



# Fit for a high-tech future

Ambitious plans for a new Maroochydore CBD seeks to transform a Sunshine Coast holiday destination into one of Australia's most innovative cities.

Maroochydore has been a favourite holiday spot for more than a century. Now it's to become much more than that.

For decades the towns along Queensland's Sunshine Coast have traded off their abundance of sun, sand and surf. Maroochydore has been no exception – but thanks to a visionary CBD development, it's set to become one of Australia's most innovative cities.

Mark Jamieson, the Sunshine Coast mayor, believes Maroochydore City Centre will be “the envy of anywhere else in the world”. However, it's no easy feat to turn the former Horton Park Golf Course into a thriving city centre that will suit everyone from start-up firms to students and seniors.

Enter SunCentral Maroochydore, the council-owned organisation that has the task of bringing this project to life.

With one of Queensland's fastest-growing populations, Maroochydore is ripe for urban renewal.

Creating Maroochydore City Centre, 10 minutes from Sunshine Coast Airport, will breathe new life into the region. The project is estimated to bring 30,000 new jobs by 2040 and provide a \$5.9 billion boost

to Queensland's economy. Plans for SunCentral Maroochydore include commercial, retail, professional services and residential buildings, plus the possibility of a premium hotel, exhibition/convention centre and a tertiary education site with student accommodation.

The planners have investigated urban-development projects around the world. Nature will be placed front and centre, with more than 40 per cent of the 53-hectare site dedicated to parks and waterways.

Green spaces will be incorporated into commercial, retail, residential and cultural precincts.

Maroochydore City Centre will boast sustainable building design and innovative elements.

Its planned underground waste-removal system in particular is turning heads. The

Swedish-designed Envac system will transfer organic, recyclable and general waste from commercial buildings and apartments to a central facility, via 6.5-kilometres of underground vacuum pipes.

The system is designed to move waste at speeds of up to 70km/h and eliminate problems such as vermin, odour and garbage-truck noise.

The system has been implemented elsewhere, from Stockholm to Seoul, but Maroochydore City Centre will be the first major Australian development to have its waste transported underground in this way. The unique site makes innovation possible.

“Envac's technology can be installed because we are building on an undeveloped, green-field site within an existing urban area – and that has many other benefits,” says John Knaggs, CEO of SunCentral Maroochydore.

“For instance, we are also building a high-speed fibre-optic network into the city's very foundations, which will enable us to provide ‘smart’ signage, free Wi-Fi hotspots, real-time transport information, movement sensors and smart lighting.”

Mark Jamieson says the development is a prime opportunity for investors, businesses, tourists and residents.

“We are not imitating any other location, but creating an outstanding environment for people to visit, live, work and play,” he says. “How many cities have 53-hectares on which to plan a new CBD? Certainly nowhere else in Australia.

“We are building a Sunshine Coast that is a true economic powerhouse in an idyllic environment. It's a winning combination. Our vision for the Sunshine Coast is based on the premise that future cities are healthy, smart and creative – and the future is here, on the Sunshine Coast.”



**An economic powerhouse is set to take shape on the Sunshine Coast.**