



Maroochydore City Centre

# ACTIVATION STRATEGY

2018 - 2021



SunCentral

# Maroochydore

# TABLE OF CONTENTS

- 3. Activation Strategy
- 4. Building on Momentum
- 5. Strategic Context
- 7. Activation Model
- 8. Strategic Objectives
- 9. Proposed Actions
- 11. Monitoring and Performance



# ACTIVATION STRATEGY

Arts and culture are transformative forces which undeniably attract talent, investment and anchor long-term active communities, their ideas and ultimately create the place for cities. They influence our quality of life and the strength of our communities and provide a source of inspiration and entertainment with wide-ranging impacts that resonate across our culture, society and economy.

The purpose of the Activation Strategy is to help shape the new Maroochydore City Centre's (MCC) identity, build a program of shared responsibility, attract local/global enterprise, and catalyse its story and place in the region during the first stages of development.

Designed for the 21<sup>st</sup> Century, the new Maroochydore City Centre will form the centrepiece of commercial and cultural activity at a quality and scale unparalleled in the region. The 53-hectare development at Maroochydore, north of Brisbane, is big picture thinking about how to shape the region's future for the 500,000 people expected to call the Sunshine Coast home by 2036 and beyond.

The Maroochydore City Centre project is centrally located, within minutes from world-class beaches and the Sunshine Coast Airport, and designed with efficient public transport, new city streets and a network of paths for pedestrians and cyclists to move seamlessly from work to play and day to night.

# BUILDING ON MOMENTUM

The rise in cultural events, night markets and festivals during the last decade has led the growth in new local enterprises, sparking a wave of entrepreneurial innovators ‘having a go’ and dramatically shaping local precincts and towns across the Sunshine Coast region. As a result, there are abundant opportunities for new knowledge, creative and lifestyle markets to emerge alongside the new clusters of commercial activity, while the city centre is emerging.

With the first stage and streets to open to the public in late 2018, and construction of initial buildings to commence in 2019, this strategy focuses on delivering an engaging collaborative program which maximises community and local enterprise participation in the ground up phase during the first three years. This will include a community-led approach to neighbourhood building using short-term, low-cost and scalable interventions intended to drive long-term change.

It’s about setting in place the right framework to capture investment, support the city centre’s commercial operations, and benefit the development project over the coming decades. With a strong emphasis on participation, the strategy includes development of a program of events, activities and entertainment to drive visitation, attract investment and talent, maximise economic, cultural and social benefits, and create regional, national and global partnerships.



Maroochy Music + Visual Arts Festival 2015 - Jack Gore



Ocean St World Festival 2015 - Rob Sharkey

# STRATEGIC CONTEXT

The Maroochy City Centre is a Priority Development Area (PDA) which creates a streamlined planning and development framework administered by Economic Development Queensland (EDQ). The design, delivery and activation of the site during construction and beyond is being overseen by SunCentral Maroochy, a company established by Sunshine Coast Council in 2015, which aims to deliver the extraordinary and raise the bar for regional city-making in Australia.

This creates a dynamic decision-making model of planning, development and place management to deliver a vibrant, attractive city centre with significant benefits for the local community and business sector.

The Activation Strategy (2018-2021) has been developed in accordance with Maroochy City Centre Development Scheme (proposed implementation strategy) and recommendations outlined in the Public Realm Masterplan Vol 2 2015, The Community Plan 2015 and the Arts and Activation Strategy 2015. This included the importance of the activation/placemaking strategy and implementation program to be developed at different interval timescales over the life of the development project.





pop.world

The Activation Strategy (2018-2021) will be delivered by a distinct approach that provides a range of opportunities, resources and participation mechanisms for community, government and industry to connect with the new city centre for events, exhibitions and other cultural activities.

As the principal activation decision-maker responsible for implementation the three-year strategy, SunCentral's management team will facilitate the interface between EDQ, Sunshine Coast Council, community and industry; undertake a curatorial role commissioning place activation projects; connect foundation partners; work with art and activation professionals; and coordinate events in accordance with agreed temporary use provisions in the MCC Event Management Plan.



Horizon Festival 2017 - Jack Birtles

# ACTIVATION MODEL

## ACTIVATION STRATEGY 2018 - 2021

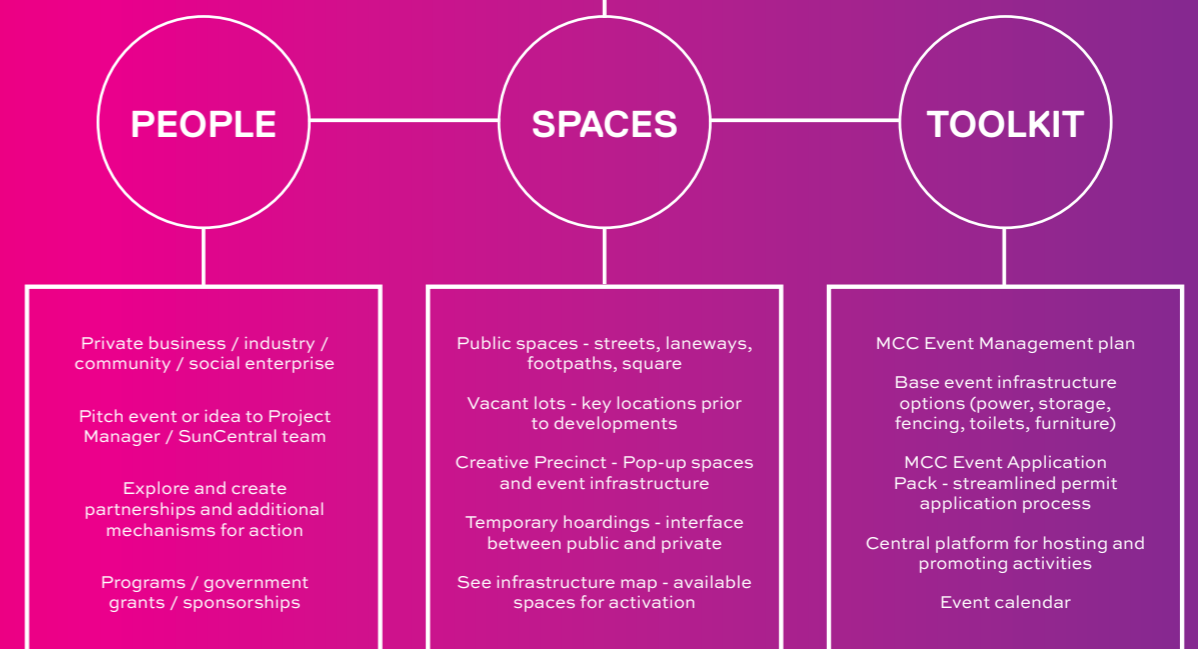
The Activation Strategy is a framework specifically for the Ground Up phase (1 - 3 years).

CREATIVITY  
+  
ENTREPRENEURSHIP  
+  
COLLABORATION

TOGETHER, THIS WILL:



BY ENGAGING:



# STRATEGIC OBJECTIVES

The Activation Strategy is a framework specifically for the Ground Up phase (1-3 years). It aims to:

1. Develop a coordinated plan and supporting documents to promote, position and activate the Maroochydore City Centre.
2. Raise the project's profile locally, regionally, nationally and internationally to attract and strengthen investment through partnerships.
3. Create a program of high quality cultural experiences and events for locals and national visitors.
4. Establish the long-term provisions to embed the continued development of arts and cultural activities into the next stages of the project.



Jacqueline Sanderson 2016

# PROPOSED ACTIONS

This strategy will be delivered through four key action areas:

1. Programming | partnerships
2. Toolkit and baseline infrastructure
3. Positioning, sponsorship & communication
4. Future proofing/planning

## 1. Programming Partnerships

Working collaboratively to:

- Provide a platform to enable ideas, creativity and entrepreneurship to flourish throughout the development for activities and multiple partnerships.
- Establish an engagement model to maximise the activation of designated vacant sites for a nominated period before the start of construction.
- Develop a curatorial framework for arts-based activation including creative industry-led projects including but not limited to:
  - Opportunity for themed, annual collaborations and
  - Fun outdoor activities for kids that explore the site and the science behind it (fun facts).
- Partner with established programs and festivals to host a range of activities that attract a wide audience from across the region and connect them back to villages and towns.
- Maximise connections across key industries, communities and individuals (local, national, global) with an emphasis on peer to peer knowledge exchange.

PROPOSED ACTIONS (CONT'D)

10

2. Toolkit and Baseline Infrastructure

Develop resources to:

- Provide the base infrastructure to host/facilitate business and community programs and events in a range of spaces across the city centre.
- Invest in temporary infrastructure ‘MCC Creative Precinct’ to cluster and support a range of events, industry and entrepreneurial programs, including the potential for temporary affordable workspaces, artist residencies and cultural exchanges to maximise industry and community participation.
- Prepare a Maroochydore City Centre Event Application Pack that provides opportunities for industry and community to lead creative projects and ensures high standards are maintained including:
  - Thresholds and conditions for events in accordance with agreed provisions with EDQ and SunCentral baseline event management plans (waste, traffic, risk, emergency etc).
  - An infrastructure map outlining event space details including access, lot sizes, surface finishes, power and water, toilets, temporary event spaces, storage and equipment options.



Maroochy Music + Visual Arts Festival 2017 - Mitch Lowe

11

Maroochydore

3. Positioning, Sponsorship and Marketing

Promoting the program of events and activities to:

- Raise the project’s profile locally, regionally, nationally and internationally to attract and strengthen investment through partnerships.
- Develop sponsorship opportunities with the private sector for integrated artwork on construction hoardings, future buildings and ephemeral installations in public places.
- Capitalise on the smart city technology for digital engagement (including city mobile app/digital signage, art installations and ‘what’s on’ information) art installations and real time feedback.
- Establish Maroochydore City Centre activation specific online platforms and social media to maximise exposure, eg calendar of events.
- Collaborate with national universities on multidisciplinary research programs examining the city building project.

4. Future Proofing / Planning

- Investigate a Place Activation Fund framework and business model as a forward-thinking resource to continue to support cultural creative projects in the city centre once buildings and businesses start to move in.
- Establish foundation partners for permanent public art initiatives in the next phase of the development project.
- Monitor and review infrastructure and improvements to common services and support future cultural infrastructure investment and service renewal.

MONITORING AND PERFORMANCE

As a greenfield project, the opening of Stage 1 streets is akin to a blank canvas before each development lot begins construction. A 6-12 month report card will be developed to capture the cultural, economic and community impact of the strategy and city-building project over time.

The activation strategy’s success will be monitored through the implementation of its four key action areas by developing a range of common measures to examine its effectiveness to meet the strategic objectives, including:

- Engagement and visitation: events, programs and digital engagement
- Event management: supports high quality industry and community activities
- Economic investment return: leveraged value of partnerships/sponsorships



THE BRIGHT CITY

# Maroochydore

THE BRIGHT CITY



**MAROOCHYDORE-CITY.COM.AU**  
**OR CALL 61 (0)7 5452 7274**



**SunCentral**

**BRONWYN BUKSH**

**ACTIVATION PROJECT MANAGER**

**M +61 (0) 414 156 600 E [bronwyn@suncentralmaroochydore.com.au](mailto:bronwyn@suncentralmaroochydore.com.au)**  
**PO Box 1458, Maroochydore Queensland 4558, Australia**