

# Regional Development Australia Sunshine Coast Inc.

## Report on Annual Outcomes 2013-14



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## 1 Overview

### Chairman's report 2013-14

During this 12-month period Regional Development Australia Sunshine Coast completed the Digital Work Hub Project ([www.digitalworkhub.com.au](http://www.digitalworkhub.com.au)) on behalf of four RDAs based in South East Queensland and has been an active partner in the development of the South East Queensland RDA Coordination Initiative.

RDA Sunshine Coast has also worked closely with the business community, Sunshine Coast Council, Noosa Council and the region's digital community to develop the Digital Sunshine Coast Action Plan ([www.digitalsunshinecoast.com.au](http://www.digitalsunshinecoast.com.au)). This action plan is part of the Sunshine Coast Regional Economic Development Strategy that RDA Sunshine Coast assisted in developing in late 2013.

The Sunshine Coast Regional Economic Development Strategy is a whole-of-region economic development strategy initiated by Sunshine Coast Council with support from business and community groups from across the region. RDA Sunshine Coast was well represented with four RDA Sunshine Coast members participating in the taskforce. RDA Sunshine Coast is also a key organisation tasked with leading and/or supporting a number of regionally significant economic development projects that are included in this strategy.

Committee members have been proactive within their communities, using their local connections to present information and receive feedback to help inform discussions of regional significance, resulting in the timely co-investment of projects.

During this period the local government area within the RDA Sunshine Coast boundaries changed, with the formation of Noosa Council following de-amalgamation with the larger Sunshine Coast Council. RDA Sunshine Coast has been proactive in ensuring local council support by offering the Noosa Council Mayor an observer position on our committee. This offer has been taken up with a Noosa Council representative attending RDA Sunshine Coast meetings.

I look forward to another challenging and rewarding year, building on our strong relationships across the region to work together for maximum impact.

Yours sincerely



Prof Max Standage  
**Chair**

## 2 Introduction

In early 2013, RDA Sunshine Coast engaged with regional leaders and key stakeholders to confirm the regional priorities and identify strategies for action in the 2013-16 Sunshine Coast Regional Roadmap which formed the foundation for the 2013-14 Business Plan.

To achieve its vision of **a Sunshine Coast region that is innovative, dynamic, connected and sustainable**, the regional priorities outlined in the Regional Roadmap are:

**1. Economic development**

**2. Investment and infrastructure**

**3. Digital innovation**

**4. Human capital**

**5. Sustainable communities**

Several key projects were undertaken, including further development of strong partnerships with key stakeholders working together to deliver high-impact strategic projects such as:

- A Digital Sunshine Coast Digital Action Plan following the Digital Futures Strategic Snapshot Project delivered in 2012-13
- Continuation of the Digital Work Hub Project
- Participation in the Sunshine Coast Economic Development Strategy and associated actions
- SEQ RDA Coordination Initiative.

RDA Sunshine Coast achieved the projects and priorities outlined in the 2013-14 Business Plan through a commitment to its core roles and responsibilities, such as regular consultation with the community, business, non-profit organisations and all levels of government. The committee continued to articulate local priorities, identify resources, engage stakeholders, contribute to policy debate and formulate solutions. RDA Sunshine Coast supported, promoted and disseminated information on government policy initiatives for the benefit of local communities and took a leadership role in bringing together organisations to take advantage of government programs, policies and initiatives.

RDA Sunshine Coast provides strategic and targeted responses to local issues. It facilitates regional leadership and resilience by building partnerships between governments, regional development organisations, the private sector and regional stakeholders.

RDA Sunshine Coast is a not-for-profit community organisation led by local government, business and community leaders. Committee members are all volunteers and have been ministerially appointed.

### 3 Projects overview

A summary of the RDA SC projects and programs for 2013-14 aligned with the five outcome areas for Regional Development Australia are summarised in the table below.

**Table 1 – Summary of RDA SC projects 2013-14**

Sunshine Coast regional priorities	Outcomes				
	1. Consultation & engagement	2. Informed regional planning	3. Enhanced whole of govt approach to regional issues	4. Enhanced awareness of govt programs	5. Improved community & economic development
<b>Economic development</b>	<ul style="list-style-type: none"> <li>Sunshine Coast Economic Development Plan</li> </ul>				<ul style="list-style-type: none"> <li>Food Futures: Agri-food connection project</li> <li>Health Hub precinct development</li> </ul>
<b>Investment &amp; infrastructure</b>		<ul style="list-style-type: none"> <li>Bruce Highway upgrade north of Caboolture</li> </ul>	<ul style="list-style-type: none"> <li>Integrated transport infrastructure planning</li> <li>(Other) regional infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>Investment opportunities for Sunshine Coast Airport</li> <li>Impact investment opportunities</li> </ul>
<b>Digital innovation</b>	<ul style="list-style-type: none"> <li>Broadband Today Alliance</li> </ul>				<ul style="list-style-type: none"> <li>Digital Futures Strategic Snapshot Project</li> <li>Digital Work Hub project</li> </ul>
<b>Human capital</b>		<ul style="list-style-type: none"> <li>Regional Workforce Planning Project</li> <li>Regional leadership</li> </ul>	<ul style="list-style-type: none"> <li>Youth employment</li> </ul>	<ul style="list-style-type: none"> <li>Priority Employment Area Project</li> </ul>	
<b>Sustainable communities</b>			<ul style="list-style-type: none"> <li>Improved transport networks (management)</li> </ul>		<ul style="list-style-type: none"> <li>Cleantech Futures</li> <li>Volunteerism project</li> </ul>
<b>Operations &amp; outreach projects</b>	<ul style="list-style-type: none"> <li>Community engagement Regional Roadmap</li> <li>Website &amp; digital communication</li> </ul>	<ul style="list-style-type: none"> <li>RDA South East Qld Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Strategic partners program</li> </ul>	<ul style="list-style-type: none"> <li>RDA Fund</li> <li>Policy submissions</li> </ul>	

Note: Sunshine Coast regional priorities are listed on the left side of the table, with RDA outcomes listed at the top, with the 24 projects mapped against each of them.

**4 Summary of key achievements and learnings**



During the past 12 months RDA Sunshine Coast has delivered a number of projects, such as completing and launching the final Digital Work Hub project report on 6 December 2013 and successfully delivering an activation framework for Digital Work Hubs to be implemented across South East Queensland.

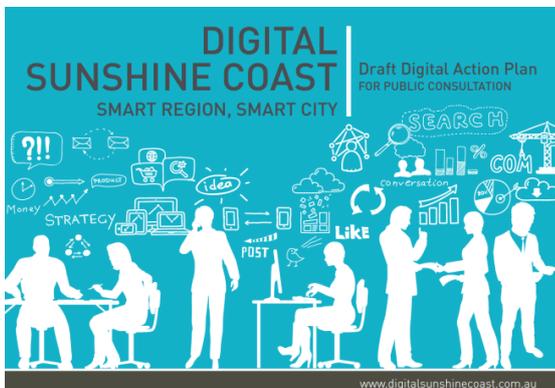
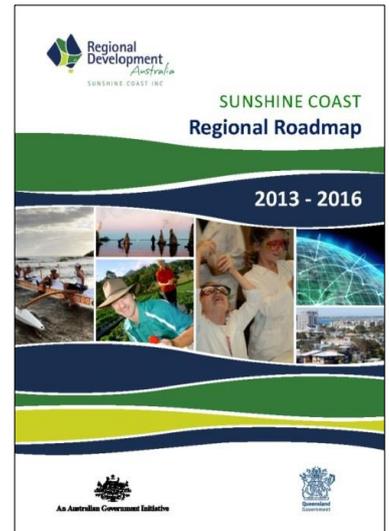
In July 2013, RDA Sunshine Coast completed a review of the 2013-16 Regional Roadmap, which was particularly significant as it was a meaningful and considered consultation process with key stakeholders, resulting in a representative account of regional priorities.

Committee members have been proactive within their communities, using their local connections to present information and receive feedback to help inform

discussions of regional significance to ensure the timely co-investment of projects.

RDA Sunshine Coast has played a lead role in the facilitation of the South East Queensland (SEQ) RDA community of practice which resulted in the development of a SEQ framework, including vital projects such as identification of smart manufacturing opportunities, development of regional indicators, and the Digital Work Hub project.

A significant highlight is the completion of a major collaborative action plan called Digital Sunshine Coast. This action plan follows on from work RDA Sunshine Coast has been doing for the past two years, and has a number of actions that RDA Sunshine Coast will continue to deliver in 2014-15.



RDA Sunshine Coast intends to further build upon these strong relationships with key regional collaborators for maximum impact.

RDA Sunshine Coast has also developed a very strong and powerful online presence via its own website and associated websites and social media. Over the past year RDA Sunshine Coast has seen its website traffic increase from 16,515 unique visitors in 2012-13 to 25,561 unique visitors in 2013-14, a 55% increase in traffic.

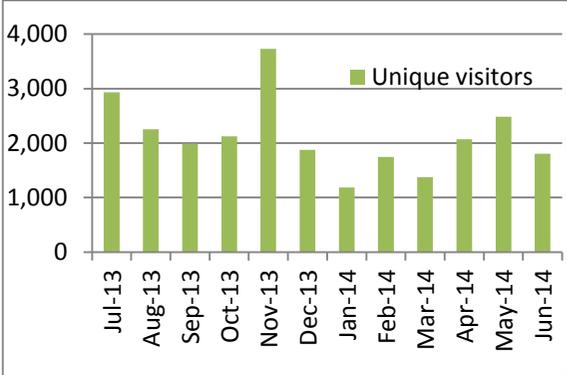
## 4 - Outcomes and key performance indicators

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
<b>Outcome 1. Consultation and engagement with the regional community</b>		
KPI—Evidence that the RDA committee has maintained and nurtured a constructive relationship with its regional community in a manner that has assisted development of a widely-supported vision and strategy for the region.		
<p>1. <b>Economic Development Project Opportunities:</b> Active participation in the Economic Development Task Force meetings and support project development and implementation in line with defined set of outcomes (projects to be determined).</p> <p>2. <b>Broadband Today Alliance:</b> Active participation in committee meetings representing RDAs and sharing findings and key messages across stakeholder groups.</p> <p>3. <b>Community engagement - Regional Roadmap:</b> Ensure all key stakeholders receive a copy and have the opportunity to converse with RDA SC on the ongoing development of regional priorities.</p> <p>4. <b>Website and digital communication:</b> 6000 unique visitors to the website for the year, including at least 12 email outreach campaigns, and weekly Facebook and Twitter posts. Develop innovative messaging and platforms in line with digital technology advances.</p>	<p>1. RDA SC participated as a partner in the Economic Development Task force meetings and contributed to the strategic plan and action document. Four RDA SC committee members attended more than 8 meetings; the Chair of the Regional Economic Development Strategy (REDS) is also an RDA SC committee member. The REDS was launched in September 2013.</p> <p>1.1. RDA SC exchanged letters with Sunshine Coast Council to lead two REDS projects as well as formalise the role of RDA SC in 8 other actions.</p> <p>1.2. RDA SC has led the development of a Digital Productivity and Participation Plan. This was renamed Digital Sunshine Coast through community consultation and a number of actions have been completed.</p> <p>1.3. Programs started/and or completed as part of Digital Sunshine Coast by 30 June include: supporting a Start Up Weekend program at the Innovation Centre Sunshine Coast (180 participants, with 17 new businesses created) in May 2014 <a href="http://www.sunshinecoast.startupweekend.org">www.sunshinecoast.startupweekend.org</a>.</p> <p>1.4. The initial development of a CoderDojo program aimed at mentoring children aged 7-17 in programming skills, scheduled to be piloted in August 2014 <a href="http://www.Sunshinecoast.coderdojo.com.au">www.Sunshinecoast.coderdojo.com.au</a></p> <p>2. The CEO has participated in the Broadband Today Alliance (BTA) as the treasurer and has attended all Board meetings.</p> <p>2.1. RDA SC participated in the annual strategic planning of several national forums and seminars organised by BTA.</p> <p>3. Regular reference and distribution of the Regional Roadmap at all key stakeholder meetings.</p>	<p>1. The Regional Economic Development Strategy 2013-2033 is a regional document initiated by Sunshine Coast Council (SCC).</p> <p>1.1. This document has real value, as it is the first collaborative economic development strategy for the entire region. The Taskforce consisted of 12 people representing 10 community and business groups.</p> <p>1.2. Not long after the launch of this strategy, Noosa Council de-amalgamated from the Sunshine Coast Council area. Noosa Council is yet to formally participate in the REDS however it is participating in the Digital Sunshine Coast Action Plan.</p> <p>1.2.1. RDA SC has worked closely with Sunshine Coast Council and Noosa Council to ensure that the whole region is involved. Very few organisations have the ability to work regionally as the de-amalgamation is still very new and tensions exist between the two LGAs.</p> <p>2. Through RDA SC's involvement in the Broadband Today Alliance (BTA) it has been possible to promote the value of a Smart City framework. This involvement has meant that RDA SC and SCC have access to a significant set of resources.</p> <p>2.1. Through the BTA relationship, RDA SC and SCC became aware on the Intelligent Communities Forum (ICF) international intelligent communities awards program.</p> <p>2.1.1. Through collaboration RDA SC, SCC and a private company, The Creative Collective, made an award submission and the region was successful in being</p>

KEY (for Strategic Direction Action Plans):

OUTCOMES

- 1 - Enhanced community engagement and consultation. 2 - Improved regional planning  
 3 - Enhanced whole-of-government approach. 4 - Enhanced awareness of government programs  
 5 - Improved community and economic development

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome																										
	<p>3.1. Copies of the Regional Roadmap were sent to all key stakeholders including local, state and federal politicians.</p> <p>3.2. RDA SC committee members and staff have attended many events, forums and meetings where the Regional Roadmap is used as a tool in assisting project development.</p> <p>4. RDA SC manages three websites and has multiple social media accounts including Twitter, Google+, Facebook, etc.</p> <p>4.1. <a href="http://www.rdasunshinecoast.org.au">www.rdasunshinecoast.org.au</a> received over 25,000 unique visits in 2013-14</p>  <table border="1" data-bbox="721 472 1288 847"> <caption>Unique visitors to www.rdasunshinecoast.org.au (2013-14)</caption> <thead> <tr> <th>Month</th> <th>Unique visitors</th> </tr> </thead> <tbody> <tr><td>Jul-13</td><td>2,900</td></tr> <tr><td>Aug-13</td><td>2,300</td></tr> <tr><td>Sep-13</td><td>2,000</td></tr> <tr><td>Oct-13</td><td>2,100</td></tr> <tr><td>Nov-13</td><td>3,800</td></tr> <tr><td>Dec-13</td><td>1,900</td></tr> <tr><td>Jan-14</td><td>1,200</td></tr> <tr><td>Feb-14</td><td>1,800</td></tr> <tr><td>Mar-14</td><td>1,400</td></tr> <tr><td>Apr-14</td><td>2,100</td></tr> <tr><td>May-14</td><td>2,500</td></tr> <tr><td>Jun-14</td><td>1,800</td></tr> </tbody> </table> <p>4.2. RDA SC social media is used to promote all web updates and newsletters.</p> <p>4.3. RDA SC sent out 12 monthly e-newsletters to a database of more than 2000 local community and business leaders as well as several topic-specific email alerts.</p>	Month	Unique visitors	Jul-13	2,900	Aug-13	2,300	Sep-13	2,000	Oct-13	2,100	Nov-13	3,800	Dec-13	1,900	Jan-14	1,200	Feb-14	1,800	Mar-14	1,400	Apr-14	2,100	May-14	2,500	Jun-14	1,800	<p>named one of the world's top 21 Smart Communities.</p> <p>3. Confirmation from all key stakeholders that the regional priorities as stated in the SC Regional Roadmap remain as agreed.</p> <p>3.1. RDA SC conducted a wide-ranging stakeholder process to develop a list of the key regional infrastructure priorities. Specifically, RDA SC held discussions with 21 different community and business groups from across the region. More recently the Qld Government released the Qld Plan and this Roadmap was an important tool in making a submission.</p> <p>3.2. In the coming year RDA SC will survey the community groups originally contacted to assess whether RDA SC has delivered on the discussions, and also include groups that were unable to contribute to the original consultation.</p> <p>3.3. The Qld Government is now seeking input towards prioritising the top regional infrastructure priorities. It is pleasing to note that the RDA SC priorities published in 2013 are still valid. However the number 2 priority, high-speed broadband infrastructure is not being promoted by the Qld Government as it is seen as a Commonwealth responsibility.</p> <p>3.4. A key learning is that RDA SC needs to work through the priorities and then classify them at the level of government responsibility, as community and business groups have differing lists for different levels of government; however RDA SC has amalgamated the priorities into a single list.</p> <p>4. RDA SC now manages three websites which have different purposes, but are linked together.</p> <p>4.1. The RDA SC website is very popular with over 25,000 individuals visiting the site with almost 1,000,000 hits. This website is a great source of information that achieves strong usage.</p> <p>4.2. The other two websites are collaborative sites that require minimal upkeep; however the key learning is to</p>
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		<p>empower users to generate their own content. This will ensure their long-term success.</p> <p>4.3. RDA SC has developed a strong web presence where internet search words using “Regional Development Sunshine Coast” rank RDA SC’s website as number 1.</p> <p>4.4. RDA SC allows for feedback to be generated on the <a href="http://www.digitalsunshinecoast.com.au">www.digitalsunshinecoast.com.au</a> website. In the coming year this feedback will be an invaluable source of information.</p>
<p><b>Outcome 2. Informed regional planning</b></p> <p>KPI—Evidence that the RDA committee has developed, updated and implemented a Regional Plan that is informed by a diversity of sources including wide regional stakeholder consultation, regional evidence and information, and strategic planning and policy documents from the Commonwealth and state/territory governments.</p>		
<ol style="list-style-type: none"> <li>1. <b>Bruce Highway upgrade, North of Caboolture:</b> Develop a desktop study into the economic impact of the Bruce Highway to help inform policy and decision making, including the development of a regional approach to the Bruce Highway challenges.</li> <li>2. <b>Regional workforce planning project:</b> Share the findings of the recently completed report with the Sunshine Coast community and use the findings to develop a region-wide workforce planning strategy in collaboration with key stakeholders.</li> <li>3. <b>Regional leadership:</b> Participate in key regional leadership meetings (including Economic Development Taskforce) and help co-facilitate a regional leadership dialogue to clearly articulate regional advantage.</li> <li>4. <b>RDA SEQ Coordinator:</b> Provide support to and attend key meetings of SEQ CEO economic development group, including RDA representation on the Regional Planning Committee, to address common challenges and opportunities in the SEQ region.</li> </ol>	<ol style="list-style-type: none"> <li>1. The Bruce Highway cost/benefit analysis desktop study was not started as it was agreed that Sunshine Coast Council would take the lead on this project as per the Regional Economic Development Strategy (REDS).</li> <li>2. The findings from the regional workforce planning project work were distributed to all key stakeholders and several forums and events were held. <ol style="list-style-type: none"> <li>2.1. The author of the report (from Deloitte Access Economics) visited the region and presented the findings at the Sunshine Coast Business Expo.</li> <li>2.2. A Paper based on this report was developed and submitted to the SEGRA conference and accepted. Committee member John Sargent co-presented the paper at the SEGRA conference in late 2013.</li> </ol> </li> <li>3. RDA SC is regularly invited to participate in key leadership activities. This includes the Sunshine Coast Business Expo, REDS Taskforce, Chamber of Commerce and Industry Qld policy forums (4 per annum), Sunshine Coast Business Council events, Destination Sunshine Coast Events and many other community and business group events and forums. <ol style="list-style-type: none"> <li>3.1. RDA SC held several regional forums and events around the</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. The Bruce Highway is a key action item in the Regional Economic Development Strategy (REDS) with Sunshine Coast Council taking a lead advocacy role. <ol style="list-style-type: none"> <li>1.1. RDA SC has limited resources to deliver projects. The committee has decided to reduce the number of projects so that RDA SC is able to deliver within its limited resources.</li> <li>1.2. The Bruce Highway upgrade has been listed by the community in recent surveys and consultation as the second highest priority for the region. RDA SC will ensure that it includes this information in communication to the State and Federal Governments in the future.</li> </ol> </li> <li>2. The Regional Workforce Planning report was used in the development of the Regional Economic Development Strategy and other key regional projects (including Sunshine Coast Hospital workforce planning). <ol style="list-style-type: none"> <li>2.1. A key learning from this is to develop and budget for an engagement plan to extract as much value as possible from this type of research.</li> </ol> </li> <li>3. RDA SC is viewed as having a collaborative approach between all primary government and institutional organisations on the key issues facing the Sunshine Coast. <ol style="list-style-type: none"> <li>3.1. Due to RDA SC’s focus on digital issues some groups</li> </ol> </li> </ol>

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
	<p>concept of Digital Sunshine Coast and is clearly viewed as a regional leader and advocate in this area by its stakeholders and various business and community groups.</p> <p>4. RDA SC chaired the SEQ RDA Coordination committee and led the development of key projects, including the Digital Work Hub project and the Joint Action Plan regarding a focus on advanced manufacturing capabilities across South East Queensland.</p> <p>4.1. The SEQ RDA group met 6 times over the past 12 months and conducted 2 round table events focusing on the advanced manufacturing opportunities in SEQ.</p>	<p>view RDA SC as having a narrowed scope. This will be changed in the coming year with RDA SC also focusing on other economic development opportunities.</p> <p>4. The Digital Work Hub project development has been recognised a significant success for the SEQ group, alongside the smart manufacturing project.</p>
<p><b>Outcome 3. Enhanced whole-of-government approach to regional issues</b></p> <p>KPI—Evidence that the RDA has encouraged strong partnerships across and between all three levels of government and the incorporation of a regional perspective into their agendas.</p>		
<p>1. <b>Integrated transport infrastructure planning:</b> RDA SC will actively investigate advocacy options to support transport in the region, in particular rail duplication between Landsborough and Nambour and people movement options from Caloundra to Maroochydore. RDA SC will work in partnership with all levels of government and participate in delegations and meetings.</p> <p>2. <b>Regional infrastructure (other than transport):</b> RDA SC will actively investigate how key infrastructure game changer projects can be fast tracked (in collaboration with key stakeholders and government) including high speed broadband, Maroochydore Priority Development Area and others, including participation in delegations and meetings.</p> <p>3. <b>Improved transport networks (management of existing networks):</b> Work in partnership with key agencies involved in the delivery of transport networks to highlight opportunities for improvement, including evidence-based</p>	<p>1. RDA SC has been involved in advocacy for integrated transport infrastructure planning at senior level meetings. RDA SC has participated in several transport forums and attended a number of transport events within the region and Brisbane.</p> <p>2. RDA SC has been part of groups advocating for regional infrastructure, which are promoted and regularly discussed as a high priority topic for the Sunshine Coast. This area was included in the Regional Roadmap development.</p> <p>3. RDA SC has continued to advocate for the improvement in transport networks.</p> <p>4. RDA SC has provided support to Sunshine Coast Youth Partnerships for the annual Youth Forum and also worked collaboratively with the Sunshine Coast Business Council and Local Employment Coordinator to undertake forums aimed at securing more jobs for the region's youth.</p> <p>5. RDA SC works collaboratively with many different groups across the regions and is in regular contact with key stakeholders to determine priority meetings and associated budgets.</p>	<p>1. Integrated transport planning and major infrastructure projects are included in the Sunshine Coast Council led advocacy program targeting the Queensland Government's Strong Choices program.</p> <p>1.1. RDA SC has published its research outlining the key transport projects required for the region.</p> <p>2. RDA SC has advocated for the development of an arts, exhibition and entertainment complex for the region.</p> <p>2.1. As part of the Queensland Government's potential infrastructure investment following key asset sales this project is listed as the top non-transport related priority from a regional community perspective.</p> <p>3. RDA SC assisted Sunshine Coast Airport to conduct a research project aimed at understanding Long Distance Commuters. This work was completed by KMPG's Bernard Salt and is a key data set being used to increase daily flights and introduce new routes.</p> <p>4. A successful annual Youth Forum has been held where priority youth employment and skills development were discussed and actioned.</p> <p>5. Funding secured from a variety of key stakeholders to deliver projects of regional significance including the Digital</p>

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
<p>approach to best practice.</p> <p>4. <b>Youth employment:</b> Support youth employment programs currently being led by industry and government programs.</p> <p>5. <b>Strategic partners program:</b> Explore all opportunities to leverage project funding from a variety of collaborators.</p>		<p>Work Hubs project, the Workforce-Planning Project and the Sunshine Coast Digital Action Plan.</p>
<p><b>Outcome 4. Enhanced awareness of government programs</b></p> <p>KPI—Evidence that the RDA committee has made efforts to raise regional awareness of government programs and has encouraged applications from its region for such support.</p>		
<p>1. <b>Priority Employment Area (PEA) Project:</b> Support PEA projects being driven by DEEWR aimed at assisting employment outcomes for local residents.</p> <p>2. <b>RDA Fund:</b> Promote and communicate RDA Fund opportunities and support community applications to the RDA Fund.</p> <p>3. <b>Policy Submissions:</b> Ensure the development of timely and informed submissions to policy development from the Sunshine Coast region.</p>	<p>1. The RDA SC Deputy Chairman and CEO were members of the Priority Employment Area project committee.</p> <p>1.1. RDA SC assisted this project by coordinating the Workforce Planning project with Deloitte Access Economics contracted to provide a detailed report outlining the skills required in this region in 5, 10 and 20 years.</p> <p>1.2. RDA SC supported a youth employment forum in collaboration with the PEA committee and Sunshine Coast Business Council.</p> <p>1.3. RDA SC supported the implementation of a youth job project in collaboration with PEA and other local youth associations including the Youth Sector Drivers Group.</p> <p>2. The RDA SC committee provided feedback to the Federal Government for Rounds 5 and 5A of the RDA Fund. Post September 2013 this program was discontinued and RDA SC's role ceased.</p> <p>3. RDA SC made policy submissions at State and Federal Government level on a variety of topics, including:</p> <p>3.1. A comprehensive report on Smart Work Centres for the Federal Department of Finance.</p> <p>3.2. Attending two forums on the Productivity Commission's review of Geographic Labour Productivity, as well as making a comprehensive submission to this report.</p>	<p>1. Priority Employment Area projects were delivered, resulting in enhanced awareness and further skills development in the region. The Federal Government's PEA Program ceased on 30 June 2014.</p> <p>1.1. This report was used as a basis for the development of the Sunshine Coast Regional Development Strategy (REDS).</p> <p>1.2. Youth employment is an issue in this region. RDA SC's support of this issue has assisted in highlighting it to the community and businesses.</p> <p>1.3. RDA SC continues to work with the business community. This linkage has established strong collaborative relationships.</p> <p>2. The RDA Fund was discontinued in 2013 therefore specific learnings from this process are not necessarily required. However, the RDA SC committee was involved in a number of RDA Funding rounds and there were some interesting points to note for future community grant programs.</p> <p>2.1. A key learning was that the various groups who applied for this funding did not regularly network or meet, therefore these forums were excellent collaboration events.</p> <p>2.2. It was also clear that these groups were not equipped</p>

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
	<p>3.3. A policy submission to the government on is investigation into FIFO workers.</p> <p>3.4. A policy submission on wireless towers.</p> <p>3.5. RDA SC was actively involved with the Queensland Government’s development of the Qld Plan including committee members and the CEO participating in several community committees, attending the Qld Plan Convention in Brisbane and making a detailed submission about the Qld Plan.</p>	<p>to apply for these grants and needed training and resources to assist them, however as RDA SC was involved in the process RDA SC was not able to assist them.</p> <p>3. RDA SC has been involved in several local, state and federal policy submissions, allowing the organisation to gain expertise in these areas and represent the local community’s view in important forums.</p> <p>3.1. As part of RDA SC’s role in developing the Digital Work Hub Project the Federal Department of Finance requested RDA SC to undertake a review for the development of Smart Work Centres in Canberra. This report was completed and the Department of Finance is now working through the implementation of the recommendations.</p> <p>3.2. RDA SC’s involvement in these forums has meant that concepts put forward have been included as recommendations in the Commission’s final report on Geographic Labour Mobility.</p> <p>3.3. The Sunshine Coast is home to an estimated 10,000 FIFO workers, therefore this issue is an important one and the region sought to participate in the debate.</p> <p>3.4. Access to data and telephone services is an important issue for this region therefore RDA SC participated in this process.</p> <p>3.5. RDA SC recognised that the development of the Queensland Plan was potentially important to the region, therefore RDA SC participated in many forums, held discussions with community and business groups and made a strong submission to the government. A key result was a change in the growth targets for regions like the Sunshine Coast which are now NOT included in the generic Brisbane targets. This means</p>

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
		that the Sunshine Coast is now eligible for infrastructure funding that it was previously ineligible, such as the Royalties for the Regions Program.
<b>Outcome 5. Improved community and economic development</b>		
KPI—Evidence that the RDA committee has contributed to improved economic, environmental and social outcomes in its region.		
<ol style="list-style-type: none"> <li>1. <b>Investment opportunities for Sunshine Coast Airport:</b> Work in partnership with Sunshine Coast Airport and government departments towards the upgrade of existing facilities.</li> <li>2. <b>Food Futures: Agri-food connection project:</b> Enhance the coordination, connectivity and cooperation between enterprises along the Sunshine Coast’s food value chain. Increase local distribution networks and food-based tourism opportunities on the Sunshine Coast.</li> <li>3. <b>Health Hub Precinct development (health sector panel):</b> Active participation in the Health Sector Panel and participate in investment attraction projects.</li> <li>4. <b>Impact investment opportunities:</b> Support and facilitate multi-party investment opportunities for regional advantage (economic, social and environmental advantages).</li> <li>5. <b>Digital Futures Strategic Snapshot project:</b> Implement core elements of the SC Digital Futures Strategy, in collaboration with key organisations across the region, with an aim to increase the focus by Sunshine Coast Council and Noosa Council on the importance of embracing a digital future.</li> <li>6. <b>Digital Work Hub project:</b> Deliver the final research and co-facilitate a community of interest on the topic of Digital Work Hubs across SEQ, in partnership with SEQ RDAs.</li> </ol>	<ol style="list-style-type: none"> <li>1. RDASC continued to advocate for investment in the Sunshine Coast Airport and worked with the Airport to commission KPMG to undertake research into Long Distance Commuters. This report was completed by Bernard Salt. RDA SC also held a meeting at the SC Airport and received briefings from the airport manager.</li> <li>2. Participation in the High Value Industry sector cluster, being led by Sunshine Coast Council, focused on agribusiness and food.               <ol style="list-style-type: none"> <li>2.1. This project has been continued into 2014-15 as it did not progress in 2013-14.</li> </ol> </li> <li>3. RDA SC is a member of the Health and Wellbeing Sector Panel. The panel will produce a strategic plan in late 2014.               <ol style="list-style-type: none"> <li>3.1. RDA SC has had ongoing and active participation at meetings and deliberations outside of meetings with the Health Hub panel.</li> </ol> </li> <li>4. RDA SC has advocated for promotion of multi-party investment solutions to significant infrastructure projects for both economic and social benefit.</li> <li>5. RDA SC has agreed to be project leader for the development of a collaborative project addressing digital infrastructure, capacity/skills and culture and innovation in the region. This is listed earlier as Digital Sunshine Coast <a href="http://www.digitalsunshinecoast.com.au">www.digitalsunshinecoast.com.au</a></li> <li>6. RDA SC completed a major research study on the development of Digital Work Hubs across South East Queensland and launched the final project report in December 2013. It also:               <ul style="list-style-type: none"> <li>• held two forums at the State Library</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Sunshine Coast Airport was included in the Regional Economic Development Strategy (REDS) and Sunshine Coast Regional Roadmap.               <ol style="list-style-type: none"> <li>1.1. The report by KPMG has been used to lobby airlines into providing extra flights to Melbourne and Sydney, with other flight locations being considered.</li> <li>1.2. This report is also being used to develop an investment plan for the potential sale of all or part of the SC Airport.</li> </ol> </li> <li>2. Agri-business is recognised as part of the High Value Industry sector identified in the REDS. RDA SC intends to undertake work on this sector during 2014-15. As a learning RDA SC has decided to undertake fewer projects in 2014-15 but with much more focus.</li> <li>3. The development of programs addressing skills and labour shortages (including commercial contracts) regarding both the construction and ongoing delivery stages of the new hospital.               <ol style="list-style-type: none"> <li>3.1. This is an area where RDA SC is playing an advocacy area only.</li> </ol> </li> <li>4. The Development of a Digital Sunshine Coast Draft Action Plan for public consultation, with support and sign off from all major government and business stakeholder groups has proven to be very valuable with many community and business groups participating in the project.               <ol style="list-style-type: none"> <li>4.1. This project is being undertaken as a collaborative project with different organisations leading different projects. Although time consuming, this method has created real regional ownership of each project.</li> </ol> </li> </ol>

Planned activities relevant to KPI	Outcomes—Report against KPI	Analysis of Performance against Outcome
<p>7. <b>Cleantech Futures:</b> Participate in key regional discussions that highlight significant opportunities to diversify the economy and harness new technologies (clean technologies).</p> <p>8. <b>Volunteerism:</b> Highlight the role of volunteers and their valuable contribution in the local community, and encourage further participation, through a desktop study into the value and contribution of volunteers within the Sunshine Coast region.</p>	<ul style="list-style-type: none"> <li>• conducted a workshop at CISCO in Brisbane</li> <li>• completed a forum in Canberra to develop a Smart Work Centre plan in the ACT for the Department of Finance</li> <li>• made submissions to the Productivity Commission's review of Geographic Labour Mobility, with the Digital Work Hub report cited in the final report</li> <li>• made presentations about the report at several conferences, including SEGRA in Coffs Harbour and the Smart Communities Conference in Melbourne.</li> </ul> <p>7. RDA SC has supported the Cleantech futures cluster including meetings and advocacy, however no specific projects have been completed in 2013-14.</p> <p>8. RDA SC reviewed this project in early 2014 and it was agreed that it was not a specific priority.</p>	<p>5. RDA SC, through the Digital Work Hub project, has instigated a great deal of interest in the private sector to build Digital Work Hubs in SEQ and many other locations around Australia. The public sector is also interested in the Queensland Government's pilot program for public servants to use existing centres, and for local governments to set up these centres.</p> <p>5.1. Specific results include establishment of The Hive centre in Redcliffe (Moreton Bay), with another 4 centres being developed by the Moreton Bay Council.</p> <p>5.2. Hub Australia, a national group, is in the process of developing a Hub for Brisbane to open in September 2015.</p> <p>5.3. The Chamber of Commerce and Industry Queensland is in the process of developing a centre in Brisbane, with regional centres planned for delivery over the next 3 years.</p> <p>6. This area will be further investigated in 2014-15.</p> <p>7. Partnerships developed with Volunteering Sunshine Coast and other key stakeholders, support provided to initiatives being led on the topic of volunteerism.</p>