

# Maroochydore

THE BRIGHT CITY

MAKE  
YOUR  
MARK

## WHERE BUSINESS LEADS

Expressions  
of Interest are  
now open.

A unique opportunity to  
position your business in  
Australia's only greenfield  
central business district  
within an existing urban area.







**Dr Doug McTaggart**  
Chairman, SunCentral  
Maroochydore Pty Ltd

Queensland’s Sunshine Coast, in the state’s thriving South East corner, is entering a period of unprecedented growth and economic expansion that has captured national and international attention.

The region has long been recognised as a wonderful tourism and lifestyle destination, but with more than A\$10 billion in private investment and A\$2.5 billion in major infrastructure projects underway or in the pipeline, the Coast is rapidly emerging as a centre for commerce.

The region boasts one of the largest health precincts in the southern hemisphere with a new A\$1.8 billion university hospital, while the expansion of its existing airport will allow for direct flights from Asia and the Pacific from late 2020.

The Sunshine Coast is coming of age and a new 21st Century Central Business District is being developed on a 53-hectare greenfield site in its capital, Maroochydore – purpose-built to cater for future growth in this highly sought-after destination.

Half a million people are expected to call the Sunshine Coast home by 2041 and at its heart will be a vibrant new city centre, offering outstanding opportunities for companies seeking new headquarters or offices in a leading city-region.

Dr Doug McTaggart  
Chairman, SunCentral  
Maroochydore Pty Ltd

This unique development is being overseen by SunCentral Maroochydore Pty Ltd, a corporate law company established by the land owner, Sunshine Coast Regional Council.

The vision for a new city centre is being brought to life by an independent Board and Chief Executive with extensive expertise in urban planning, large-scale infrastructure, commercial strategy and finance industries.

The project’s core commercial precincts are currently in the market, with construction of the first buildings to commence in 2018.

This is your chance to secure a presence in a connected, sophisticated and contemporary city while enjoying South East Queensland’s celebrated lifestyle and economic prospects.

# THE FUTURE OF BUSINESS







# THE FUTURE OF BUSINESS

Maroochydore

THE BRIGHT CITY

Artist's impression. Subject to change.

◆ WHERE BUSINESS SHINES

◆ WHY YOU BELONG



GROWING  
ECONOMIC  
POWERHOUSE

# A CBD LIKE NOWHERE ELSE IN AUSTRALIA

## Rise and shine in Australia's smartest CBD.

With the new Maroochydores City Centre at its heart, the Sunshine Coast is rapidly becoming one of Australia's economic powerhouses, including:

- Strong annual economic growth – more than 1% above the national average
- Over 2% annual population growth forecast to at least 2036
- One of the highest levels of business confidence in Queensland
- More than A\$10 billion in private investment and A\$2.5 billion in major infrastructure projects already committed to the region or in the pipeline.

It's the ideal location for companies seeking a CBD foothold in one of Australia's fastest-growing regions, without the skyrocketing capital city costs.



Artist's impression. Subject to change.



APPROVED BY THE  
STATE GOVERNMENT,  
THE DEVELOPMENT  
SCHEME FOR THE NEW  
CBD INCLUDES:

- Prime commercial office space
- Exclusive retail and dining
- Striking new waterways
- Interconnected open space
- Recreational spaces
- Residential apartments
- Premium hotel/resort
- Entertainment, convention and exhibition facilities.

# BRILLIANTLY CONNECTED

◆ The new Central Business District is connected by major arterials to the national highway, just an hour from the state capital city of Brisbane, 10 minutes from the expanding Sunshine Coast Airport and five minutes from world-class beaches and renowned tourist destinations. Light Rail is also proposed for seamless travel, connection and access.

Declared a Priority Development Area by the Queensland Government, the Maroochydore City Centre will include commercial, residential, retail and lifestyle precincts, with 40 per cent of the site to be waterways, parks and plazas.

It is also designed as a truly smart city from the outset, with fibre optic and smart technology throughout the CBD and a proposed sub-sea broadband cable to deliver fast, secure data connectivity.

The CBD has already secured interest from a major education and research institution seeking to establish a campus and connections with business leaders and networks, ensuring accessible tertiary studies and training.

There are also many highly ranked private and public schools and childcare centres nearby, plus trades colleges, training and English language centres, and award-winning TAFE campuses in close proximity.



Artist's impression. Subject to change.



# CENTRAL TO IT ALL

◆ As the largest, urbanised Central Business District north of the state capital Brisbane, the Maroochydore City Centre will service a catchment population of more than one million people.

The largest retail centre north of Brisbane, Sunshine Plaza is a thriving hub adjacent to the CBD site. Sunshine Plaza is currently undergoing a \$400m redevelopment which includes a second major department store and 105 specialty shops.

The Development Scheme for the new CBD offers business and investors:

**150,000m<sup>2</sup>**  
COMMERCIAL  
GROSS FLOOR AREA

**65,000m<sup>2</sup>**  
RETAIL GROSS  
FLOOR AREA

**2,000**  
RESIDENTIAL  
APARTMENTS



Region Map  
Sunshine Coast  
Queensland



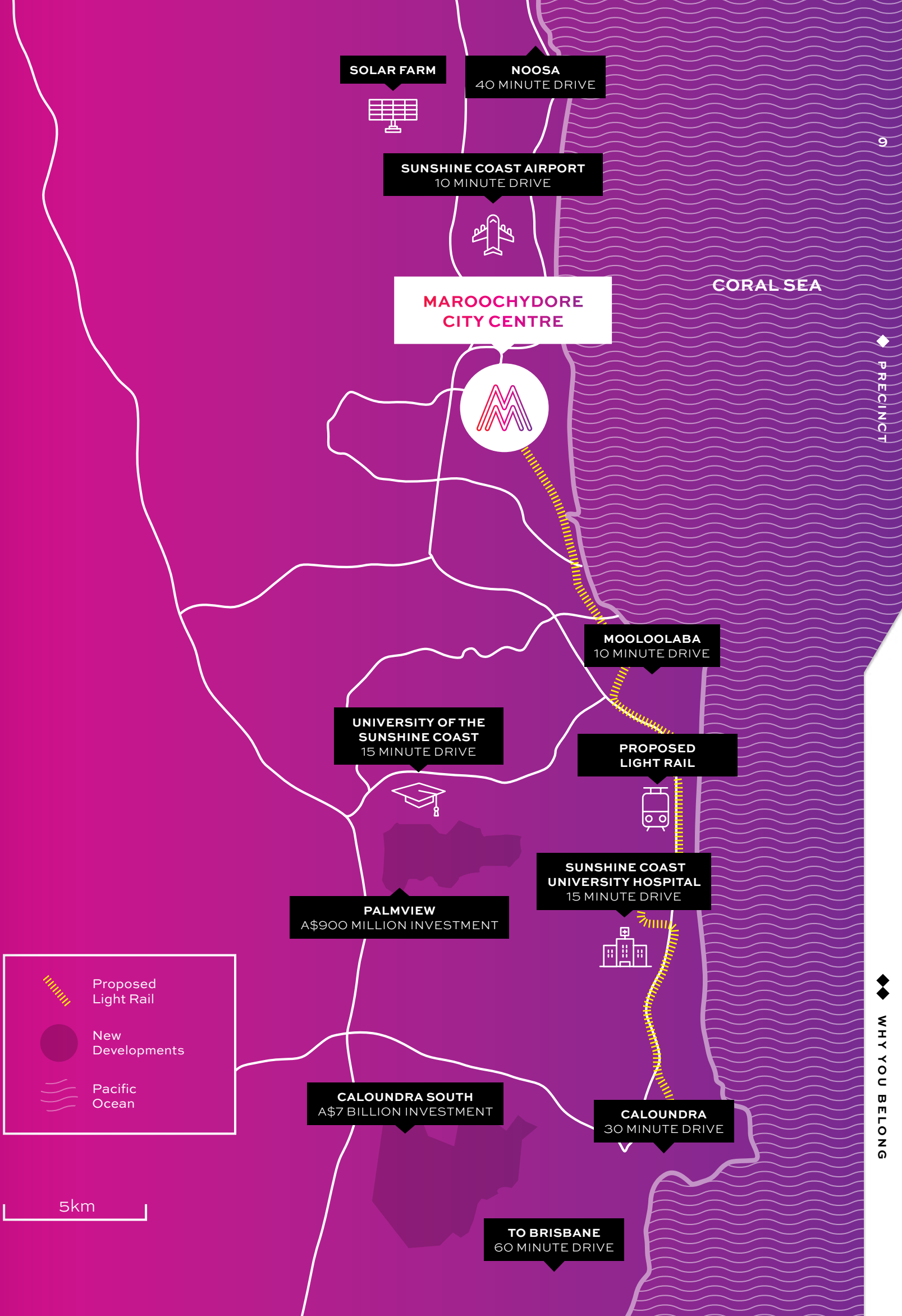
# IN PRIME POSITION

## BY LAND

Light Rail is proposed to connect the key coastal centres of Caloundra, Kawana, Mooloolaba and the Maroochydore City Centre. Options are currently being investigated for delivery.

## BY ROAD & AIR

The Sunshine Coast is within easy reach of local, national and international markets via the Bruce Highway, the national rail network, Sunshine Coast Airport, Brisbane International and Domestic airports, and the Port of Brisbane.





# BRIGHT HORIZONS

LOCAL AND INTERNATIONAL DESTINATION



On the doorstep of Asia and the Pacific Rim, the Sunshine Coast is a local and international destination. That equals major business for big businesses.



## Sunshine Coast Airport expansion

The Sunshine Coast Airport is Australia's fastest-growing airport, catering for regular commercial flights to and from Sydney, Melbourne, Adelaide and Auckland.

It is Australia's newest international airport, with a \$347 million expansion and new runway set to be open and operating by late 2020; enabling direct flights from key destinations in Asia and the Pacific.



## Proposed premium hotel and convention centre

A 3.6-hectare site in the Maroochydore City Centre is earmarked for a premium hotel with entertainment, convention and exhibition facilities. The Development Scheme provides for a 250-room hotel, plus 100 residential apartments and 15,000m² of retail Gross Floor Area.

As the CBD's most prominent feature, it is expected to be a landmark building, providing world-class accommodation and services for domestic and international visitors.

PREMIUM HOTEL / CONVENTION CENTRE

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# POSITIVELY BOOMING



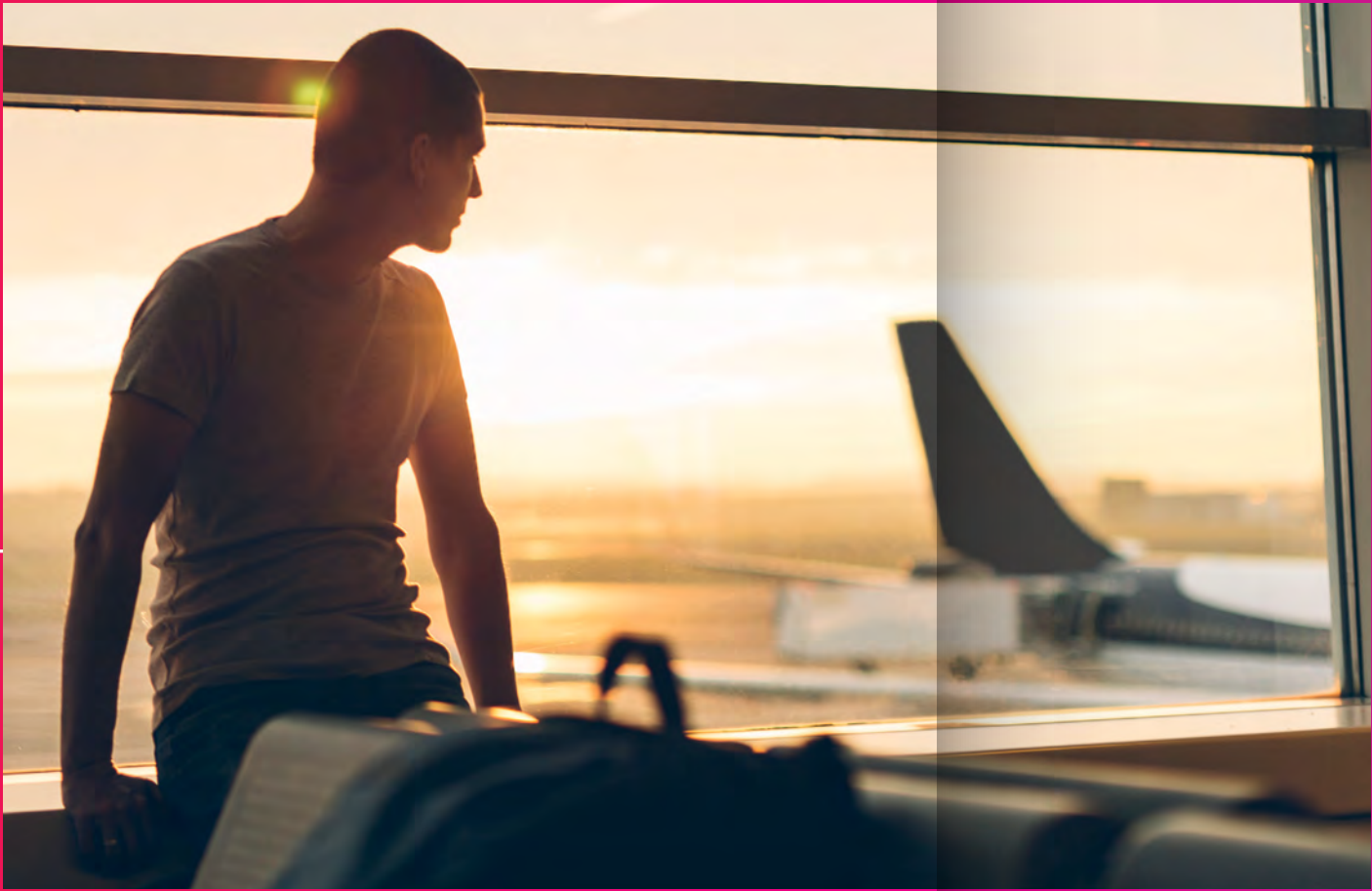
**University of the Sunshine Coast**  
A\$81 million expansion complete; Australia's fastest-growing regional university



**Solar Farm**  
A\$10 million economic benefit



**Sunshine Coast Airport - New Runway**  
2,230 jobs with A\$4.1 billion contributed to the economy



**Proposed Light Rail Project\***  
Stage 1 would contribute an estimated A\$3.6 billion to the economy



**Hospital**  
New A\$1.8 billion university hospital, opened 2017



**Proposed Sub-sea Broadband Cable\***  
An estimated A\$1.1 billion boost per annum to the Queensland economy

\*Subject to government processes and approvals.





# BRILLIANT FOR BUSINESS

◆ Maroochydore’s new Central Business District is now offering outstanding commercial opportunities in one of Australia’s fastest-growing regions.

The Sunshine Coast is a leading regional economy and has almost doubled in size in the last decade.

The region has built strong investment and business connections, with growing interest from the Asia Pacific and Middle East, and increasing domestic and global demand for its products and services.

- The Sunshine Coast enjoys:
- A competitive business environment
  - Accessibility to national and international markets
  - New and expanding infrastructure
  - A highly skilled and healthy workforce
  - Reasonable cost of living and affordability
  - A booming sport and leisure focus with many national events
  - An idyllic lifestyle in an acclaimed, naturally beautiful area that connects landmark mountains to the extensive oceanfront, with many waterways and green space in-between.



### Economic growth

The Sunshine Coast has a Gross Regional Product of over A\$17 billion (AEC Group, 2015-16) and is now one of the largest regional economies in Queensland.

It has had the second-highest performing regional economy in Queensland for the last two consecutive years (State of the Regions, 2015-16).

The region had an average annual economic growth rate of 4.09% from 2002-2015 – higher than the national economic growth rate of 3.04% (International Monetary Fund 2013; NIEIR 2015).



### Population growth

The Sunshine Coast is the 10th largest significant urban area in Australia by population (.id, 2016), servicing a wider catchment of more than one million people.

The region’s population growth was 9.3% over the five-year period between 2010 and 2015 – higher than the national growth rate of 8%.

It is forecast to have the second-fastest growth rate of all regions outside the greater Brisbane area between 2011 and 2036 (Queensland Government, 2015).

Well-qualified, highly skilled people choose to live on the Sunshine Coast. With its combined opportunities for work, career paths and liveability, the CBD is a magnet for all ages, demographics and cultures – a standout location for your own happy, healthy and future-focused workforce.



### Business confidence

The Sunshine Coast has one of the highest levels of business confidence, profitability, and total sales and revenue of any region in Queensland (CCIQ Westpac Pulse Survey, December 2015).

More than 60% of businesses in the region expect increasing profitability (Sunshine Coast Business Survey, September 2015).

There are more than 33,000 registered businesses across the region, and the CBD will be an important hub for many existing and new businesses to supply a wide range of trades, technical, professional and niche services.

Interest and enquiry about opportunities to relocate or establish in the CBD is already strong. SunCentral’s focus is to ensure that compatible, complementary industry sectors are attracted to construct, lease, and invest here for the long-term.

You will be working and living alongside like minds in the CBD, 24/7.





# SMART CITY INNOVATION



### Smart technology and innovation

The new Maroochydore City Centre has been designed for the future, with smart technology embedded throughout the development.

This includes technology to assist parking, traffic management, and real-time information for public transport, signage and other community announcements; city guides; free Wi-Fi hotspots; charging stations; safety and surveillance systems; and open data initiatives to ensure safety and monitoring usage of facilities.

The extensive and clever use of technology, together with unique features such as Australia’s first underground automated waste collection system, will set the Maroochydore City Centre apart from other regional centres. It’s a world-class CBD by design.



### Proposed sub-sea broadband cable

The Sunshine Coast Regional Council has lodged a submission with the Australian Communications and Media Authority to declare an offshore cable protection zone for an international sub-sea broadband connection into the Sunshine Coast.

If approved, the Sunshine Coast would be the only regional centre in Australia to offer direct international broadband connectivity to global markets.

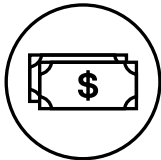


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# BIGGER FINANCIAL BENEFITS



### Cost efficiencies

The Sunshine Coast’s comparatively low business costs make the Maroochydore City Centre a highly cost-effective location.

Queensland has the lowest payroll tax rate of any state or territory in Australia.

Taxation in Queensland in 2016-17 was estimated to be \$866 per person less than the average of other Australian states and territories (Queensland Government, July 2015), and Queensland companies are not required to pay any payroll tax until total wages and salaries exceed A\$1.1 million.

### Government incentives and assistance

Both Sunshine Coast Regional Council and the Queensland Government provide assistance and professional services to help navigate government requirements and streamline access to new investment and development opportunities.

Council provides a range of specialist services to support local, national and international business, and to encourage

new investment across the region. Incentives and assistance are available to eligible applicants to enable projects to commence sooner and help offset expansion, establishment and relocation costs.

The Queensland Government provides investors with project attraction and facilitation services through the Department of State Development. The department can assist business and industry by providing professional support and case management services.



### Employee costs

The Sunshine Coast has, on average, lower workforce costs in terms of weekly wages and employee insurance rates than the major states of New South Wales and Victoria.



Sunshine Coast, Queensland Workcover*	A\$1,275 A\$1.20
New South Wales Workcover*	A\$1,486 A\$1.40
Victoria Workcover*	A\$1,419 A\$1.27

\*Workcover premium cost per A\$100 in wages. Source: ABS 2016 Census Quickstats, 2016/17 Workcover Premium QLD Government.

LOWEST BASIC FLAT RATE PAYROLL TAX

**4.75%** QUEENSLAND  
A\$1,100,000\*

**5.45%** NEW SOUTH WALES  
A\$750,00\*

**4.85%** VICTORIA  
A\$575,000\*

**5.50%** WESTERN AUSTRALIA  
A\$850,000\*

**4.95%** SOUTH AUSTRALIA  
A\$600,000\*

**5.50%** NORTHERN TERRITORY  
A\$1,500,000\*

**6.10%** TASMANIA  
A\$1,250,000\*

**6.85%** AUSTRALIAN CAPITAL TERRITORY  
A\$2,000,000\*

\*Exemption threshold.



# WHY IT'S A BRIGHT IDEA



## Outstanding in every way.

With billions invested, the Sunshine Coast is making business more brilliant:

- 1 Prime South-East Queensland location
- 2 The largest Central Business District north of Brisbane
- 3 Servicing a catchment of more than one million people
- 4 Emerging economic powerhouse with soaring business confidence
- 5 Smart City innovation throughout the CBD
- 6 Local and international connections
- 7 Premium hotel, convention and exhibition facilities
- 8 Flexible options for commercial offices and retailers





# A WORLD-CLASS CITY IS COMING



◆ YOUR  
NEXT  
STEP

Flexible options to establish your business in Maroochydore’s new CBD are available now, and the SunCentral team can assist with leasing and investment enquiries.

Please contact SunCentral Maroochydore Pty Ltd on +61 7 5452 7274 or email [admin@suncentralmaroochydore.com.au](mailto:admin@suncentralmaroochydore.com.au)

For regular updates and more information, visit [Maroochydore-city.com.au](http://Maroochydore-city.com.au) or [facebook.com/thebrightcity](https://facebook.com/thebrightcity)



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# Maroochydore

THE BRIGHT CITY



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SunCentral<sup>®</sup>