / Sports Tourism

Further development of sport tourism in the region		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Study to identify required locations</li> </ul>	<ul style="list-style-type: none"> <li>Invest Queensland</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li>The development of a sport precinct at Stockland Park will provide many additional product development opportunities for the region</li> <li>Opportunities include: <ul style="list-style-type: none"> <li>The creation of new and improved sporting infrastructure</li> <li>Diversifying sporting activities in the region</li> <li>Promoting the Sunshine Coast as a prime sporting venue for national and international sporting events to increase number of sporting events' hosted in the region</li> <li>Development of budget accommodation options to cater for sports tourism events (please refer to section 1 in Appendix 5 – Product and Experience Opportunities)</li> </ul> </li> <li><b>Action:</b> Establishment of a Sport Tourism Management Group to identify potential development opportunities</li> <li><b>Action:</b> Support for the Sunshine Coast Business Diversification Project in establishing a Sports and Experience cluster</li> </ul>
Investigations into the development of an Equestrian Centre / Multi Purpose Facility in the Region		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Study to identify appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>There are already two proposed sites for the establishment of an equestrian centre – Rainbow Beach and Mary Valley</li> <li>A feasibility study is currently being undertaken into the development of a multi-purpose facility (including an equestrian centre) in Imbil</li> <li><b>Action:</b> Scoping study required to determine the feasibility of developing an Equestrian Centre in the region including identification on an appropriate location</li> <li>Consideration for the environmental impact of development is required</li> </ul>
Further development of general aviation opportunities including skydiving		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Across the region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Invest Queensland</li> </ul>	<ul style="list-style-type: none"> <li>There is the opportunity for further development of general aviation activities in the region, in particular in the growing skydiving market</li> <li><b>Action:</b> Scoping study required to determine the feasibility of further development of the skydiving market and other general aviation opportunities</li> </ul>
Further development of the Maroochydore MultiSport Complex		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Maroochydore MultiSport Complex, Fishermans Road</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>RDA</li> </ul>	<ul style="list-style-type: none"> <li>Development of a new clubhouse and complex facilities is currently underway</li> <li><b>Action:</b> Support for the further development of the Maroochydore MultiSport Complex facilities</li> </ul>



Maroochydore Beach

## 9. Events Tourism

Further development of the Sunshine Coast Events Tourism Sector		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Region wide</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities include: <ul style="list-style-type: none"> <li>Establish specialist regional events unit within SCRC to coordinate event delivery and assistance</li> <li>TSC to focus on the promotion and marketing of regionally significant events</li> <li>Website promotion of events</li> <li>Marketing and support collateral</li> <li>Establishment through SCRC of regional based business approvals support program.</li> <li>Access and support for press and media releases, logo placement, graphics, joint promotional banners, marketing placement rates, media and film clip library etc</li> <li>Business to business networking and sponsorship support</li> <li>Improve coordination and marketing of hinterland festivals</li> <li>Development of new events, potentially based around music, food, wine, heritage, creative industries or sporting activities.</li> <li>It may be possible to capitalise on the popularity of the Woodford Folk Festival with the potential for the development of further fringe activities that will attract more visitors to the region over a longer period of time</li> </ul> </li> <li><b>Action:</b> Support for the further development of Sunshine Coast Events Tourism Sector</li> </ul>

## 10. Visitor Information / Services

Strategy for the development of a coordinated network of VICs including booking systems, visitor collateral, distribution systems and information services		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>VIC Network</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>VICs</li> <li>LTOs</li> </ul>	<ul style="list-style-type: none"> <li>Visitor collateral and information services in the region are currently fragmented</li> <li>Consistent collateral, distribution and services are required to promote the brand and values of the Sunshine Coast and encourage visitation</li> <li><b>Action:</b> Undertake an audit of the current VIC platform</li> <li><b>Action:</b> Develop Visitor Information / Interpretation Strategy Plan</li> <li>This plan should take into consideration the development of a dedicated VIC logo and the need for refurbishment of existing VICs and development of VIC business and operational plans</li> </ul>
Development of additional and appropriate signage and interpretation to provide visitor experiences and education in natural areas		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>National Parks, nature reserves</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity to provide signage and interpretative material that provides quality visitor experiences and education in natural areas</li> <li><b>Action:</b> Undertaken as part of the Visitor Information / Interpretation Strategy Plan</li> </ul>
Development of the Glasshouse Mountains Visitor Information and Interpretive Centre		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Glasshouse Mountains</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>DERM / QPWS</li> <li>LTO</li> <li>RDA</li> </ul>	<ul style="list-style-type: none"> <li>Phase 1 of this project is underway</li> <li>There is an opportunity to develop additional interpretive material and visitor services</li> <li><b>Action:</b> Support for the development of the Glasshouse Mountains VIC</li> </ul>

Relocation of Caloundra Visitor Information Centre		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Caloundra Visitor Information Centre</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>VIC</li> </ul>	<ul style="list-style-type: none"> <li>Relocation of VIC from Caloundra Road to Bruce Highway will occur as part of the redevelopment of the Caloundra Aerodrome site</li> <li><b>Action:</b> Support for refurbishment and relocation of VIC from Caloundra Road to Bruce Highway</li> </ul>
Development of the Hastings Street Visitor Information Centre		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Hastings Street</li> </ul>	<ul style="list-style-type: none"> <li>SCRC</li> <li>VIC</li> </ul>	<ul style="list-style-type: none"> <li>Development of the Hastings Street Visitor Information Centre including additional public toilets and beach showers</li> <li>Development is funded by a State grant and Council funds</li> <li><b>Action:</b> Support for development of the Hastings Street VIC</li> </ul>

## Appendix 6: Green Infrastructure – Projects

Throughout Appendix 6, the key actions for the implementation of the green infrastructure projects are provided. Recommendations on the potential stakeholders for involvement in the implementation process are provided. Lead agencies for implementation will need to be determined as part of the implementation strategy. It is recognised that Tourism Queensland, the Department of Employment, Economic Development and Innovation and other State Government Agencies will take on a liaison role in taking forward many of these projects.

### Regional Tracks and Trails

Development of an integrated cycle and pedestrian tourism trails network		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Throughout the Sunshine Coast Region including coastal and hinterland areas</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Cycle Tourism Australia</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li>The Cycle Tourism Resource Kit currently being developed by Cycle Tourism Australia can provide the framework for the development of a cycle tourism network</li> <li>Further development and linkages between Noosa Trails Network, Caloundra City Bicycle and Pedestrian Strategy, Cooloola Trails Network and Maroochy Recreational Trails Strategy is required</li> <li>Market segments, trail route systems, standards and consistency need be addressed for high probability of success</li> <li><b>Action:</b> Planning and development of a regional pedestrian and cycle way trails network through a Sunshine Coast Trails Strategy</li> </ul>
Development and extension of the Sunshine Coastal Pathway		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Throughout the Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Tourism Sunshine Coast</li> <li>DERM / QPWS</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>The Sunshine Coastal Pathway would form part of the cycle tourism trails network</li> <li>This pathway should be linked to the Cooloola trails network which has been proposed</li> <li>The existing pathway has problems with route styles, standards and consistency. These issues need to be addressed for high probability of success</li> <li>The potential input of the OUM sponsored SEQ Outdoor Recreation Strategy needs to be considered.</li> <li><b>Action:</b> Support for the further development of the Sunshine Coastal Pathway to provide a consistent and linked network</li> </ul>

Investigations into the development of mountain bike and horse riding opportunities		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Parks and green space network</li> <li>Parklands, Noosa, Mapleton, Beerwah, Cooloola</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Private land holders</li> <li>SCRC / GRC</li> <li>DNR</li> <li>Australian Trail Horse Riders Association (Queensland branch)</li> <li>International Mountain Bike Association (local chapter)</li> </ul>	<ul style="list-style-type: none"> <li>A study into the opportunities for development of additional mountain bike and horse riding recreational activities is required</li> <li>The development of existing horse riding trails through State Forest that is being converted to National Park needs to be considered</li> <li>Appropriate locations and linkages between the trails network both on and off park is required</li> <li>Innovative land use of degraded and/or mined out land should be considered e.g. the Eagle Mountain Bike Park in the Adelaide Hills which was developed on rehabilitated farm land</li> <li><b>Action:</b> Develop a feasibility study including identification of demand and appropriate locations</li> </ul>
Development of an integrated hinterland trails network		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast hinterland</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Private land holders</li> </ul>	<ul style="list-style-type: none"> <li>There are a number of regional tracks and trails which have been proposed or are currently being developed, including: <ul style="list-style-type: none"> <li>Maleny to Montville Trail</li> <li>Cooloola Trails Network</li> <li>Ewen Maddock Trails Network</li> <li>Glasshouse Mountains Trails Network</li> <li>North Coast Mountain Bike Touring Trail</li> </ul> </li> <li>The potential input of the OUM sponsored SEQ Outdoor Recreation Strategy needs to be considered.</li> <li>The consultation and reviews carried out in the Active Trails project should be considered in detail</li> <li>The further development of bird watching trails similar to that of Noosa should be investigated</li> <li><b>Action:</b> To be included in the Sunshine Coast Trails Strategy</li> </ul>
Development of Regional Canoe Trails		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Maroochy River, Mooloolah River, Noosa River</li> <li>Pumicestone Passage</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>SCRC</li> <li>Regional Canoe Clubs</li> </ul>	<ul style="list-style-type: none"> <li>The Maroochy River Canoe Trail is a proposed river trail running from Yandina to Maroochydhore with funding announced by the State Government</li> <li>A set of suggested criteria for recognition of "canoe trails" in terms of experience levels of participants is included in the detailed report of the Active trails project.</li> <li>Opportunities in the Pumicestone Passage include the development of commercial tour operations for canoeists</li> <li><b>Action:</b> Support for the development of regional canoe trails including the Maroochy River Canoe Trail</li> </ul>
Investigations into development of recreational opportunities for the trail bike market		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Private land</li> <li>Feasibility study required to identify appropriate location</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Private land holders</li> <li>DNRW</li> <li>Plantations Queensland</li> <li>SCRC / GRC</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for the development of the trail bike / motorbike market are extensive – State and Local Government have identified investment in major motor-sports facility as a strong economic generator however land availability is an issue</li> <li>A preliminary investigation is underway for a Noisy Sports Precinct Study in the Sunshine Coast Region - the current Caloundra City Council is the lead agency in this investigation</li> <li>Green-belt between Brisbane and Caloundra is under investigation as a prospective site for relocation of Caloundra and Caboolture airport-exploring complementarity with a motorsports facility could be investigated</li> <li><b>Action:</b> A feasibility study is required to identify different sector of trail bike riders, a compatibility matrix for trail bike recreation in comparison to other recreational activities and the identification of appropriate locations</li> <li><b>Action:</b> Support the development of the 'Noisy and Hard to Locate Recreation Study'</li> <li><b>Action:</b> Investigations into the provision of appropriate funding and incentives for private land holders</li> <li><b>Action:</b> Detailed review of existing and current trail bike planning by State and Local Authorities is needed together with assessments of the operations of existing private operations.</li> </ul>



## Regional Recreation Development

Development of the Mooloolah River National Park in collaboration with Sunshine Coast University		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Mooloolah River National Park</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Sunshine Coast University</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>The Mooloolah River National Park has the potential for development as a recreational and interpretational park to disperse visitors throughout the parks network</li> <li><b>Action:</b> In partnership with the Sunshine Coast University identify appropriate infrastructure and visitor experiences and recreational opportunities which can be developed</li> <li>Management issues associated with the anticipated development need particular joint-partner consideration because of the peri-urban / urban boundary setting.</li> </ul>
Development and promotion of recreational dive opportunities associated with the ex-HMAS Brisbane		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Ex-HMAS Brisbane site</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Dive operators</li> <li>Tourism Sunshine Coast</li> <li>LTOs</li> <li>VICs</li> </ul>	<ul style="list-style-type: none"> <li>Further promotion and marketing of the recreational dive opportunities associated with the ex- HMAS Brisbane is required to sustain the current dive operators at the site</li> <li><b>Action:</b> Investigation into the development of potential collaborative marketing opportunities through VICs and packaging of tours is required</li> </ul>
Further development of visitor facilities associated with the Glasshouse Mountains		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Glasshouse Mountains (on and off park)</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Traditional owners</li> <li>Private land holders</li> <li>Developers</li> <li>Rockclimbers Association</li> <li>Plantations Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Development of accommodation options for visitors to the Glasshouse Mountains area is required.</li> <li>This includes additional off park accommodation options such as caravan parks, camping and B&amp;Bs</li> <li>There is an opportunity for the development of a Regional Ecotourism Plan for the area to address sustainable use, planning and development issues</li> <li>Investigations into addressing the council restrictions on land use is required</li> <li>Development of visitor experiences associated with the presentation and interpretation of indigenous history and culture</li> <li><b>Action:</b> In partnership with QPWS / DERM and industry, identify key development opportunities for the region</li> </ul>
Implementation of the Bribie Island Recreation Area Management Plan		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Bribie Island Recreation Area</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>The Bribie Island Recreational Area Management Plan is currently being developed</li> <li>The Plan identifies opportunities for the development of recreational opportunities on the island including commercial tour operations</li> <li>The Plan also provides opportunities for the promotion of nature based recreation throughout Pumicestone Passage</li> <li><b>Action:</b> Support for the implementation of the Bribie Island Recreation Management Plan</li> </ul>
Investigations into development of recreational opportunities in Kenilworth and Gympie		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Recreational and green space in Kenilworth and Gympie</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Private land holders</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>The recreational and green space in Kenilworth and Gympie has the potential to be further developed for recreational opportunities such as 4WD and adventure activities</li> <li>Opportunities for the development of the rail network between Kenilworth and Gympie should be investigated to provide linkages between towns via a trails network</li> <li>Noosa – Gympie – Kilkivan Trails discussion currently underway with Rail Trails Australia</li> <li><b>Action:</b> Undertake a feasibility study for the development of recreational opportunities in Kenilworth and Gympie</li> </ul>

### Further development and leveraging of visitor experiences associated with traditional owners of the land

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Various locations eg. Glass House Mountains</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Traditional cultural groups</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity to further develop visitor experiences both on and off parks associated with traditional cultures eg. Glass House Mountains</li> <li>Opportunities such as leveraging existing dance troupes and traditional stories into visitor experiences should be investigated</li> <li>Opportunities exist for incorporating traditional bush food experiences for the visitor</li> <li><b>Action:</b> Development of a working group to form a collaborative partnership arrangement between all stakeholders and identify and implement opportunities</li> </ul>

### Further Development of the Ecotourism / Nature Based Tourism sector

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Regional</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>Tourism Operators</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>The ecotourism / nature based tourism sector is of great significance to the Sunshine Coast Region</li> <li>Opportunities for development include: <ul style="list-style-type: none"> <li>Encourage greater co-ordination within the tourism industry including the establishment of regional nature based operator networks</li> <li>Investigate the development of more hands-on adventure tourism programs including abseiling, horse riding, sailing, scuba diving</li> <li>Encourage the development of nature based short course programs including surf board clinics, surf awareness, sailing etc</li> <li>Promote the development of adventure experiences eg. Climbing, deep sea fishing, mountain hiking etc</li> </ul> </li> <li><b>Action:</b> Encourage the establishment of ecotourism / nature based tourism business networks or clusters so that information can be shared and as a basis for product development</li> </ul>

## Green Infrastructure Support Services

### Build a specialist network of Sunshine Coast commercial operators / accommodation providers to meet the needs of nature and ecotourism sectors

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast hinterland</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Private land holders</li> <li>SCRC</li> </ul>	<ul style="list-style-type: none"> <li>There is an opportunity for the development of a trails network which provides a variety of accommodation and tour options throughout the network</li> <li>The development of such a network would be similar to the 'Inn to Inn' concept developed for the Great Ocean Walk in Victoria</li> <li><b>Action:</b> Develop a feasibility study to determine the viability of accommodation both within and outside the park reserve</li> <li>Development of the concept will require clear guidelines for "material change of use" decisions</li> <li>Council permitting requirements for commercial operations on roads and other publicly accessible lands will need consideration</li> </ul>

### Development of appropriate access and linkages throughout the parks network

Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Parks and green space network (including Exotic and Natural Botanical Gardens) throughout the region</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>Main Roads</li> <li>Translink</li> <li>SCRC</li> <li>QT / QR (for ensuring access across / under rail corridors)</li> <li>DNR</li> </ul>	<ul style="list-style-type: none"> <li>Current public and private transport options and road access to parks and track heads are poor</li> <li><b>Action:</b> Investigations should be undertaken in appropriate transport infrastructure and services to link the parks network</li> <li>Options for development include introduction of public transport services or a shuttle loop system linkage coastal areas throughout the parks network</li> </ul>

Development of accommodation options to cater for the 'grey nomad' market		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Feasibility study required to determine locations</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Developers</li> <li>Tourism Sunshine Coast</li> </ul>	<ul style="list-style-type: none"> <li>Development of accommodation to cater for the growing grey nomads market is required.</li> <li>Investigations into the development of off park multi-use resort style caravan parks</li> <li><b>Action:</b> Feasibility study required to determine demand, location and appropriate design</li> <li>Please note: Study can be incorporated into the feasibility study proposed for the mixed use accommodation in section 7.2.1</li> </ul>
Investigations into the provision of incentives for the development of off park facilities on private land		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Private off park land</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>Private land holders</li> <li>DERM / QPWS</li> <li>OUM</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate incentives are required in order to encourage off park development on private land</li> <li>This includes development of accommodation and other commercial operations</li> <li><b>Action:</b> Investigations into appropriate and feasible incentives for private land holders is required</li> <li>OUM guidelines for land use in non-urban areas will determine the allowable scope of facilities and activities</li> <li>Council guidelines for material change of use (to recreation / tourism facilities) are perhaps the most important consideration</li> </ul>
Further development of infrastructure to accommodate major recreational events		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>World Rally Championships – Kenilworth</li> <li>Gympie Muster</li> </ul>	<ul style="list-style-type: none"> <li>Main Roads</li> <li>Translink</li> <li>Accommodation providers</li> <li>SCRC / GRC</li> <li>DERM / QPWS</li> <li>DERM</li> <li>Plantations Queensland</li> </ul>	<ul style="list-style-type: none"> <li>Major recreational events that are held in green space areas require appropriate infrastructure and support services to cater for the needs of the visitor</li> <li>Further development of access infrastructure and transport services and accommodation for visitors attending the World Rally Championships and the Gympie Muster is required</li> <li><b>Action:</b> Establishment of a dedicated tourism events unit to focus on the marketing and development of major events</li> </ul>
Development of high profile interpretive Visitor Information Centres		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Strategy for identification of appropriate locations</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Sunshine Coast</li> <li>LTOs</li> <li>VICs</li> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li>Interpretive VICs such as that proposed for the Glasshouse Mountains VIC can provide a high profile visitor facility to attract visitors to the area</li> <li>Tourism Sunshine Coast is currently developing a regional VIC Strategy</li> <li><b>Action:</b> The VIC strategy to consider the identification and development of interpretive VICs at key tourist precincts</li> </ul>

## Strategy Development

Development of the DERM Recreation Strategy for the Sunshine Coast District		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Recreational areas across the Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>DERM / QPWS</li> <li>SCRC / GRC</li> <li>OUM</li> <li>Peak recreation and outdoor operators body</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Support for the development and implementation of the Recreation Strategy for the Sunshine Coast District which is currently being developed by the DERM</li> <li>This strategy will provide a long term planning vision for the development and management of recreational areas in parks</li> <li>It is vital that the OUM SEQ Outdoor Recreation Strategy be considered in this concept.</li> <li>The concept must take both on-park and off-park opportunities (existing, planned and potential) into account with appropriate recreation and tourism user consultation.</li> <li>Implementation of the DERM / QPWS 3 Year Works Program is also required to provide necessary infrastructure and facilities within the current parks network</li> </ul>
Prepare Sunshine Coast Regional Outdoor Recreation Strategy		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>TSC</li> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li>The Sunshine Coast Regional Outdoor Recreation / Ecotourism Strategy would be used to complement the SEQ Regional Outdoor Recreation Strategy</li> <li><b>Action:</b> Support for the development and implementation of the strategy</li> <li>The strategy should take into consideration the need to encourage greater co-ordination within the tourism industry including the establishment of regional nature based operator networks</li> </ul>
Investigation into the application of environmental accreditation programs		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Regional</li> </ul>	<ul style="list-style-type: none"> <li>TSC</li> <li>Tourism Operators</li> <li>SCRC / GRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Investigations into the role of accreditation programs and environmental best practice studies and its application to the region</li> <li>Programs include Green Globe, Earthcheck and ECO Certification</li> <li>Opportunity to reinforce the destination's commitment to sustainability</li> </ul>
Development of an Open Space Management Policy		
Locations	Potential stakeholders	Comments / Key Actions
<ul style="list-style-type: none"> <li>Sunshine Coast Region</li> </ul>	<ul style="list-style-type: none"> <li>SCRC / GRC</li> <li>TSC</li> <li>DERM / QPWS</li> </ul>	<ul style="list-style-type: none"> <li><b>Action:</b> Development of an Open Space Management Policy for the planning, development and management of beaches and recreational areas</li> </ul>



Sails Restaurant, Noosa Main Beach, Noosa Heads



