

A yellow outline of a spotlight hangs from the top, casting a purple and white conical beam of light downwards onto the text.

**CITY SPOTLIGHTS**  
**SUNSHINE**  
**COAST**

Get to know some of Australia's top regional cities



**14 OF 19  
MAJOR CITIES  
IN AUSTRALIA  
ARE IN  
BOOMTOWN.**

# WELCOME TO **SUNSHINE COAST**

The weather *...and Future*  
forecast looks bright

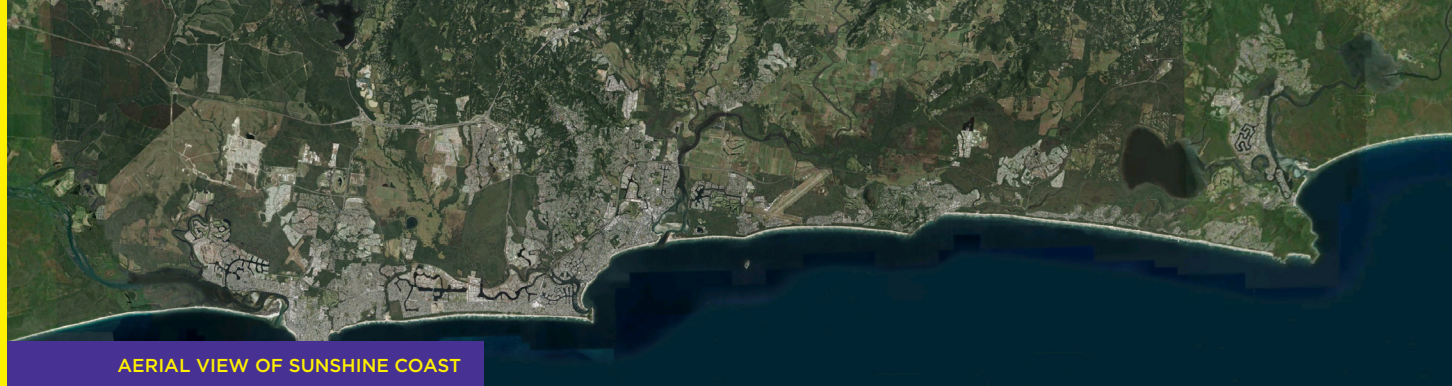
*“An extreme growth trajectory to 2041 like no other region in Australia.”*

*– Kat Donaghey, Journalist, Sunshine Coast News*



Australia's 9th most populated city, the Sunshine Coast has ditched its heavy reliance on tourism and evolved into a stronger and more diversified economy over the past 10 years - including smart manufacturing, high-tech, healthcare and education. Renowned demographer Bernard Salt describes it as "the entrepreneur capital of Australia" - with over 50% of employment coming from small businesses.

With a \$19.5 billion infrastructure spend on current or recently completed projects - including its own NBN, a new CBD and airport runway - the Sunny Coast is a booming regional city that marketers shouldn't overlook or underestimate.



AERIAL VIEW OF SUNSHINE COAST

## ECONOMIC FOCUS

### GROSS REGIONAL PRODUCT

\$23.73 billion.

### KEY ECONOMIC CONTRIBUTORS

**Healthcare:** Driven by the new Sunshine Coast University Hospital, part of a \$5 billion health precinct and the \$1.8 billion investment in the Sunshine Coast Public University Hospital.

**Education:** 83,000 students from Uni, TAFEs and 150 RTOs (registered training organisations).

**Tourism:** 4.1 million+ visitors/year, with visitor spending up 11.8%.



### All Aboard the Sunshine Express

The QLD State Government announced a \$2.75 billion commitment to funding the Sunshine Coast Rail Line.

This track will connect the Sunshine Coast, Moreton Bay and Brisbane.

Boortown.



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With one of the largest infrastructure spends in the country, the Sunshine Coast will be booming for years to come.



VEGANS RULE AT CAFE VIE



SUNSHINE PLAZA IS QLD'S MOST SUSTAINABLE SHOPPING CENTRE

## CONSUMER OPPORTUNITY



### CURRENT POPULATION

365,942. Projected to grow over 500,000 by 2041.

### #2 IN REGIONAL GROWTH NATIONWIDE:

Average of 9.4% each year for the past 20 years.

### AMONG TOP 10 IN NEW JOB CREATION

with predictions of adding more than 22,500 jobs in 2025-2026.



### A healthy city.

The Sunny Coast has more yoga, meditation, and juice bars per capita than anywhere else in Australia.



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With one of the fastest growing populations, brands can establish customers for a lifetime on the Sunshine Coast.

## CULTURAL OPPORTUNITIES TO PLUG INTO



### CALOUNDRA MUSIC FESTIVAL

Taking place at the beautiful Kings Beach for over 15 years this festival attracts thousands of locals and tourists alike.

**WHEN:** September/October



### NOOSA TRIATHLON

The biggest multi-sport festival in the southern hemisphere, the Noosa Triathlon is five days jam packed with events for both athletes and their admirers

**WHEN:** October



### SUNSHINE COAST COMEDY FESTIVAL

Four days of laughter in 16 venues across the Sunshine Coast - featuring both local and international masters of comedy.

**WHEN:** November

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**B**

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**Marketer opportunity:** The Sunshine Coast offers a diverse range of much-loved events for brands to activate and be a part of the celebrations.

# UNLOCK 365, 942 SUNSHINE COAST RESIDENTS IN MINUTES

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Coverage Levels Heavy Medium Light ?



# RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

## Boomtwn.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

## boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



#### SOURCES:

<https://www.sunshinecoast.qld.gov.au/business/regional-innovation/icf/innovation> • <https://invest.sunshinecoast.qld.gov.au/invest/why-sunshine-coast/a-story-of-growth>  
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