

Stockland Caloundra South and Halls Creek

CALOUNDRA SOUTH

Caloundra South is one of the largest master plan community developments in Australia, and the largest project the Sunshine Coast has ever experienced. On completion it will be home to some 50,000 new residents of the Sunshine Coast, and around 20,000 new jobs. Over the first ten years of its development it will make a critical contribution to the Economic Development goals of the Sunshine Coast Council specifically in the following ways:

- Annual GRP of \$329 million (after 10 years of development)
- 4,090 new jobs to the region including 2042 high value industry jobs
- Average individual income of new jobs generated of \$63,620 (in today's dollars), 28% higher than the State average
- Export revenue of \$79 million contributing to an increase in regional exports

Caloundra South Economic Development Drivers

Economic Contribution in 2024/25

Halls Creek	No. Jobs	Av. SC Indiv. Inc.	GRP/Worker	GRP Per Sector	Exports/Worker	Export per Sector
Retail Workers	1,275	\$44,599	\$55,600	\$70,890,000	\$28,764	\$36,674,463
Commercial Workers	255	\$74,460	\$98,051	\$25,003,056	\$13,960	\$3,559,695
Industrial Workers	493	\$62,275	\$113,214	\$55,793,742	\$13,960	\$6,879,529
Transport and Warehousing	329	\$65,097	\$90,746	\$29,814,145	\$13,960	\$4,586,353
Manufacturing & Assembly	219	\$59,453	\$98,171	\$21,502,394	\$70,798	\$15,506,886
Education & Community Workers	154	\$60,809	\$67,080	\$10,330,320	\$6,296	\$969,657
Health	85	\$60,151	\$76,090	\$6,467,650	\$8,604	\$731,335
Arts & Recreation	89	\$57,419	\$50,256	\$4,460,597	\$9,286	\$824,239
Home Based businesses	480	\$74,460	\$98,051	\$47,064,576	\$13,960	\$6,700,602
Development Workers	712	\$70,693	\$81,223	\$57,830,776	\$3,673	\$2,615,270
Total Workers	4,090	\$63,620		\$329,157,256		\$79,048,029

High Value Industry Workers	2,042
SC Av. Individual Income	\$43,688
QLD Av. Individual Income	\$49,865

Source: Urbis; ABS; Sunshine Coast Council; QLD OESR

CALOUNDRA SOUTH (HALLS CREEK) IGA

The future prosperity of the Sunshine Coast is dependent on the growth and attraction of high value businesses and workers. This will be reliant on providing the economic environment for these businesses to develop and the residential communities and amenity to attract these workers and their families to live.

The current revision of the South East Queensland Regional Plan (SEQ Regional Plan) extends the Plan's horizon to 2041. To meet the Sunshine Coast's economic objectives as outlined in its Economic Development Strategy, the region will need to ensure it has identified adequate long term supply of residential, and employment land. This analysis examines the long term provision of this supply and the potential role that land at Halls Creek can play in this supply.

The Halls Creek IGA has the potential to supply ideally located and serviced employment land to leverage both the Caloundra South knowledge base and associated employment areas along with committed transport infrastructure providing critical business accessibility. Figure 1 below shows the location of employment land within Caloundra South and the potential for Halls Creek to deliver additional employment land that integrates into the overall enterprise and transport network.

FIGURE 1 – EMPLOYMENT LAND CALOUNDRA SOUTH AND HALLS CREEK



ECONOMIC DEVELOPMENT

Economic development in the form of employment generation, including high value employment opportunities, gross regional product, and above average income levels will be essential to increase the prosperity of the Sunshine Coast and meet the key goals of the region's Economic Development Strategy over the period to 2033 of:

1. Grow the economy from a Gross Regional Product of \$13.8 billion to \$33 billion
2. High value industries provide at least 100,000 employment opportunities
3. 20% of goods and service produced for export outside the region
4. Household income levels above the State average

Initial planning by Stockland for Halls Creek reflects a diverse mix of land uses designed to generate local jobs and provide key services and amenity for the local residents. This includes retail, commercial, community and health facilities in a series of District and Local centres; four schools covering High school and Primary school; over 100 hectares of employment land; and substantial open space and conservation land.

LAND USE	SCALE
Residential	10,832 dw (520 ha)
District Centre	1 Centre (11 ha)
Local Centres	5 Centres (35.5 ha)
Employment Land	108ha
Education	4 schools (24 ha)
Conservation and Buffers	468 ha
Open Space	118 ha

This land use mix will generate local jobs within the Halls Creek community as well as flow on economic benefits for the wider Sunshine Coast region in the form of Gross Regional Product, Exports, and Jobs. The following table draws on benchmarks for employment land use, worker incomes, Gross Regional Product per worker per sector, and Exports per worker per sector to calculate the economic development benefits that Halls Creek can contribute to the Sunshine Coast in future years and its overall Economic Development Strategy goals.

Halls Creek Economic Development Drivers

Meeting the Goals of the SC Economic Development Strategy 2013-33

Halls Creek	No. Jobs	Av. SC Indiv. Inc.	GRP/Worker	GRP Per Sector	Exports/Worker	Export per Sector
Retail Workers	1,217	\$44,599	\$55,600	\$67,650,834	\$28,764	\$34,998,702
Commercial Workers	199	\$74,460	\$98,051	\$19,543,401	\$13,960	\$2,782,402
Industrial Workers	2,250	\$62,275	\$113,214	\$254,731,050	\$13,960	\$31,409,073
<i>Transport and Warehousing</i>	1,500	\$65,097	\$90,746	\$136,119,000	\$13,960	\$20,939,382
<i>Manufacturing & Assembly</i>	1,000	\$59,453	\$98,171	\$98,171,000	\$70,798	\$70,798,000
Education & Community Workers	340	\$60,809	\$67,080	\$22,798,055	\$6,296	\$2,139,943
<i>Health</i>	66	\$60,151	\$76,090	\$5,055,377	\$8,604	\$571,641
<i>Arts & Recreation</i>	277	\$57,419	\$50,256	\$13,899,592	\$9,286	\$2,568,397
Home Based businesses	1,625	\$74,460	\$98,051	\$159,313,590	\$13,960	\$22,681,539
Development Workers	1,591	\$70,693	\$81,223	\$129,209,609	\$3,673	\$5,843,222
Total Workers	10,065	\$63,620		\$906,491,507		\$194,732,300
High Value Industry Workers	3,408					
SC Av. Individual Income		\$43,688				
QLD Av. Individual Income		\$49,865				

Source: Urbis

Specific points to note regarding Halls Creek potential contribution to the Sunshine Coast Economic Development Strategy goals are:

- Annual GRP of \$906 million (at full development) representing 5% of the targeted growth in the Sunshine Coast's economy by 2033
- 3,408 high value industry jobs representing 8.3% of the targeted increase of 41,000 high value industry jobs by 2033
- Average individual income of new jobs generated at Halls Creek of \$63,620 (in today's dollars), 28% higher than the State average
- Export revenue of \$195 million representing an increase of 5.4% in regional exports (based on 2011/12 regional export estimates)
- Based on the development of 10,832 new dwellings and the generation of 10,065 new jobs, Halls Creek is estimated to have an employment self-containment ratio of 0.93 (Based on a target of one job per household).

Anti-economic development lobby groups have questioned the ability for new communities to achieve self-sustaining levels of employment similar to the targets Stockland has for Halls Creek. Stockland has a substantial track record in achieving such targets through its diversified property portfolio and overall master plan approach to its residential developments. Local examples of this include North Lakes in the Moreton Bay Region and the evolving Oceanside precinct at Kawana on the Sunshine Coast. Recent analysis of Stockland's North Lakes project reflects the following employment generation ratios to dwellings.

NORTH LAKES POPULATION AND JOBS

	2011	2014
Population		
Dwellings	5463	6063
Jobs	4975	5940
Jpbs: Dwellings	0.91	0.98

Over the past four years at North Lakes Stockland has been developing jobs at a faster rate than dwellings. Whilst the wider North Lakes/Mango Hill/Griffin area will continue to grow in the number of dwellings, Stockland's residential land at North Lakes will be exhausted in 3-4 years time. Despite this Stockland's plans for continued employment land development at North Lakes will yield in the order of a further 7,500 jobs.