

Change  
that  
matters  
to you.

Wayne  
Parcell  
*For Mayor*



Policy Positions  
*for 2024 Mayoral campaign*

## The Sunshine Coast Region of the future

By 2028, we envision the Sunshine Coast region as a thriving hub of innovation, sustainability, creativity and community engagement with close to 500,000 residents and a near \$30billion economy.

With a focus on preserving the region's outstanding natural beauty, fostering economic growth and environmental values, we aim to create a vibrant ecosystem where businesses, residents, and visitors alike can thrive; our region is unique because celebrating community diversity has always been our difference. As custodians of our Sunshine Coast Biosphere we will activate our communities' shared values, acting together to live, work, learn and play towards a future we can all be proud of.

### Change that matters to you

- ✓ Value-for-money – review expenditure and reduce waste
- ✓ Planning for progress & preservation – balance lifestyle and economics
- ✓ New generation of housing for all – affordable homes
- ✓ Transport – better now & for the future – getting around made easier
- ✓ Our natural & built environment – embrace best practice planning
- ✓ Your community has a place in our region – everyone is heard
- ✓ Creative you, creative us – welcoming art driven influences
- ✓ Active living – health and well-being
- ✓ Collaborating with the private sector and government – working together
- ✓ The 2032 Olympics – playing to our future

These policy positions are founded on our values and the feedback and commentary received during the community engagement tour conducted through all 10 Divisions of the Sunshine Coast Local Government Area by your Mayoral Candidate **Wayne Parcell PSM** and his team in the lead-up to the Sunshine Coast Regional Council elections scheduled for 16 March 2024.

# Policy Positions for Mayoral Campaign 2024

## Wayne Parcell PSM

### Sunshine Coast Region

These policy positions are founded on our values and the feedback and commentary received during the community engagement tour through all 10 Divisions of the Sunshine Coast Local Government Area by your Mayoral Candidate Wayne Parcell PSM and his team in the lead-up to the Sunshine Coast Regional Council elections scheduled for 16 March 2024.

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## Our Vision for the Sunshine Coast Region

By 2028, we envision the Sunshine Coast region as a thriving hub of innovation, sustainability, creativity and community engagement with close to 500,000 residents with a near \$30billion economy.

With a focus on preserving the region's outstanding natural beauty, fostering economic growth and environmental values, we aim to create a vibrant ecosystem where businesses, residents, and visitors alike can thrive; our region is unique because celebrating community diversity has always been our difference. As custodians of our Sunshine Coast Biosphere we will activate our communities' shared values, working together to live, work, learn and play sustainably towards a future we are proud of.

Our Sunshine Coast will be alive with nightlife and other entertainment, with efficient, effective and accessible transport infrastructure and affordable and accessible housing options that attracts and retains a talented workforce and provides a diverse lifestyle offering to all residents. Employment in high-value industries will be approaching 100,000.

The Sunshine Coast region will demonstrate its success balancing progress with preservation through strategic investments in renewable energy, technology, and infrastructure to support a sustainable future while enhancing the region's appeal as an attractive destination for living, for tourism and for investment; close to 20% of goods and services produced in the region will be exported.

By promoting collaboration and inclusivity, we will enjoy a resilient and dynamic community that embraces diversity and empowers individuals to achieve their full potential. Household income levels will have risen markedly from below, to above, the State average.

The Sunshine Coast region will be brighter and more prosperous for the benefit of everyone in every community, and looking forward with optimism and confidence to the 2032 Olympics.

## Value-for-money

### Alleviating cost-of-living pressures

Implementing a value-for-money strategy in local government is crucial for alleviating cost-of-living pressures on ratepayers. We will adopt a value-for-money approach that involves optimising resources to achieve the best possible outcomes while minimising costs. By adopting this strategy, council can efficiently allocate funds, enhance services, and ensure that ratepayers receive the highest value for their contributions by way of rates, charges and levies.

### Audit

I am committed to the conduct of a thorough and speedy review of the current expenditures and operations, including procurement processes. I expect this would involve reviewing the recommendations of the Queensland Audit Office Report 15, 2022-23 - Local

Government 2022, issued 22 June 2023, ensuring recommendations are taken up and that there is an open dialogue with the Qld Audit Office.

### Expenditure review

This review will seek to identify areas where cost savings can be realised without compromising the quality of services - staff cuts are not the first option when effective service delivery requires competent individuals supported by technology. A review of the cost and benefits of contracted consultants will be a high priority. Streamlining administrative processes, reviewing procurement policies and processes, leveraging technology for improved efficiency, and renegotiating contracts with vendors as an essential step in achieving financial optimisation.

### Technological initiatives

Investing in technology can play a pivotal role in modernising operations. Where efficient and effective, we will implement digital solutions for administrative tasks, ratepayer services, and communication channels can lead to significant cost reductions in the long run. Additionally, automation and data analytics tools can help identify areas of inefficiency and guide decision-making for resource allocation.

### Cost reduction

Collaboration and shared services among neighbouring local governments can also contribute to cost reduction. By pooling resources, we can achieve economies of scale, share specialised expertise, and negotiate better deals with suppliers. This collaborative approach ensures that each locality benefits from cost savings without compromising the delivery of essential services.

### Transparent & accountable

Furthermore, promoting transparency and accountability in financial management is essential for gaining and maintaining public trust and support for cost-saving initiatives. I will engage with the community to communicate the rationale behind cost-cutting measures, as well as the potential benefits and improved services resulting from these efforts.

## Planning for progress & preservation

### Community aspirations & outcomes

The current planning decision-making process, which includes the State and the Planning and Environment Court, is failing to properly connect the community and stakeholders, leading to misalignment of aspirations and outcomes. We will address this as a priority.

### Community confidence

Everyone should benefit from better development outcomes, existing and new residents. The planning processes are legalistic and complex and not readily able to be understood by many in the community.

I will raise awareness and understanding of how the planning processes operate so that everyone is empowered with knowledge to participate. Consultation can then be informed and meaningful. Transparency of process is followed by clear and timely communication of decisions and the reasons for them. My fresh approach will build community confidence so that outcomes are understood by everyone.

### Engagement & consultation

I support stronger neighbourhood engagement and will seek legal advice as to what changes Council can implement to achieve this.

My priority is to ensure transparency in decision-making and community consultation. This will be a major focus for me as Mayor and be a significant factor in ensuring the Sunshine Coast maintains its own character and liveability, and not become another version of the Gold Coast.

### Investor confidence

Investors require certainty from Council around the application of Council policies. Certainty is achieved where Council policies are well articulated and clear. Confusion and delays in making decisions discourages investment.

I am committed to transparency and involvement of the community, including from the business community, in decision and policy making. This includes those from the public and private sectors who wish to invest in the Sunshine Coast. I will promote active engagement with investors to discuss projects of benefit to the Sunshine Coast. We must encourage innovative and forward thinkers to develop and present their ideas. The extent to which Council can support innovation will be a priority as should joint projects with other levels of government and the private sector. As Mayor, I will be actively present and visible demonstrating that the Sunshine Coast is open for business.

### Tourism

The Sunshine Coast Region is a destination offering something for everyone with significant factors being our unique lifestyle and outstanding natural beauty.

Our natural attractions, such as Mary Cairncross Scenic Reserve and the planned ecological park, the Blue Heart, the Glasshouse Mountains, our national parks and our magnificent beaches and waterways provide opportunities for residents and visitors to experience the wonder of our environment. We can do more to develop deeper experiences through the arts and cultural experiences across the region; the potential for a major gallery or attraction in Caloundra or Maroochydore CBD will be pursued for the benefit of tourists and our residents.

We need to collaborate with our community, businesses and other levels of government to ensure we continue to develop and deliver distinct destination brand and experiences for visitors that then deliver sustainable growth for our region.



## New generation of housing for all

### Housing affordability, accessibility and homelessness

New ideas and more agile thinking are needed to deal with housing affordability, accessibility, supply and homelessness. Council has a responsibility to deliver a planning framework that will enable the projected 2041 population of 500,000 to thrive and prosper in an environment of outstanding natural beauty on the coast and in the hinterland.

The number of people estimated experiencing homelessness on the Sunshine Coast has increased by 54 per cent from 785 in 2016 to 1,205 in 2021 (ABS Census 2016 & 2021). As of January 2023, the rental vacancy rate was 1 per cent, which is three to four times less than needed to address the demand.

Support delivered through community housing services and collaboration with other levels of government is essential to improving housing outcomes through affordable and accessible housing options. I will encourage Social Impact Investment to help address this issue.

### Urban footprint

You choose where you live based on the attractiveness of an area, availability, logistic convenience and affordability. I will advocate enhancement of locations and areas that support a vision not to continue to expand the current urban footprint. The urban sprawl stops.

### Greyfield Precinct planning

I will promote consideration of a new approach to housing regeneration to meet the challenge of population growth on the Sunshine Coast. One example is the idea discussed by the Australian Housing and Urban Research Institute of "greyfield" precinct planning. This refers to the redevelopment or revitalisation of underutilised or vacant areas known as "greyfields." These are typically commercial or industrial zones that have experienced economic decline or neglect. Unlike greenfields (undeveloped land) or brownfields (contaminated sites), greyfields offer opportunities for adaptive reuse and mixed-use development.

The goal of greyfield precinct planning is to transform these areas into vibrant, sustainable, and economically viable spaces. This often involves a combination of strategies such as rezoning, infrastructure improvements, public-private partnerships, and community engagement. The focus is on creating a well-designed, walkable environment that integrates various land uses, including residential, commercial, and recreational spaces.

Greyfield precinct planning aims to breathe new life into declining urban or suburban areas, fostering economic growth, enhancing community well-being, and maximising the efficient use of existing infrastructure. Successful planning involves collaboration between local government, developers, businesses, and residents to ensure a balanced and inclusive transformation of these neglected spaces.



## Reporting on our progress

As Mayor, I will be looking to publish regular reports of the outcomes from the Council's Housing and Homelessness Action Plan 2023 – Council cannot solve this problem alone, and must work with the State and Commonwealth governments to be part of a sustainable solution. It may be too early for measurable outcomes from this plan which seeks to address a problem that has been decades in the making.

## Action now

In the meantime, I commit to acting to:

- actively engage with the State government around State planning controls in the context of the growing interest in tiny homes;
- promote more dialogue with the State Government for a greater share of social and affordable housing for the Sunshine Coast region which has the lowest ratio of government supported housing in Queensland;
- seek support from and engagement with the private sector for build-to-rent housing solutions;
- review support to encourage increased tourist accommodation that is diverse and flexible to meet changing tourism demands to take pressure off residential accommodation stock;
- support older community members who wish to downsize and then live independently in a supported living environment, with access to social networks and facilities in areas known to them.

## Social impact investment

A new generation of housing can be delivered with financial responsibility, social justice and environmental sustainability. A social impact investment program, an emerging, outcomes-based approach that brings together governments, service providers, investors and communities to tackle a range of social issues, may be one pathway to help us on this journey and will be investigated.

## Transport – better now & for the future

### Connected communities

I will champion a vision of active and public transportation as the backbone of sustainable, connected communities across the whole Sunshine Coast Region, embracing cutting-edge technology, on-demand, surge and active transport options to revolutionise the way we move and live.

We will strongly advocate for the completion of existing heavy rail projects (e.g. the Nambour line duplication) and seek to galvanise the community and business to make the strongest representations to the State government for heavy rail to Maroochydore to be operating before the 2032 Olympics.

Public transport is not just a mode of conveyance but a catalyst for positive and appropriate development on the coast and in The Hinterland. Together, in conjunction with the State

Government's public transport offering, we can leverage technology and active and public transport options to build smarter, greener, and more connected communities that stand as a testament to progress and sustainability.

### Flexible & adaptable

The public transport system needs to be flexible and adaptable to ensure that it can meet both current and future needs. Today's choices will need refining and changing as growth proceeds. I will approach this challenge with a vision about potential innovation.

As Mayor, I will advocate that the Department of Transport & Main Roads is actively engaged with the community in defining and refining its Sunshine Coast Public Transport strategy. A static strategy is unacceptable. A public transport strategy for the future must be dynamic and innovative.

Better public transport that continues to attract a very small percentage of patrons does not equate with better public transport. The priority must be to enhance the attractiveness of public transport to encourage people to choose active transport or public transport before their car.

I recognise the transformative power of on-demand and active transport options, such as ride-sharing, electric scooters, and bike-sharing. By incorporating these into our urban planning, we aim to reduce congestion, provide convenient last-mile solutions, and encourage eco-friendly modes of transportation. These options will not only complement traditional public transit but also contribute to a more sustainable and resilient transportation network.

### Transport now

I will lobby for the State to take a more immediate role in improving the current public transport system. I would also meet with the private operators to see how they can improve. As Mayor, I would urge council to investigate on-demand public transport for low density areas, for example in the Hinterland and west of the Bruce Highway, and the scope for greater opportunity for active transport and innovative transport solutions that incorporate technology.

A rapid bus transit system requires a sufficient dedicated right of way be created, and therein lies a problem and a challenge that I will immediately tackle to ensure its success.

### Liveability

Housing densities will change in various areas, pursuant to the planning scheme, and in many places east of the Bruce Highway as population growth continues. It is more important to ensure that density changes are appropriate and sensitive to communities and support liveability of the Sunshine Coast region as a whole. Balancing liveability and density is crucial for our future.

As Mayor, I will advocate for increased public transport accessibility, our vision extends to smart, mixed-use developments around transit stations. This means creating dynamic spaces where people can live, work, and enjoy leisure activities within walking distance of

transit hubs. It is about fostering communities that thrive on connectivity, accessibility, and sustainable mobility solutions.

My commitment to robust public transport is not just about getting from point A to B; it is about reshaping urban development and planning to create thriving, accessible hubs around transit stations. On this issue, public transport delivered by the State Government must be planned in tandem with a robust planning strategy.

### Traffic management

Traffic congestion on the Sunshine Coast is a problem that needs serious attention because it adversely impacts liveability, visitor satisfaction and wastes both time and resources.

Responsibility for traffic lights and the systems controlling them in the Sunshine Coast sit with both Council and the State Government, with each having responsibility for specific installations. Traffic light systems need to function effectively in the context of a best practice traffic management system - this will be included in a holistic review of traffic management that we will be seeking with the Department of Transport and Main Roads.

### Innovation

New technologies, on-demand and active transport options play a pivotal role in this strategy. I envision a future where smart infrastructure, including digital ticketing, real-time transit updates, and efficient traffic management, seamlessly integrates with traditional public transport. This integration not only enhances the overall passenger experience but also maximises the efficiency of transit systems. Communities challenged by issues of distance, geography, remoteness and accessibility have a legitimate expectation that they too can participate in the wider community.

## Our natural & built environment

### Stewardship

Embracing and preserving the natural and built environment is not only a civic duty but also an investment in the well-being and sustainability of our community. As Mayor, I will champion the protection and enhancement of our surroundings, aiming to create a harmonious balance between development and environmental stewardship. This can be achieved by adherence to the agreed planning strategies and controls.

### Inter-Urban Break

I support the maintenance of the Inter-Urban Break.

In the absence of compelling evidence and advice to the contrary, development of Hall's Creek would seem to pose a risk of unacceptable environmental impacts on the Pumicestone Passage and Ramsar Wetlands.

The proposed development of Beerwah East presents a sustainable proposition in terms of the environment, connectivity and transport.

### Sustainable future

The natural environment, including parks, green spaces, and wildlife habitats, is an integral part of our region's identity. My focus is on initiatives to safeguard these areas, such as tree-planting programs, biodiversity conservation efforts, and sustainable landscaping projects. By nurturing our natural assets, we can enhance the quality of life for residents, promote ecological diversity, and mitigate the impacts of climate change.

Simultaneously, the built environment reflects our shared history and aspirations for the future. I will advocate for responsible urban planning and development practices that prioritise energy efficiency, green building standards, and the revitalisation of existing infrastructure. By encouraging environmentally conscious construction and retrofitting projects, we aim to create vibrant, resilient neighbourhoods that contribute to a sustainable and aesthetically pleasing urban landscape.

### Shared responsibility

Public participation and awareness are fundamental to success in planning outcomes. We will organise educational events, workshops, and community clean-up initiatives to foster a sense of environmental responsibility among residents. By encouraging everyone to play an active role in preserving our natural and built environment, we can collectively contribute to a more sustainable and thriving community for generations to come.

### Invasive species

Council alone cannot solve the problem of dealing with introduced invasive plants and animals. However, Council can take a leadership position, in addition to its own activities, to encourage and support appropriate community action to manage or eradicate invasive pests.

I will work to ensure that there is a credible and realistic response to invasive species that engages the community to bring us closer to eradicating invasive pests. Along with active collaborative engagement with our neighbouring local government areas and state and federal authorities, we can work together to save our very special natural environment.

I believe that the Sunshine Coast Council's commitment to our very own biosphere provides a platform to address this challenging problem.

### Collective stewardship

In today's interconnected world, environmental consciousness is not just a personal choice; it is a collective responsibility that extends from individuals to industries. I commit to actively advocate for a sustainable future through responsible consumption and production practices. Central to this mission is the urgent need to address the excessive use of plastic and packaging in the supply chain. The presence of plastics and other waste on our beaches, in our oceans, waterways and bush and parklands requires a holistic response from council, the community and business.

### Raising awareness to action

We need to raise awareness that every roadway, culvert and storm-water drain takes water, chemical run-off and loose waste to our waterways and to the ocean. We need everyone to

be custodians of our waterways and oceans to protect our environment from further contamination and degradation. Engagement with key community groups will raise awareness and help deliver positive environmental outcomes.

I will look to collaborate better outcomes with the building industry regarding building material off-cuts, discards, surplus and the associated packaging which must not find its way into our natural environment.

Recycling, upcycling, and re-use are crucial components of a circular economy, but we believe it is equally important to tackle the root of the issue – the production of unnecessary plastic and packaging. As a society, we must push for innovative solutions and responsible policies that encourage businesses to adopt eco-friendly packaging alternatives and reduce their overall environmental impact.

### Gravel roads

Unsealed roads are a significant feature of the Sunshine Coast Region. Gravel roads impact the day-to-day life of thousands of Sunshine Coast residents and visitors. Whilst there is an existing program to seal these gravel roads, my office will work with council to give greater priority to this issue through a strategic analysis to determine priorities for an enhanced program of improvement.

### Sustainable practices

By championing sustainable practices in the supply chain, we not only mitigate the burden on our landfills and oceans but also pave the way for a more efficient and resource-conscious economy. As Mayor, I will advocate for legislation that incentivises businesses to adopt sustainable packaging methods, invest in research and development of eco-friendly materials, and work towards creating a culture of responsibility within industries. Council can also drive change in the supply chain through changes to tendering processes that support environmentally responsible suppliers.

### Smart waste management

It is time to investigate the use of Smart Waste and Smart Recycling bins - with connection to the internet, there can be significant improvement in waste management and collection with data-driven outcomes that can drive further improvements in terms of waste reduction and improved recycling outcomes. Overflowing waste bins and contaminated recycling bins can be a thing of the past.

## Your community has a place in our region

### See it, hear it, act on it

The entire region's voices must be heard; communities must be seen; outcomes must follow.

Effective decision-making requires a council that listens attentively to the diverse needs and concerns of each community. Informed decisions can follow greater transparency of process. We need to address the rising community disappointment about perceived decision-paralysis in routine planning processes and outcomes.

Each community must be seen and heard for council to be effective in its decision-making. Council needs to be a better listener about what people consider important; informed decisions can follow. Greater transparency of process means that those outcomes can be better explained and understood. A range of forums will be established to enable coordination and collaboration between council and community groups, nongovernmental organisations and business groups. Dialogue is fundamental in consideration of delivery of change that matters.

I will meet the community's expectation of being a more visible and accessible Mayor to ensure communities are seen and heard. You will see us, your Mayor and your Division Councillors together, regularly in your Division.

### Our young future

I will establish a regular Mayor's Youth Forum which is essential to gain insights into the aspirations of younger people who need to be nurtured for the sake of our region's current and future prosperity.

### All voices

As your Mayor, I will be engaging in meaningful consultation with the community by ensuring that everyone impacted, or anyone who has an interest, has the opportunity and access to the process to comment - for example, some residents may not have access to technology or have difficulty using it to contribute, so those people should be able to participate meaningfully in other ways.

### Balancing progress & preservation

I will see to it that appropriate weighting is given to different contributions – for example, residents and their accessibility needs as local users need to be given due consideration to ensure that the proposal does not detract from liveability of the locality to the benefit only of others who may be visitors. Accessibility for local businesses is important to enable them to offer their products and services to their local customers and visitors – local businesses need to be viable, and local support is essential to maintain a cohesive community that is valued in all its parts. There is a balance that needs to be struck between progress and preservation.

## Creative you, creative us

### Well-being

Art plays a pivotal role in fostering a happy, healthy, and vibrant community by serving as a powerful catalyst for expression, connection, and cultural enrichment.

Creative arts provide a platform for individuals to communicate ideas, emotions, and experiences, fostering a sense of unity and understanding among community members.

Additionally, art contributes to the overall well-being of individuals by promoting creativity, self-expression, and stress relief. As a reflection of cultural diversity, it enhances community identity and pride, creating a more inclusive and dynamic social environment.

Ultimately, art serves as a source of inspiration, contributing to the overall vibrancy and positivity that defines a flourishing community.

### Creative spirit

We will be a council that will bring to life the creative community of the Sunshine Coast Region through targeted support of the arts and including a vision for the development and improvement of facilities throughout the region to support a thriving creative community that residents and visitors can embrace and support.

## Active living

### Accessible life

Everyone in our community should be able to enjoy the benefits of living in the Sunshine Coast Region and that means delivery safety and accessibility particularly to those who are living with disabilities. Our success will be measured by how we care for our most vulnerable and that will be evident, for example by transport, beaches, parks, libraries and footpaths that are accessible and public lighting that enhances safety.

### Sport

I will champion the growth and sustainability of sports within our community. I have an unwavering commitment to fostering a vibrant sporting culture that enriches the lives of our residents and strengthens the fabric of our society.

As a council we will seek to allocate resources and funding to support grassroots sports programs and facilities. By investing in accessible infrastructure such as community sports fields, recreation facilities, and equipment subsidies, we aim to break down barriers to participation and empower individuals of all ages and backgrounds to pursue their sporting passions.

### Inclusivity in sports

In line with my commitment to inclusivity, I will place a strong emphasis on promoting gender equity and diversity in sports. By supporting outreach programs, inclusive sporting events, and providing support for underrepresented groups, I and council will strive to create a welcoming and inclusive environment where everyone has the opportunity to thrive.

### Wellness

I will strive to work closely with local health agencies and educational institutions to integrate sports and physical activity into broader public health and wellness initiatives, fostering a holistic approach to community well-being.

### Community & connections

My commitment is to foster a culture of inclusivity and camaraderie, where everyone is encouraged to participate and no one is left behind.

Our support goes beyond physical activity; it is about forging meaningful connections that transcend the boundaries of age, background, and ability. From intergenerational fitness



classes to neighbourhood book clubs, I believe in the power of shared experiences to create lasting bonds and enrich our lives.

An active lifestyle, not only nourishes our bodies but also nourishes our souls. We also derive the benefits of decreased demand on health facilities enabling improved accessibility for others immediate needs.

## Collaborating with the private sector and government

### Working together for the Sunshine Coast Region

The State Government has extensive powers under various planning instruments and legislation and can override local government in certain circumstances, and usually without recourse by council other than through the court of public opinion.

Dialogue between all levels of government is essential if the best outcomes are to be achieved for communities. When different levels of government have different ideas about what they believe is in the interest of a community then the dialogue and negotiation of the issues needs to have been commenced before anyone has taken a position that they believe they cannot resile from. An ongoing dialogue, particularly with the State Government is essential if there is to be early engagement on issues of potential disagreement.

### Speaking as one region

When necessary, I will galvanise the support of communities too in taking a viewpoint to other levels of government who also recognise that voters cast ballots at elections for all levels of government.

This may necessitate council persuading others to campaign an issue, and this means building strong transparent relationships with state and federal members of parliament whose seats overlay the Sunshine Coast region as they have a vested interest in representation of their constituents and ensuring their representation is effective.

### Education and training

Through collaboration with business, industry and government the Sunshine Coast Region can develop a nationally recognised education and training sector. Economic growth of the region relies upon the education and learning opportunities that are responsive to the skill needs of high-value industries and to the career and development needs of our residents.

Council policies need to enable new investment that will deliver infrastructure to help the region attract and grow a clever, productive and diverse population. The Sunshine Coast Region is an enviable location for people to pursue a worthwhile career.

### Health

The Sunshine Coast University Hospital provides leading-edge research facilities and professional services. The hospital entices allied professional services to co-locate in the region.

Council's planning and other policies will support the development of the research capability and reputation of the Sunshine Coast University Hospital.

## Innovative growth

Council must provide appropriate support to existing businesses and start-ups. There is significant opportunity for innovation to be built upon the assets of the region: the Sunshine Coast International Broadband Submarine Cable landing station in Maroochydore; the University of the Sunshine Coast; the Sunshine Coast University Hospital; the new CBD; and, the Airport.

We will support opportunities for innovation and growth with established small businesses, as well as startups. Support high-quality training for SME owner-managers and support effective industry associations to help grow sectors such as food and agribusiness, healthtech, manufacturing, cleantech, and more. Compared to non-innovators, innovative businesses are 40 per cent more likely to increase income and profitability, twice as likely to export, and two to three times more likely to report increased productivity, employment and training.

Council needs to engage with industry leaders, including in health and life sciences, IT and Artificial Intelligence through an ongoing taskforce supported by a Workforce Development Plan that promotes innovation, tech-hubs and start-ups.

## Independent

As an independent non-aligned Mayor, I would not be answerable to any political HQ and believe this enhances my ability to work closely with other levels of government as my focus would be the best outcome for the Sunshine Coast region.

## The 2032 Summer Paralympic Games and Olympic Games

We can all take heart with the prospect of long overdue attention for our region in terms of infrastructure that the community needs, which will also help deliver the Paralympics and the Olympics to residents and visitors.

We need to embrace this opportunity for meaningful engagement and change for people in our community with different abilities and who are living with disabilities in the lead-up to the Games and as an enduring legacy of inclusion.

Long after the games are gone our region rightfully expects that public transport, sporting and cultural facilities are able to meet the expectations of one of the fastest growing regions in the country.

We are looking forward to showcasing the outstanding natural beauty of the Sunshine Coast region.