

## Business Activation Plan

### A framework for supporting business during the Mooloolaba Foreshore Revitalisation Project - Stage Two

November 2024

Another milestone has been achieved with the finalisation and release of Mooloolaba's Business Activation Plan. The plan is a collaboration between local business owners, Sunshine Coast Council and specialist consultants, Reactivate. It includes a range of creative strategies and initiatives aimed to drive growth, collaboration and community support for the local economy throughout Stage Two of the Mooloolaba Foreshore Revitalisation Project.

Explore Stage Two of the foreshore revitalisation and subscribe for project updates by scanning the QR Codes below.

*Stage 2 Video*



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### Engagement with local businesses

Between December 2023 and July 2024, Council in collaboration with place activation specialists, Reactivate Consulting, undertook a series of engagement activities with the local business community. Our aim was to understand what the Business Activation Plan should include and the challenges it needs to address.

Engagement included an online survey, door-knocking campaign and one-on-one meetings with business leaders.

Council also formed a Business Activation Group made up of 14 representatives across the local business community, including hospitality and retail owners, tourism and event operators, accommodation providers and commercial landowners, as well as Mooloolaba Chamber of Commerce and Visit Sunshine Coast.

The Business Activation Group participated in a series of workshops to help conceptualise and prioritise activation objectives.

### Mooloolaba's Business Activation Plan

The plan forms a positive, proactive and collaborative approach between business and Council. It's designed to deliver longer term, place-specific benefits and mitigate potential shorter term construction impacts during the foreshore's revitalisation. On top of local engagement, it is built on Reactivate's extensive research and experience in best practice for construction-related activation throughout the world.

While the Business Activation Plan outlines many specific initiatives, it is intended as a framework. Council will prioritise continuous improvement through ongoing engagement with the business community as initiatives are delivered and in line with construction timeframes, methodology and broader priorities.

Priorities identified by the plan are categorised within four Activation Pillars – **Precinct Enablers**, **People**, **Place** and **Programming**.

# Business Activation Plan

## Mooloolaba Foreshore Revitalisation - Stage Two

### Precinct Enablers

*Creating precinct-enabling policies where new ideas are trialled, policy settings are reviewed, and permitting is streamlined.*

Examples of precinct enablers include vibrancy reforms to stimulate entertainment and activity in public and private spaces, closely monitoring maintenance, cleaning and greening needs and an extended free parking period in ParkNGo Mooloolaba Central throughout construction to contribute to easing congestion and increasing precinct visitation time.

### People

*Strengthening a unified, connected, skilled and networked business community.*

People-centred activities include facilitating the formation of activation alliances among industries and around individual initiatives, a dedicated Place Manager to facilitate the delivery of the plan and act as a dedicated point of contact for businesses, ongoing capacity-building and networking programs for local business owners.

In partnership with Council, Mooloolaba Chamber of Commerce and the Department of Education's Small Business and Training, a free Mentoring 4 Growth session for Mooloolaba-based businesses was facilitated and we were pleased to see attendance was at capacity.

### Place

*Celebrating local character and 'what works' through marketing and communications, unique attractions and creative installations.*

Initiatives being explored within the place pillar include establishing dedicated pop-up zones for activations, creative digital and pathway wayfinding, installations that attract visitation and online engagement, and an expanded place-based marketing campaign.

Council has already delivered a major upgrade to the decorative fairy lights along The Esplanade, with more than 30 trees at various locations now adding extra sparkle and atmosphere throughout the precinct.

### Programming

*Implementing a calendar of anchor and regular events and programming, with a focus on unique offerings.*

While working to leverage the existing events that take place in Mooloolaba each year for local businesses, new programming proposed through the plan include a seafood festival, active lifestyle festival and 'always on' entertainment throughout the precinct.

Council, in partnership with Sunshine Coast Beach Volleyball and local hospitality and retail businesses, piloted a six-week beach sport activation called Friday Night Lights. Programs like these are intended to continue sustainably throughout construction, with opportunities for businesses to profit from events regularly communicated to local businesses.

Find the latest resources and support tools for your business before, during and after construction by visiting the project website [www.sunshinecoast.qld.gov.au/mfr](http://www.sunshinecoast.qld.gov.au/mfr) and clicking 'Business Support' or email the team below.

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