



Sunshine Coast  
Community Strategy  
Annual Report 2020/21

November 2021



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#### **Acknowledgement of Traditional Owners**

Sunshine Coast Council acknowledges the Kabi Kabi peoples and the Jinibara peoples and recognises that the Sunshine Coast local government area has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to working in partnership with Traditional Custodians and the First Nations community to support self-determination through economic and community development.

Image: Soraya Fewquandie Scott performing at Dawn Awakening, Horizon Festival 2018.  
Photo by ben vos productions.





## Message from the Community Strategy Leadership Group

The Community Strategy Leadership Group (the CSLG) are pleased to present the first Annual Report 2020-2021 for the Sunshine Coast Community Strategy. This Annual Report highlights and celebrates the valuable work delivered over the past year to deliver on the priorities of the Sunshine Coast Community Strategy 2019-2041.

Since the adoption of the Community Strategy in November 2019, the initiatives, programs and events that have been delivered have been outstanding. Council has not been doing it alone, partnerships with other departments, agencies, community organisations and community members have been a fundamental keystone to the delivery of the Community Strategy.

Even through the challenging times brought on by the COVID-19 pandemic, it has been admirable to see how Council, its partners and

our community can come together in such adverse circumstances. The Sunshine Coast Community Hub initiative, the Lift Project and the #CovidKindness initiative are a few examples of how positive outcomes can be delivered via strong and meaningful collaboration. These initiatives also demonstrated the agility of Council and its partners, and the strength and resilience of the Sunshine Coast community.

For the CSLG, since our inception in May 2020 we have been hard at work. We have met on a monthly basis to refine our approach on how we can best work together for our community. Housing and homelessness, neighbourhood activation and engagement, and tackling racism in our community, have been the focus areas of the CSLG so far and we are looking forward to progressing these and other priorities more this coming year.

One of our highlights from the past year was seeing the rich conversations that took place at the Community Strategy Community Forum in May 2021. Meaningful community engagement formed the fundamental basis of the Community Strategy, and the CSLG saw the need to continue these important conversations while the Community Strategy is being implemented. The Forum explored our regional identity, and clarified action areas for the next year. The forum was an excellent way to reflect on the year that has been, and has energised us for our commitment to implementing the Community Strategy in the years ahead.

We would like to thank everyone involved who worked on delivering the priorities of the Community Strategy this past year. Without your commitment and dedication, it would not be possible to deliver such great outcomes to our community.

### Who are the CSLG?

The CSLG was formed in May 2020, bringing together broad and diverse experience and expertise to drive the vision of the Sunshine Coast Community Strategy – Together we thrive.

The group is responsible in leading and guiding the delivery of the Community Strategy's action plan, and tracking and reporting on its progress and impact.

A total of 11 members make up the CSLG, including representatives of the community and community sector.





Mayor  
Mark Jamieson

## A Message from the Mayor

This Annual Report highlights the important dividends that result when Council and representatives of our community work together to build the social fabric of the Sunshine Coast. This is the intrinsic intent and purpose that underpins our Sunshine Coast Community Strategy and the efforts of all involved are deeply appreciated.

Our Community Strategy is based on a foundation of strong social justice principles - equity of access; the efficacy of human dignity and a level playing field - so everyone can benefit as the region grows.

These principles are clearly reflected in the work that is showcased in this Annual Report as Together we Thrive.



Councillor  
David Law

## A message from the Portfolio Councillor

I am proud to present the first Annual Report for the Sunshine Coast Community Strategy 2019-2041.

Over the past 12 months it has been an honour to work with the CSLG. Together with Council, other government departments, community organisations and the community have all worked extremely well together on delivering the priorities of the Community Strategy.

The achievements set out within this Annual Report highlight the fundamental space Council and our partners are all working within, and the value of the collective hard work that has been delivered to our diverse communities.

I am confident that we can look forward to our future with even more energy and optimism, and I look forward to seeing our community thrive more into the future.





## The Sunshine Coast Community Strategy 2019-2041

The Community Strategy provides a long-term framework for how Council and our community will work together to advance our shared goal of a strong community through to 2041.

The 20-year strategy provides a framework to build on our values and shape a community which is healthy, vibrant, inclusive, connected, resilient and creative.

With its vision of 'Together we thrive', the Strategy reflects a shared responsibility for how Council and our community will work together to advance our common goal for a strong community.

### This Annual Report

The Community Strategy is about people. Measurement of outcomes that are sometimes intangible and subjective require methods that go beyond statistics. With this in mind, this Annual Report draws together quantitative and qualitative data to highlight Council's successes and

progress towards the Community Strategy Outcome Areas.

It is noted that this past year has been a complex and challenging one for Council, our partners and our community. This Annual Report should be read with ongoing consideration to the COVID-19 pandemic, as services, programs and projects have all been impacted to some extent over the past year.

### Our Progress

The Community Strategy has been in effect since November 2019, and Council wants to understand how we are progressing towards the Community Strategy outcome areas.

During May 2021, one thousand residents were interviewed by phone about civic engagement, volunteering, social networks, self-rated health, physical activity, community safety and more. The findings of this research are detailed throughout the Annual Report.

Council will be building on this data in the coming years to measure our progress towards the Community Strategy outcome areas.

The Community Strategy received a 2020 PIA Queensland Award for Planning Excellence (Public Engagement and Community Planning).



The Community Strategy received a National Commendation for its community engagement program from the Planning Institute of Australia Planning Excellence Awards.



## Our community:

87% residents rated their overall health as good or better.

43% of the community volunteered in the past 12 months.

91% of residents rated their quality of life as good, very good or excellent.

Source: Sunshine Coast Council Community Connections Survey 2021.

## Outcome 1: Healthy, Active Communities

### This year's key achievements:

#### Healthy Ageing Forum – Getting Old is not a Disease!

In partnership with the University of the Sunshine Coast, the *Healthy Ageing Forum – Getting Old is not a Disease!* was a free event held in February 2021 with 150 local community members attending. 11 presentations from USC Academics, Sunshine Coast University Hospital specialists and the President of the Australasian Society of Lifestyle Medicine were delivered. The event empowered and educated older people on strategies they could use to improve their own health and wellbeing, supporting healthy and active lifestyles into the future.

100% of survey respondents indicated they would be interested in attending similar future health and wellbeing events.

Source: Evaluation feedback.

#### The Lift Project Sunshine Coast

In partnership with Lift Lifestyle Medicine, The *Lift Project Sunshine Coast* was launched in May 2020. The Lift Project was launched as a free online health and wellbeing program offered to residents with an emphasis on improving mental health. Four rounds of the program were offered, with approximately 6000 community members registering for the program since its inception, with an active Facebook group of 738 members. 93% of Round Two survey respondents indicated the program has improved their wellbeing.

*"I learned where happiness and wellbeing come from. Turns out it's much easier to get to than I originally thought. This program changed my life! Thank you so much!"*

Participant of The Lift Project.

Source: Evaluation feedback.

#### Migrant Learn to Swim and Beach Safe Program

In partnership with Royal Surf Life Saving Society Queensland, the Migrant Learn to Swim and Beach Safe Program commenced in March 2018. Since then, approximately 270 participants from a migrant background have participated in the twice-yearly program – which missed a round in 2020 due to COVID-19. As people from a migrant background have a higher likelihood of drowning, the program offers skills, knowledge and confidence to navigate both flat and ocean waters. The program is meeting the needs of our diverse community while encouraging social connection for our migrant communities.

*"For the first time in my life, I can now put my head underwater...I believe I have learnt valuable surviving techniques and I will continue a Learn To Swim with Adults program at Goodlife Buderim"*

Course participant.

Source: Evaluation feedback.

88% of participants stated they will continue swimming and pursue further lessons to become even more confident.

Source: 2021

Evaluation Feedback.

## safeTALK Workshops

Partnering with the Sunshine Coast Mind and Neuroscience Thompson Institute, an informative and interactive training opportunity was held for approximately 400 Council staff – the SafeTALK Suicide Alertness Training. The training was developed to help Council employees gain knowledge, develop skills and take away valuable tools to identify someone at risk of suicide and link them to life-saving services. The training delivered on the priorities of the Community Strategy by supporting opportunities to improve health and wellbeing outcomes for our community.

## Youth Volunteering

Council partnered with Volunteering Sunshine Coast on a youth volunteering video project. Youth volunteering videos were developed to present young people doing great things in their communities, and to garner interest for other young people to step up and volunteer. The project was funded through Council's community grants program, with further support provided to Volunteering Sunshine Coast through supporting the planning and promotion of the videos and participation in a judging panel. The initiative aims to attract more young people to volunteer, so that the health and wellbeing of our community can be strengthened through active participation.

### Fast facts:

- 548 lives saved on our beaches, via our 22 patrolled beaches
- Maintaining 636 recreation parks, civic parks and linear parks
- Engaging with up to 350 sport and recreation organisations.

## Project Spotlight - Healthy Sunshine Coast

### Delivering on Council's community health and wellbeing objectives

Healthy Sunshine Coast is a Council initiative which provides opportunities for residents to participate in free or low-cost physical activities, workshops and events to maintain or improve participant fitness levels. The aim of the program is to increase physical activity levels and reduce sedentary behaviours by making regular exercise part of a balanced daily lifestyle.

In February 2021, Healthy Sunshine Coast was relaunched after being in COVID-19 pandemic related suspension throughout 2020. By June 2021, approximately 3000 people had "Joined the Movement"

which provides for a one-off registration to receive health and wellbeing information, and access to activities, workshops and events. Each week hundreds of people actively participate in over 50 weekly physical exercise classes. Activities use a variety of community run venues, Council facilities and outdoor parks and spaces.

The Healthy Sunshine Coast program is delivering on the priorities of the Community Strategy by encouraging people to connect and improve their overall physical and mental wellbeing. Through its partnership approach, the program also provides economic development opportunities for the region by supporting the growth and development of the local health and fitness industry.

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50+ weekly classes

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30+ local service providers

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450+ engaged via social media

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30+ locations

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Healthy Sunshine Coast has capacity to support approximately 1450 participants a week.

## Our community:

44% of residents agree that council's community infrastructure is meeting their needs.

Source: Sunshine Coast Council Community Connections Survey 2021.



## Outcome 2: Vibrant Communities

### This year's key achievements:

#### Busy places and spaces\*

Our communities were supported by a network of community infrastructure:



##### Aquatic centres

784,269 visits across 9 aquatic centres



##### Libraries

716,710 visits across 8 branches and mobile libraries



##### Caloundra Regional Gallery

12,421 visits



##### Historic Houses

2303 visits



##### Venue 114

30,448 attendees over 593 events



##### Sunshine Coast Stadium

275,076 attendees over 29 major events

#### Supporting community infrastructure through partnerships

Under the Community Grants Program and COVID-19 Community Response Grants Program, Council contributed more than \$1.3million across 155 projects to support community facilities improvements and development. Supporting the region's community organisations and their facilities is contributing to creating a network of community infrastructure that is safe, welcoming, inclusive, adaptable, well used and activated.

#### Community Leasing Policy

Council adopted the revised *Community Groups Occupying Council Owned/Controlled Land and Infrastructure Policy* in April 2021. Under the new policy, community groups who enter into tenure arrangements will no longer be responsible for the cost of building insurance, statutory or structural maintenance, capital upgrades or water and sewerage access charges. This will represent significant financial savings for our region's community organisations, which will allow them to focus more of their time and resources on their community purpose and activities.

A number of other facilities were enhanced via COVID Stimulus Projects:

- Palmwoods AFL/ Cricket Clubhouse
- Nambour Aquatic Centre Waterslide
- Yandina Cricket Clubhouse
- Skippy Park Drainage
- Maroochydore Multi Sports Complex Oval 4 Lights
- North Shore Multi Sports Storage Facility
- Buderim Wanderers Field Lighting.

#### Fast facts:

- Over 108,000 library members
- 485 amenity reserves
- \$130,000 towards Bankfoot House Paths and Patio Project
- \$40,000 towards Dicky Beach Precinct Interpretive Area
- \$180,000 towards Kawana Library, Nambour Library and Heritage Library refurbishments.

\* Patronage impacted by COVID-19 pandemic.



## New sporting facility openings

A number of new facilities or upgrades were completed throughout the year:

- Nirimba Sports Complex
- Palmview Sports Complex – District Sports Park 1
- Bokarina Beach Lifeguard Tower
- Maroochydore Multi Sports Complex – New Eastern Field
- Sunshine Coast Tennis Centre
- Sunshine Coast Hockey – New Synthetic Pitch
- Coolum Tennis Club Court Resurfacing
- Maleny Showgrounds – Solar, Roadworks, New Amenities, Storage Facility, Secretary's Office Extension.

These new facilities have provided important sporting and community infrastructure in our region's emerging communities, while supporting the growth

and development of existing facilities. This infrastructure is important for social inclusion and cohesion, providing important places for our communities to connect and participate in activities to support their physical and social wellbeing.

## Honey Farm Sport and Recreation Precinct

A Master Plan for the Honey Farm Sport and Recreation Precinct at Meridan Plains was adopted by Council to create a new multi-use sporting and recreational precinct that will accommodate a range of activities and facilities. Community engagement activities on the Master Plan were undertaken to ensure the planning was shaped by our community and for our community. The 75-hectare precinct will create a place for all ages and abilities to access active sports, outdoor recreation and a range of events.

## Project Spotlight - Partnering with the Maleny Show Society Inc to upgrade the Main Pavilion

### Supporting vibrant communities through partnership

The Maleny Show Society has been bringing the Hinterland's Agricultural Show and showgrounds to the Sunshine Coast for over 80 years.

In 2020, the Maleny Show Society was successful in receiving a Major Grant of \$13,000 through Council's Community Grants Program. At the time, during the COVID-19 pandemic, the co-funding requirement in the community facility category was temporarily suspended to support our region's community organisations during this challenging time.

This provided a prime opportunity for the Maleny Show Society to enhance the Main Pavilion located within the Maleny Showgrounds by upgrading the internal wooden floor for the first time in 30 years.

The immediate result was that the venue was transformed with the floor restored to its original condition, improving safety and the suitability and use of the floor for a range of activities.

The facility enhancement has meant that the hall can effectively continue to be an important hub of the community by ensuring it remains attractive for hiring for large events and use by regular hirers for decades to come. In this way, the project contributes to the sustainability of the Maleny Show Society, and the continuing activation of a key facility in the Maleny community.

*"It was such a relief to our committee to learn that the co-payment for the grant round was not needed. It was like the boost we needed to hear after such a traumatic and uncertain year. It helped us get the energy to move forward with our plans that were on hold for so long."*  
Secretary, Maleny Show Society.

Funding awarded:  
\$13,000

Total beneficiaries:  
10,000

\* Beneficiaries are self-reported.

## Our community:

51% of residents agreed that there are opportunities to have a say.

58% of residents agreed that they live in a community where people are involved in local issues and activities.

Source: Sunshine Coast Council Community Connections Survey 2021.



## Outcome 3: Inclusive Communities

### This year's key achievements:

#### Reconciliation Action Plan 2021-2022

Council adopted its third Reconciliation Action Plan 2021-2022 (RAP) to further embed reconciliation commitments within the organisation and the region. To date, these plans have set out a vision for regular engagement and support initiatives to enable First Nations people to enjoy social and economic opportunities through the values of respect and equality. Under this 'Innovate' RAP, actions include deepening meaningful partnerships and relationships, embracing diversity and enhancing respect, and providing equitable opportunities for our First Nations community.

#### Youth Council

Sunshine Coast Council's first Youth Council was formed this year, with the diverse group's inaugural meeting held in June 2021. Fifteen members from across the region make up the Youth Council, representing diverse interests such as mental health, human rights, justice and the

environment. The first Youth Council program will foster youth civic leadership, provide advice to Council on youth related matters and act as a conduit for information, feedback and consultation from the wider youth community through Council.

#### Sunshine Coast Community Hub

Council worked in partnership with local community organisations and the Department of Communities, Housing and Digital Economy to assist more than 300 individuals and families by transforming the Sunshine Coast Stadium into a temporary Community Hub during the COVID-19 pandemic. The Community Hub provided a one stop shop for washing facilities, medical consultations and emergency meals as well as housing and financial advice. The Community Hub initiative demonstrated the strength of collaboration, and how a fast and effective response was successfully delivered for some of our region's most vulnerable.

#### Domestic and Family Violence Response

Council partnered with a number of organisations to respond to issues associated with domestic and family violence:

- Partnered with Centacare to deliver the *Let's Grow Together* event in Maroochydore. Around 300 people attended a march against domestic and family violence and a candle-lighting vigil ceremony.
- Partnered with the Sunshine Coast Make It Stop committee to deliver a special tree planting event as part of the community campaign created for the 16 Days of Activism against Gender-Based Violence. 350 trees were planted with 46 community members participating in the planting.
- Council launched four new Red Benches as part of the Red Bench project. The Red Bench project is an initiative of the Red Rose Foundation to raise awareness of domestic and family violence.

#### Fast facts:

- A new Community Engagement Policy and Excellence in Engagement Framework were adopted
- 30+ engagements on Council's Have Your Say site
- 2 Mayoral Roundtables held on homelessness
- 4000 copies of the Housing and Homelessness Directory produced and distributed.

## First Nations Forum

The region's inaugural First Nations Self-Determination, Representation and Wellbeing Forum was held in March 2021. More than 200 people united and gathered for the forum, which brought together voices of First Nations people with a strong focus on fostering relationships, representation and future wellbeing. Held in partnership with Council, the Healing Foundation and PHN, the event was a key opportunity to forward plan with First Nations people while also recognising the needs and trauma experienced by past generations.

## Responding to Homelessness Guideline and Policy

The Responding to Homelessness operational guideline and policy were finalised in 2020. Both documents were developed in line with the new *Queensland Human Rights Act 2019*, to ensure people experiencing homelessness are respectfully

treated and not discriminated against. Through the effective implementation of the policy and guideline, along with the upskilling of Council staff in managing their interactions with people experiencing homelessness, Council was able to connect with 122 people rough sleeping and effectively refer these people through to local services and accommodation providers for assistance.

## Dementia-friendly facilities

Council worked in partnership with the Sunshine Coast Dementia Alliance to review Council owned aquatic centres, to make these facilities dementia-friendly. Simple rectification works were proposed, mostly improving the visibility of signage and encouraging centre staff to become *Dementia Friends*. This initiative is anticipated to increase patronage by carers and people with dementia, as well as increase participation in physical activity and interaction with community members.

## Project Spotlight - Migrant Work Ready Program

### Delivering on Council's social inclusion objectives

Recent migrants to the Sunshine Coast can face challenges in finding employment, including challenges around lack of Australian work experience and references, not having skills and qualifications recognised, language barriers, and limited social networks.

In partnership, these issues are being addressed through the nationally awarded Migrant Work Ready program (MWR). Council, Nambour Community Centre, Maroochydore Chamber of Commerce, TAFE Queensland, Volunteering Sunshine Coast and Sunshine Coast Chamber Alliance Business Mentor Program have worked in partnership to deliver the MWR program.

The program offers Culturally and Linguistically Diverse (CALD) residents the opportunity for economic and social inclusion

by building on their knowledge and skills, enhancing self-confidence and employability, creating social connections and mentoring opportunities, and providing pathways to volunteering, internships and paid employment.

Twenty-eight Sunshine Coast migrants from diverse multicultural backgrounds completed the program in 2020. The program offered practical tips from professional experts, community organisations and business owners on how to prepare for the local job market and improve prospects in finding employment.

*"The program has successfully given me hope regarding employment within the industry that I was involved in before migrating, but also has opened my eyes concerning culture differences and values about certain professions. This is an amazing program for migrants"*  
Course participant.

The Migrant Work Ready Program won a National Award for Local Government in the category Multicultural Australia – Cohesive Communities.

75 migrants have graduated since MWR started, with approximately 30 participants obtaining employment.

Graduates have reported huge improvements in social and emotional wellbeing, confidence and willingness to try new things and meet new people.

## Our community:

72% of residents agreed that they feel safe in the Sunshine Coast area.

82% of residents agree that they can get help from friends, family and neighbours when they need it.

Source: Sunshine Coast Council Community Connections Survey 2021.

## Outcome 4: Connected, Resilient Communities

### This year's key achievements:

#### Community Grants Programs

More than \$5.8 million was awarded through 1108 grants for projects, events and partnerships for activities that provide direct benefits to our residents and align to Council's priorities for the year. Council's grants programs include grants to not-for-profit organisations, as well as grants to individuals such as landholder environment grants. Council's grants programs is one way Council partners with our region's community organisations to deliver important and valuable projects, programs and initiatives to the community.

#### COVID-19 response funding

During 2020/21, Council observed the impacts the COVID-19 pandemic and associated national public health directions had on local not-for-profit community organisations. As a result, Council designed a suite of grant and funding support measures, with the COVID-19 Community Response Grants offering targeted financial assistance to community organisations impacted by the

COVID-19 pandemic. More than \$1.5 million was awarded through this program, which provided financial support for a range of projects and activities that contributed to the achievement of Council's vision for the region and to support community organisations recovery during the COVID-19 pandemic.

#### Operation Ignis

In April 2021, a large evacuation centre exercise provided a realistic scenario to deliver hands-on experience and build capacity and knowledge to over 50 Council and Red Cross personnel. The exercise packed three days' worth of responsive action into four hours in a dynamic field exercise to test how support is provided to residents impacted by disasters.

*"It was a really successful operation where everyone could have the confidence in being able to learn, adapt and meet challenges and appreciate the partnership within their own teams but also be prepared to adapt and learn from mistakes."*  
Exercise Ignis Red Cross Controller.

#### Council Link

Council Link provides an affordable (\$2 per trip), door-to-door transport service for people aged 60 and over and for people with disabilities or mobility impairment. This service, which is currently contracted to Be:, collects people from their homes and transports them to and from their local shopping centre. During 2020/2021, Council Link serviced an average of 247 passengers per week across 58 suburbs. The service plays an important role for some of our region's vulnerable residents, by improving community connectedness and reducing social isolation.

7425 passenger Council Link trips made throughout the year.

#### Fast facts:

- 246 active Community Tenure Agreements
- More than 2400 registrations for this year's Ride2School Day.



Image: Community Strategy Forum  
Photo: Jennifer Olliphant, Photographer

## Transport Services

The catchment area of the Kenilworth Community Transport Service was broadened in October 2020 to include additional suburbs, and as a result an additional 1000 properties were able to utilise the service. In addition to a widened area, trips to the Sunshine Coast University Hospital were included and guests of registered users can also access the service. Widening of the catchment improves the connectedness of our community, thereby allowing residents to participate socially, culturally and economically.

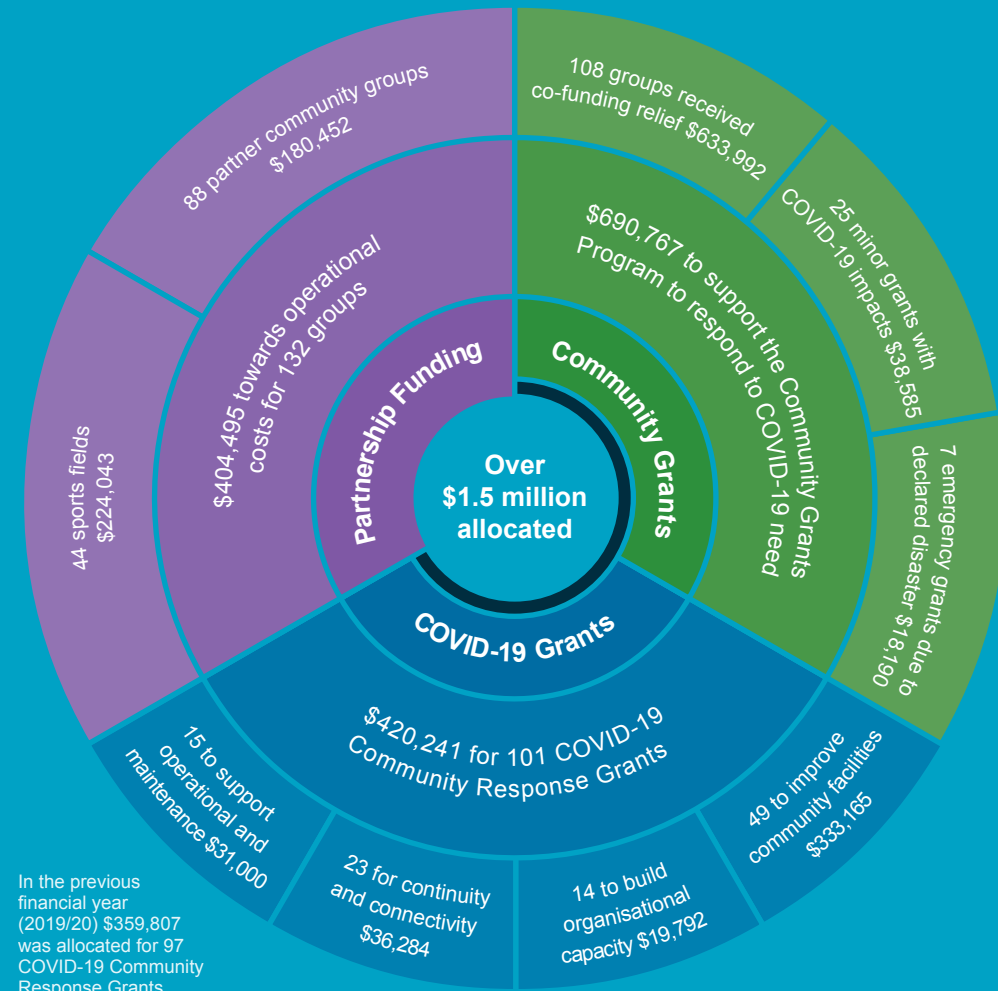
## Planning Excellence Award – Community Engagement

The Sunshine Coast Community Strategy 2019-2041 received a national commendation in the Public Engagement and Community Planning category of the Planning Institute of Australia's Awards for Planning Excellence, after having won the Queensland award for the same category late last year. The award recognised the strength and value of the 18-month community engagement program for the Community Strategy, which aimed to be diverse, meaningful and inclusive.



## Project Spotlight - Community Grants Program

2020/21 COVID-19 Community Grants and Partnerships Response Budget Breakdown



## Our community:

77% of residents agree that Sunshine Coast has a unique identity that sets them apart.

Source: Sunshine Coast Council Community Connections Survey 2021.

## Outcome 5: Creative, Innovative Communities

### This year's key achievements:

#### Community Strategy Community Forum

The Sunshine Coast Community Strategy Leadership Group (CSLG) invited community members to a collective conversation to consider the Sunshine Coast's regional identity. The forum focussed on deepening our understanding of who we are through connection to community and each other. Approximately 100 people attended the forum, from across the region, sectors, age groups and cultures. The Forum was based on the principle of collective action, providing an opportunity to work and talk together and shape a shared identity and future for all.

#### Flow Forward (FFWD) Social Enterprise Accelerator program

Council proudly supported the 15-week Flow Forward (FFWD) Social Enterprise Accelerator program. Partnering with Impact Boom, the program has seen eight local social enterprises enter the program, providing workshops, supporting resources, mentorship and connection to support the development of sustainable and scalable social enterprises on the Sunshine Coast. The program provided a valuable support network and a creative and innovative ecosystem to support these up-and-coming social enterprises.

#### Horizon Festival 2020

Horizon Festival 2020 as a response to COVID-19 restrictions, with over 58,000 local and Queensland based digital attendances. Horizon Festival is an annual arts and cultural program that celebrates place, encourages community participation and provides presentation and capacity building opportunities for our local arts sector. The Horizon Festival provided our community with rich and diverse arts and cultural experiences to enjoy. Participation in the arts, and community and cultural events and activities is found to have a positive impact on social inclusion, health, wellbeing and quality of life for all people.

88% of participants stated they will continue swimming and pursue further lessons to become even more confident - 2021 Evaluation Feedback.

4 events viewed by over 100,550 audience numbers from local, interstate and overseas - Horizon Festival 2020.



### Fast facts:

- 89% of community attendees to cultural physical and digital programs and events rated their experience as good to excellent
- 34,614 views of/visits of cultural heritage exhibition boxes in libraries and other facilities
- 3381 people attended workshops and programs in the Regional Gallery.

## Cultural Events and Programs



Number of events, exhibitions and programs

**Physical 942**  
**Digital 285**



Attendance at events

**Physical 30,979**  
**Digital 276,713**

## Heritage Plan 2021-2031

A new 10-year Heritage Plan 2021-2031 was endorsed by Council in February, which aims to respect our past whilst ensuring our heritage is our gift for the future. More than 600 responses were received during the community consultation period in November 2020 and more than 90 percent of respondents rated cultural heritage as very important or important. The new plan ensures our community keeps a close connection with our past as we forge a bright future.

## #FestiveKindness

The #FestiveKindness initiative was launched in December 2020 as an initiative of the CSLG. #FestiveKindness was an online initiative which encouraged the community to connect with their neighbours over the festive season. Residents were encouraged to visit Council's website and download a free invitation to host a neighbourhood driveway party, and draw on an inspirational selection of seasonal tips and ideas. The #FestiveKindness initiative was an extension of the highly successful #CovidKindness initiative, which Council launched in March in response to the COVID-19 pandemic, and which reached millions of people worldwide. #FestiveKindness was a creative initiative sparking community connectedness within our region.

## Project Spotlight - The Sunshine Coast Creative Alliance

### Partnering to support creative and innovative communities

The Sunshine Coast Creative Alliance is a not-for-profit, arts advocacy organisation which works towards connecting the dots between creative thinkers, businesses, places, supporters, target markets, audiences and key stakeholder through advocacy, learning, networking and partnerships.

Through Council's Community Partnership Funding Program, the Creative Alliance was awarded \$60,000 over three years to support the employment of a part time Executive Officer and operational expenses.

The partnership funding has enabled the Creative Alliance to take great strides in providing local creative and cultural leadership for the Sunshine Coast community.

In the short term, the partnership has enabled the Creative Alliance to provide meaningful value to local artists and creatives and the exposure of the creative sector to a new audience. In the longer term, the partnership has supported the development of a sustainable, credible and neutral third party that artists and partner organisations need in order to pilot, test and deliver arts projects and cultural change.

### What has the operational funding enabled the Creative Alliance to do?

Top highlights and initiatives:

- Communications – monthly newsletters and social media engagement
- Fundraising support, auspicing services and strategic advice to groups
- Hosted Juice and Jam Breakfasts, Pecha Kucha Nights and Good Chats
- Partnered with Council to support delivery of:
  - The Refinery Creative Incubator
  - SubTropic Studio - Creative Spaces
- Developed a supporting partnership with sister-arts organisation the Creative Arts Alliance.



Our region.  
**Healthy.  
Smart.  
Creative.**

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