

ATTACHMENT 13

**SEKISUI HOUSE – YAROOMBA COMMUNITY &
STAKHOLDER FEEDBACK REPORT
BBS COMMUNICATIONS GROUP**



Sekisui House

Yaroomba Community & Stakeholder Feedback Report

As at 23 March 2015

Executive Summary

Sekisui House will submit a revised proposal for its 20 hectare Yaroomba site to Sunshine Coast Regional Council on March 31. The revised proposal incorporates feedback gathered during stakeholder engagement conducted across the Sunshine Coast since October 2014.

Sekisui House believes its revised plans improve the site's offering and useability, and would deliver a financially viable project to the region. The revised plan maximises activation of the site, delivering significant economic benefits to the Sunshine Coast region as well as delivering important strategic outcomes.

A significant number of job opportunities, boost to the tourism industry, plus significant amenity would be delivered through Sekisui House's proposal.

The area is zoned for development of no more than four storeys, however has been identified by SCRC as a Tourism zone. The project has been designed to align with the Council's Sunshine Coast Regional Economic Development Strategy 2013-2033.

For Council to deliver on the economic strategies and outcomes it has set itself, changes to the Town Plan will need to be considered to drive and facilitate growth for the region, and to encourage significant and sustainable investment by companies like Sekisui House.

Over the past 10 years, 17 amendments to the Sunshine Coast Town Plan have occurred at a frequency of every 6-9 months. Sekisui House introduced the Yaroomba project to Council before the current Town Plan was finalised, however Council advised that it was too late to conduct the detailed study required for its inclusion at that time. Council gave Sekisui House an undertaking to include consideration of the proposal in the first amendment of the Planning Scheme.

Sekisui House's proposal is of regional significance, with an estimated investment figure of \$1 billion, and positive flow on economic and employment impacts across the Sunshine Coast. The master-planned precinct over 20 hectares at Yaroomba would provide an iconic tourism destination and the Sunshine Coast's first 5 Star Hotel in over 25 years.

The 5 Star Hotel would provide:

- 250 rooms operated by a major international hotel operator
- Conference facilities
- Restaurants
- Day Spa and Gym facilities
- Boutique retail
- Extra \$73million per annum in tourist expenditure

The residential component would include:

- Serviced Apartments
- 1, 2 & 3 bedroom apartments
- Retirement living and aged care accommodation
- Wellness Centre
- Maximise open space to over 80% of the site, which includes a 3 hectare public park and lake precinct

The project would provide significant employment to the region:

- 4500 extra jobs during 12 years of construction
- Commitment to a Local Industry Participation Plan (LIPP) to support local employment, business and apprentices
- 623 permanent jobs in the fields of hospitality, retail, management, administration, health services
- Flow on effect of extra 1500 jobs throughout the community

The Sekisui House engagement team has spoken with more than 1,000 people across the Sunshine Coast since the commencement of the community and stakeholder engagement in October 2014.

Feedback has been gathered via:

- **Stakeholder briefings (28 meetings held to date)** with Sunshine Coast Regional Council; community, business, environment and indigenous groups; local media, plus current home owners and residents at The Coolum Residences. Feedback to date has shown **71%** of stakeholders Sekisui House has briefed are positive or neutral about the proposed development, with **29%** negative.
- **A community information phone line, email and website (68 enquiries to date, and ongoing)** has feedback split between **50%** positive or neutral and **50%** negative regarding the proposed development. This feedback method is ongoing.
- **Community Information Sessions (648 attendees)** were conducted in Coolum, Maroochydore, Kawana, Caloundra, Maleny & Nambour.
 - Issues raised at the sessions focused on height, visual impact, and the impact of changes to the planning scheme for communities across the Sunshine Coast.
 - Positive feedback at the sessions indicated that a tourism and residential development that would provide future jobs and economic benefits to the community would be highly valued.
 - The community information sessions found **49%** were positive (**18%**) or neutral (**31%**) to the proposed development, with the remaining **51%** opposed to the proposed development.

- **Independent Market Research Survey (outbound telephone calls to 400 homes)** commissioned by Sekisui House found that:
 - **64%** of residents indicated they were positive or neutral towards the proposed development at Yaroomba.
 - After hearing more about the proposed development, support for the project increased to **74%** of people positive (50%) or neutral (24%) towards the proposed development and **26%** opposed to the development. This demonstrates education regarding the project's benefits increases support for the project.
 - When shown a list of potential benefits from the proposal, there was majority support for all elements with greatest support for sustainable building practices (**82%**) and permanent job creation (**80%**). Younger residents in the **18-29 age group** were particularly supportive of the development, in particular regarding permanent job creation (**94%**).
 - After hearing more about the proposed development, support for the project increased to **50%** of Sunshine Coast residents with **24%** neutral. This left **26%** opposed to the development.

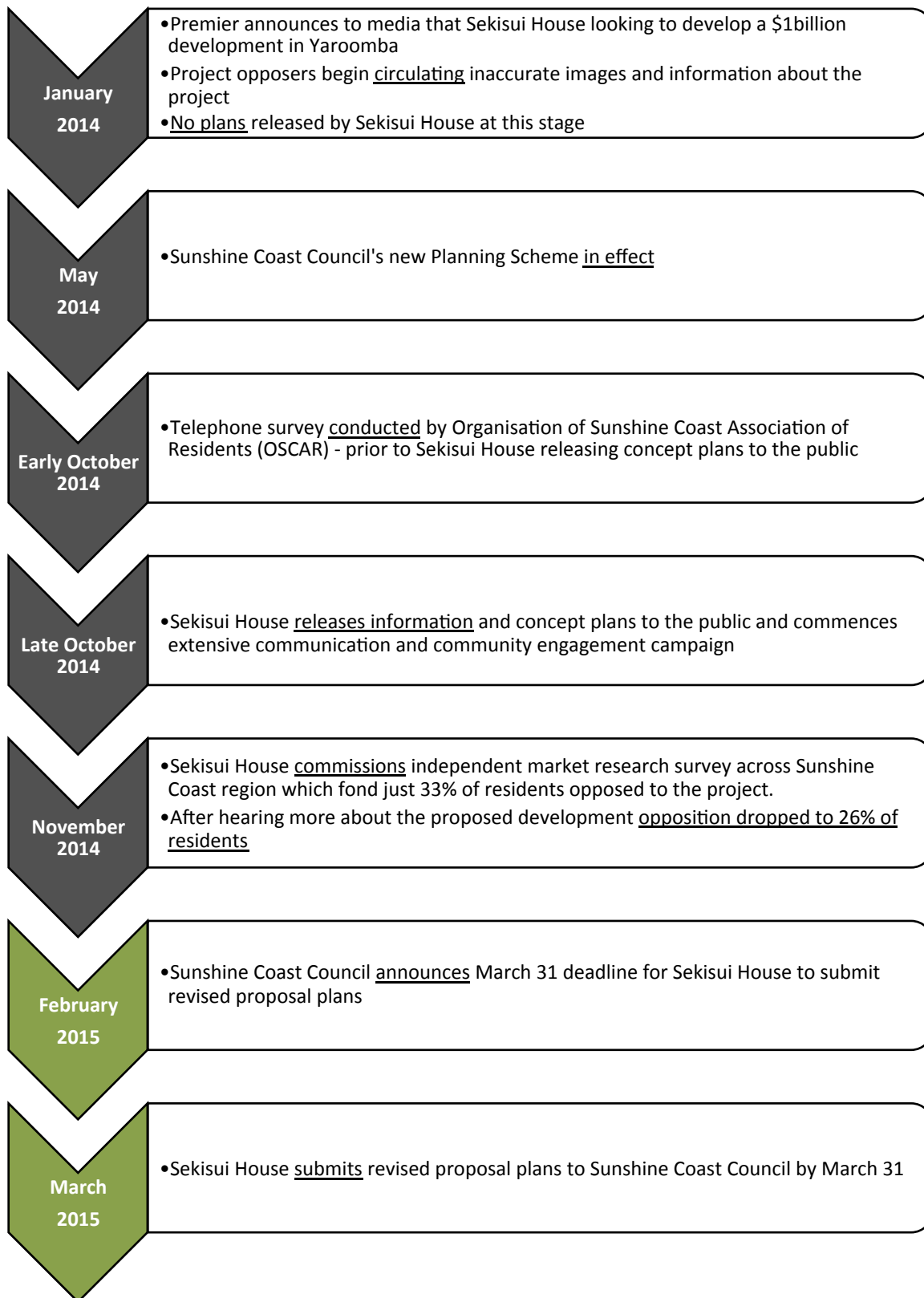
Independent market research telephone surveys present a more accurate representation of community opinion and sentiment than other engagement methods. That is because this engagement tool measures a representative sample of Sunshine Coast residents, and because the calls are outbound, it removes the self-selection bias.

Some community groups have been particularly active in campaigning against the proposed Sekisui House development. Inaccurate images were circulated by local community groups and local media as early as January 2014.

Sekisui House was not in a position to release information to the public earlier than October 2014, due to investigations still underway. This misinformation generated a significant level of fear and speculation throughout the community based on inaccurate information.

Sekisui House believes that this proposal has the capacity to deliver a range of benefits to the Sunshine Coast into the future. The engagement process conducted thus far indicates that many Sunshine Coast residents support the proposal, once they are made aware of its benefits.

Timeline of events



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1. Introduction

Sekisui House owns a 20 hectare site at Yaroomba on the Sunshine Coast. It is currently developing The Coolum Residences, a gated residential community on an adjacent site. To improve the site's offering, useability and to increase activation, Sekisui House in October 2014, presented its initial proposal to stakeholders across the Sunshine Coast.

Sekisui House has revised its proposal to meet Sunshine Coast Council's deadline of March 31, 2015. The revised proposal incorporates feedback gathered from extensive stakeholders engagement across the Sunshine Coast.

Sekisui House' proposal sits outside the Sunshine Coast Regional Council's new Town Plan, and as a result, has generated concern among some community groups. Sekisui House's proposal is aligned with the Sunshine Coast Regional Economic Development Strategy.

In October 2014, Sekisui House commenced its stakeholder engagement program to seek feedback on its initial proposal, including briefings and information sessions with the Sunshine Coast Regional Council, community members, business people, indigenous groups, media, community, environment and business groups, plus current home owners and residents at The Coolum Residences.

To capture an understanding of stakeholder and residents' views across the Sunshine Coast, Sekisui House conducted a range of community engagement activities. This is a project that affects the Sunshine Coast region, not just residents in the Coolum/Yaroomba area and views were canvassed to reflect this. As referenced in Sunshine Coast Council's Community Engagement Framework, when conducting community engagement, it is unlikely that only one engagement technique will be utilised¹.

Sekisui House has conducted the following community engagement activities since October 2014:

- Stakeholder meetings with community and business groups, and Council (ongoing)
- A project website and community information line to receive feedback and queries on a daily basis
- Community Information Sessions in:
 - Coolum Community Centre - Saturday 18 October and Friday 24 October 2014
 - Kawana Shopping World - 27 and 28 October 2014
 - Caloundra Stockland - 29 October 2014
 - Sunshine Plaza, Maroochydore - 30, 31 October and 1 November 2014
 - Maleny Woolworths - 21 November 2014 (this session was terminated due to Woolworths management's concern about the presence of protestors)

¹ http://www.sunshinecoast.qld.gov.au/addfiles/documents/community/comm_engage_fwork.pdf

- Nambour Plaza - 21 November 2014
 - An independent market research survey

This report provides analysis of community feedback gathered during the above engagement activities. Feedback has been categorised under the following headings:

- Information and engagement process
- Town plan and urban planning criteria
- Sustainability and the natural environment
- Traffic, transport and infrastructure
- Cultural heritage
- Construction impacts
- Employment, tourism and economy
- Public open space and community facilities
- Other matters

2. Overview of engagement process

Sekisui House's began its community engagement program in October 2014. The objectives for its engagement program were to:

- Present Sekisui House's concept plans for the 20 hectare site at Yaroomba
- Correct misinformation regarding the plans
- Measure overall level of local support versus opposition to the development at Yaroomba
- Gather feedback on the proposed development that could be used to inform future planning considerations for the site.

A project website and community information line was established to receive feedback and queries on a daily basis and will continue to operate throughout the life of the project.

Stakeholder briefings were conducted with:

- Sunshine Coast Council (SCC)
- Community and environment groups
- Business groups and owners
- Indigenous groups
- Local media
- Sunshine Coast community
- Current home owners and residents at The Coolum Residences.

Community information sessions were conducted in Coolum, Maroochydore, Kawana, Caloundra, Maleny & Nambour. These provided community members with direct access to the project team to discuss the initial plans, ask specific questions and provide feedback. Session times and locations were varied, and selected to maximise community attendance, to ensure the community was provided with the opportunity to voice its opinion.

Consideration was given to the format and location of the sessions to ensure residents of Yaroomba and Coolum – as well as the wider Sunshine Coast community – had the opportunity to ask questions, express their views and raise any concerns regarding the initial plans.

An **Independent Market Research Survey** was conducted to obtain an accurate reflection of the views of the Sunshine Coast community on Sekisui House' initial plans for the Yaroomba site.

2.1. Community engagement activities

Stakeholder Meetings to engage with Community, Business Groups, and Sunshine Coast Council (28 meetings held to date, and ongoing)

Throughout this process Sekisui House has actively engaged with the following key stakeholder groups to canvas opinions and seek feedback:

- Sunshine Coast Regional Council
- Local and State Ministers
- Coolum and North Shore Coast Care
- Development Watch
- Coolum Residents Association
- Indigenous and Islander groups
- Sunshine Coast Environment Council
- Sunshine Coast Chamber of Commerce
- Sunshine Coast Business Council
- University of the Sunshine Coast
- The Coolum Residences Body Corporate Committees and residents
- Master Builders Association
- Property Council of Australia
- Urban Development Institute of Australia
- Marcoola Progress Association
- Local business owners
- Coolum Business and Tourism Association

Project website, telephone and email hotline (68 enquiries to date, and ongoing)

At the community information sessions, on brochures, information packs, advertising and media releases, Sekisui House has communicated the project website, telephone and email hotline details to enable community members to lodge their feedback directly with the project team. Feedback via these channels has been logged into the stakeholder feedback register, and questions answered.

Community Information Sessions (648 attendees across ALL sessions)

Following feedback from Sunshine Coast Regional Council and local media coverage regarding the local community's concerns, Sekisui House community information sessions in:

- Coolum Town Centre, Saturday 18 October and Friday 24 October
- Kawana Shopping World, 27 and 28 October 2014
- Caloundra Stockland, 29 October 2014
- Sunshine Plaza, Maroochydore, 30, 31 October and 1 November 2014
- Maleny Woolworths, 21 November 2014 (*this session was terminated by Woolworths store management due to customer safety concerns regarding development protestors*)
- Nambour Plaza, 21 November 2014

The session times were advertised in the local newspapers: Sunshine Coast Daily, My Weekly Preview, Coolum and North Shore News, Nambour Weekly and The Range News; included in media releases to local print and broadcast media, and the second session was included in a letterbox drop to 9,126 Coolum residents living within a 10km radius of the development.

Community members were able to speak directly to Sekisui House representatives, including BBS consultants and members of the Sekisui House project team throughout the sessions.

Community members were engaged one-on-one regarding the proposed development and addressing any particular questions or concerns they had.

The community information sessions attracted a number of concerned community members and community groups who brought their own interpretations of what Sekisui House is proposing onsite. Some interpretations were factually incorrect, differing greatly from the information Sekisui House presented. It is also important to note that a number of community members and groups attended more than one information session.

At the community information sessions, the public was presented with the following information (refer to Appendix for copies of information boards):

- 1x board – site plans, location and general information
- 1x board – environmental considerations
- 1x board – outlining potential community, economic and social benefits
- 1x board – correcting misinformation
- 1x board – current approval versus proposed concept
- 1x board – design principles
- 1x board – information about Sekisui House
- Brochure with the above information for attendees to take home
- Access to Sekisui House representatives

Market Research Survey

(outbound telephone calls to 400 homes)

The specific objectives of the research were to measure:

- Awareness of the proposed development at Yaroomba (from detailed description)
- Overall level of support / opposition for the development at Yaroomba
- Level of support for individual characteristics of the proposed development

The research was undertaken using interviewer-administered telephone interviews across the 10 Sunshine Coast Regional Council divisions.

A total sample of n=400 residents were interviewed between 10th and 14th November 2014 with equal representation across the 10 divisions. The sample is equally divided into males and females and is representative of the Sunshine Coast's age profile.

According to Professor Mike Hefferan (Pro Vice Chancellor, Engagement, Sunshine Coast University) and to professional research firm Footprints Market Research, a sample size of n=400 is accepted in social and commercial fields as a robust measure of community opinion.

The total sample size of n=400 provides a margin of error ranging from ± 2.9 per cent to ± 4.9 per cent. Thus, if there is a survey result of 10 per cent, the true figure is between 7.1 per cent and 12.9 per cent. If there is a survey result of 50 per cent, the true figure is between 45.1 per cent and 54.9 per cent.

3. Overview of Sentiment

3.1. Source of feedback

As at 23 March 2015, Sekisui House has sought feedback via the following sources:

- Stakeholder briefings
- Website, written correspondence and community information line
- Community information sessions
- Independent Market Research Survey

3.2. Overview of sentiment

Sekisui House has received feedback from more than 1,000 people with **58%** positive or neutral in their view about the project, leaving **42%** negative. Community information sessions were dominated by a number of self selecting individuals who attended numerous sessions.

Feedback Source	Positive	Neutral	Negative
Stakeholder Briefings	15	5	8
Community information phone line, email and website	15	19	34
Community Information sessions	116	199*	333
Telephone surveys	200	96	104
TOTAL	346	319	479

*Neutral includes 99 attendees at Coolum Community Centre who did not submit written feedback.

3.3. Stakeholder briefings sentiment

Sekisui House as at 23 March 2015 conducted 28 briefings with Sunshine Coast Council; community, business, environment and indigenous groups; local media, plus current home owners and residents at The Coolum Residences. Feedback to-date has shown **71%** of stakeholders Sekisui House has briefed are positive or neutral about the proposed development, with **29%** negative. This process is ongoing.

3.4. Community information phone line, email and website sentiment

To ensure stakeholders and residents are provided with correct and up to date information, a community information phone line, email and project website were established. 68 enquiries have been received as at 23 March 2015 with **50%** of the enquiries positive or neutral and **50%** negative regarding the proposed development. This feedback method is ongoing.

3.5 Community information session sentiment

The below table highlights the number of people who attended the community information sessions across the various locations and spoke to Sekisui House representatives. Due to the 'drop in' nature of these sessions, some community members selected to only voice their opinion, rather than provide it via a written feedback form.

From the community consultation sessions we found:

- **49%** were either positive (**18%**) or neutral (**31%**) to the proposed development
- **51%** were opposed to the proposed development

Location	Number of people	Positive	Neutral	Negative	Written feedback submitted
Coolum Community Centre	363	6	112**	245	264
Kawana Shopping World	119	57	36	26	42
Caloundra Stockland	24	8	9	7	2
Sunshine Plaza	123	43	42	38	59
Nambour Plaza	16	2	0	14	12
Maleny Woolworths*	3	0	0	3	3
TOTAL	648	116	199	333	382

*The session conducted at Maleny was terminated by Woolworths store management due to customer safety concerns due to the presence of development protestors. As a result minimal feedback from the community was gathered. Woolworth's store management's confirmed its reasoning in The Range News 27 November, 2014.

** Neutral includes 99 attendees at Coolum Community Centre who did not submit written feedback.

It is important to note that project opponents, Development Watch set up a stall next to the Sekisui House information stall at the Nambour Plaza and Maleny Woolworth sessions. A number of people who spoke to Sekisui House at these sessions were known to the Development Watch representatives.

3.6. Independent market research sentiment

Sekisui House commissioned Footprints Market Research to measure community awareness and support for the project.

The interviewees were told:

Property development company Sekisui House is developing a 20 hectare site at Yaroomba. Sekisui House has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys.

The key findings of this research:

- Across the Sunshine Coast, **62%** of residents had heard of the proposed development at Yaroomba, with most knowing a little rather than a lot of the details of the development.
- Based on their existing knowledge – and the brief description above – **26%** of Sunshine Coast residents supported the development and **38%** were neutral towards it. This left one third (33%) who said they opposed the development.
- When shown a list of potential benefits from the proposal, there was majority support for all elements with greatest support for sustainable building practices (**82%**) and permanent job creation (**80%**).
- Younger residents in the **18-29 age group** were particularly supportive of the development, especially with regard to job creation. Support for the potential benefits was lowest in the **50-69 age group**.
- After hearing more about the proposed development, support for the project increased to **50%** of Sunshine Coast residents with **24%** neutral. This left **26%** opposed to the development.

The full survey is provided as an appendix.

4. Summary of feedback

4.1. Areas of concern

From the feedback gathered to date across all channels, community and stakeholders have articulated concern for following reasons:

- Objections to changes to the Town Plan
- Concerns that a development precedent will be set should changes to the Town Plan occur
- Objections to high-rise in the Yaroomba area
- Environmental concerns around development in the area, in particular regarding the impact on turtles
- Overall visual impact on the area
- Credibility of materials presented to the community
- Lack of infrastructure in the area to support this scale of development and increase in traffic

What detractors had to say about the proposed development:

“People in Yaroomba do not like height and the community has had to fight changes to the town plan twice – this is the third time they are taking up this fight.”

“What about sight lines from up and down the beach? What about the turtles? They are attracted to light?”

“People in Yaroomba do not like height and the community has had to fight changes to the town plan twice – this is the third time they are taking up this fight.”

“What if this opens the gates for further 'amendments' by Council?”

“I do not support your high rise development at Yaroomba. Your photos and drawings are deceitful. As a local community member I will protest against your development.”

“There is not sufficient infrastructure in place to support the extra human traffic that this plan proposes.”

“Setback from the beach is of concern. Height is not an issue but density is an issue – I want medium to high density, not very high density.”

“I support the development but strongly oppose the development site.”

“I don't want to see the Sunshine Coast become the Gold Coast, I don't want high rises along the coast.”

4.2. Areas of support

From the feedback gathered to date across all channels, community and stakeholders have articulated support for the following:

- The Sunshine Coast needs a development of this scale to boost job generation and overall growth of the region
- Long-term benefits for the Sunshine Coast
- Sekisui House has a track record for building quality developments
- The development outlined in Sekisui House's proposal will benefit the coast from both a tourism and economic perspective
- The Coast needs to progress and this development will help the region do that
- The inclusion of a five star internationally operated hotel would attract interstate visitors and conferences
- There will be flow on economic benefits for local business owners
- There is a need to improve the Sunshine Coast tourism offering – a high standard of accommodation needs to be on offer to attract tourist dollars
- Sekisui House will deliver an environmentally considerate project

What our supporters had to say about the proposed development:

"I think it is excellent for jobs, the coast has struggled with jobs. For the younger generation it is very important. I strongly agree that the Sunshine Coast needs this."

"...need to have a lot more development and many other projects in the area. This Sunshine Coast is a poor person paradise with no money."

"What a great move forward for Coolum, a very substantial investment to bring Coolum into a top line tourist destination, a great place to invest, and a major employer to boost the local economy."

"Yes I love the coast & turtle habitats. However I am tired of any progression being blocked!!! I.e. your proposed development & run way extensions. Please continue your development and promotion of the facts."

"I am supportive of your development, particularly from an environmental aspect and I look forward to future updates from you."

"The project looks very interesting and I think it would be good long term for the Sunshine Coast. I will watch with interest how the project develops and the progress of the development approval application."

“The total development as outlined will substantially benefit the Sunshine Coast from both a tourism perspective and economically. I applaud the initiative and look forward to it progressing.”

“Mainly support for the jobs created, the area lost a lot of business when Clive Palmer took over the resort, we’re not getting visitors to area.”

“Aged care facility is something I would support.”

“Not a lot of work for young people studying at uni, people need to move away for work and we need more work locally.”

“Can't wait for this to be up and running, providing us all here in the Community with jobs, a secure future, and another great hospitality venue.”

4.3. Feedback in detail

Community engagement activities conducted to-date have identified common feedback themes.

Below, we have summarised the feedback under common topics and grouped the feedback under the following headings:

- Information and engagement process
- Town plan and urban planning criteria
- Sustainability and the natural environment
- Traffic, transport and infrastructure
- Cultural heritage
- Construction impacts
- Employment, tourism and economy
- Public open space and community facilities
- Other matters

4.3.1 Information and Engagement Process	
Issue #	Feedback details
1.	Accuracy of information provided by Sekisui House
2.	Misleading artist impressions
3.	Plans presented are not final
4.	No transparency throughout the process
5.	Materials are too slick
6.	Insulted by the title Yaroomba Next Generation
7.	Sekisui House does not care about the local community
8.	Disagree with the facts/details presented about the proposal
9.	Plans not to scale
10.	Insulted that Sekisui House has tried to discredit the community
11.	Positive impact on the community
12.	The information leaked to media has facilitated a rumour mill
13.	Watch with interest how the project proceeds
4.3.2 Town plan and urban planning criteria	
14.	Not in line with current town plan
15.	Visual impact from outside the site
16.	Proposal not in keeping with the character of the local area
17.	Prefer to build up, not out, don't want urban sprawl
18.	Precedent this development will set for the rest of the Sunshine Coast
19.	Proposed density is too high
20.	Location is inappropriate – better suited to Maroochydore, Mooloolaba
21.	High-rise development is not suited to Yaroomba

22.	Insulting the community by trying to go against the Town Plan
23.	Not in support of changes to the Town Plan to accommodate the development
24.	Development should only proceed if it's four storeys – not above
25.	Low rise development is the Coast's point of difference
26.	Balloon testing by community group depicts accurate height
27.	Building designs are not innovative and do not reflect the Sunshine Coast
28.	Insulted that Sekisui House is wanting to change the plan that locals voted on
29.	If Sekisui House is approved to build 10 storeys, other developers will want to do the same
27.	No high-rise wanted in Yaroomba
28.	Area best suited to residential development
29.	Concepts show that Sekisui House does not understand the area
30.	Eco development within the town plan would be welcome
31.	Current Town Plan reflects the needs and wishes of the community
32.	Not against development if it is under four storeys
33.	View of Mt Coolum will be compromised
34.	Positive regarding the aged care offering
35.	Would encourage the project if it was within the Town Plan
36.	Development looks well planned
37.	Do not want the Sunshine Coast to turn into the Gold Coast
38.	Great to see a development of this scale locally
39.	Time for change and development on the Coast
40.	Look and design of the development is appealing
4.3.3 Sustainability and the natural environment	
41.	Impact increased number of visitors would have on the area
42.	Impact on nesting turtles – lights, increase in foot traffic
43.	Impact on current flora and fauna on the site
44.	Plans don't align with Sekisui House's commitment of building in harmony with the environment
45.	Views will be impacted - Mt Coolum, beach, current residents
46.	Impact on sand dunes with increase in foot traffic
47.	Low rise development means and environmentally conscious development
48.	Dune access must be managed
49.	Any light reflected onto the beach will impact sea life
50.	Impact on green space next to David Low Way
51.	Sustainability practices Sekisui House will propose to minimise demand for energy, water etc.
52.	Ecofriendly development will still impact the local environment
53.	Disagree with flora and fauna report findings – species will be impacted

54.	A development footprint of 15% is good
55.	Sekisui House has good credentials to deliver this
56.	Support for sustainable building practices to be implemented in the development
4.3.4 Traffic, transport and infrastructure	
57.	Existing traffic already heavy on David Low Way
58.	Area doesn't have the infrastructure to support this type of development
59.	Traffic will increase as the development progresses
60.	Inadequate infrastructure to support the development
61.	Will Sekisui House contribute to the upgrade of roads in the area to support increased traffic?
62.	David Low Way will need to be widened to accommodate traffic
63.	Sewerage and water management – how will this be managed
64.	Tourist accommodation generates more traffic than residential areas
65.	Public transport access concerns
66.	Increase in traffic will result in more accidents on the roads
67.	Relying on the Sunshine Coast Airport expansion to get the project up
68.	Opportunity to create permanent jobs for hospitality staff
4.3.5 Cultural heritage	
69.	Proximity to Mt Coolum, a sacred indigenous site
70.	Building so close to Mt Coolum will challenge its cultural significance
4.3.6 Construction impacts	
71.	Impact of trucks on David Low Way for the duration of the project
72.	Construction timeframe is too long for local residents to manage
73.	Impact of dust and noise on surrounding residents
4.3.7 Employment, tourism and economy	
74.	Jobs won't go to locals, but overseas workers
75.	Five star hotel won't attract tourists
76.	Hotel will not be viable
77.	Development of this size and scale goes against why tourists come to visit the area
78.	Question number of jobs promoted
79.	Projected job numbers and tourism expenditure don't stack up
80.	Require commitment to the community that jobs will be filled by locals
81.	Current resorts in local area are losing money, therefore this hotel will not be

	profitable
82.	Local businesses will not benefit from this project
83.	Object to increase in visitors to the area
84.	Believe the majority of job opportunities will be casual
85.	Employment argument is very short-sighted
86.	Impact on local retailers should a major retailer become a tenant
87.	Concerns regarding Sekisui House's hotel experience
88.	Impact tourists would have on the current community lifestyle
89.	Position the Coast as a place to live AND work
90.	Can see the economic benefit this project would bring to the region
91.	Job creation needed for the Sunshine Coast
92.	Younger demographic particularly supportive of permanent job creation
93.	Excellent project for job generation
94.	Project would make a positive difference to the Coast
95.	Boost visitor numbers to the area
96.	It will bring lots of tourist dollars to an area that is depleted of tourist dollars
97.	This will create demand of a larger airport and bring more dollars to the region
98.	Boost to economic status
99.	Coast needs 5 Star accommodation and function centre
100.	This will attract interstate conferences and increase trade on the coast
101.	Currently there are limited opportunities for youth on the Coast
4.3.8 Public open space and community facilities	
102.	Locals won't use the community facilities
103.	Access to public facilities will be welcomed
104.	Will be a very nice area with good landscaping
105.	Need for new conference facilities on the Coast
4.3.9 Other matters	
106.	Sekisui House working in cahoots with Council and State Government
107.	Impact on local community's lifestyle
108.	Impact negatively on surrounding property prices
109.	Project will only benefit Sekisui House and not the local community
110.	Object to foreign company owning local land
111.	Hope the 'greenies' won't stop the development
112.	The Coast needs this development
113.	Anti-progress associations need to move on

5. Appendix

- Engagement Information materials
- Footprints Market Research Report
- Independent Market Research Survey
- Shopping Centre Survey
- Feedback Form

PLANS LOOK BRIGHT FOR THE SUNSHINE COAST'S NEXT GENERATION.






Planning has commenced on a new development at Yaroomba with the potential to **deliver major economic and social benefits to the Sunshine Coast region, including new jobs, community facilities and a major boost to local tourism.**


Located on a 20-hectare site along the David Low Way and designed by renowned sustainability developer Sekisui House, the development could represent **one of the largest private infrastructure investments on the Sunshine Coast.**

While a proposal has yet to be finalised and an application not expected to be lodged until the end of 2015, the development could feature a five star hotel, boutique retail and public precinct as well as residential, including apartments and aged care options.

The developer will continue to work closely with Council and the community to determine the best approach for the site.

FACT CHECK

FACT	FACT
The dunes are not part of the site, so they can't be built on.	
Buildings will be set back 188m from beach. They will have minimal visible impact due to the sand dunes. Modelling indicates no shadowing on beach.	
Current plan has only 1,470 apartments, 250-bed hotel and 3,000m ² of retail.	
Sekisui House is not expected to lodge DA until the end of 2015.	
Increased building heights for some of the site would provide 85% open green space for wider community to enjoy.	

FICTION	FICTION
Sand and parabolic dunes will be built on and destroyed.	
High-rise buildings will ruin the view for beachgoers and cause shadows on the beach.	
High-density project with 2,300 apartments, 300 villas, 450-bed hotel and 35,000m ² of retail.	
Development Application (DA) has already been lodged.	
Low-rise development increasing site coverage to 40% is the best outcome for the site.	



ENVIRONMENTAL CONSIDERATIONS:

- Sekisui House is committed to delivering an **environmentally considerate development.**
- Initial flora and fauna studies indicate no significant species identified on the site.
- No development on the sand and parabolic dunes – they are not a part of the site.
- All proposed buildings are set back 188m from the water's edge.
- Existing vegetation buffer along David Low Way to remain.
- **World-class sustainability** system to reduce waste, CO₂ emissions and demand on infrastructure.

POTENTIAL BENEFITS:

Social & Lifestyle

- **85% of site preserved** as open green space.
- Community facilities may include parks, picnic and BBQ areas.

Economic

RPS Social and Economic Evaluation reports economic benefits to include:

- \$1 billion worth of construction
- \$25 million per annum direct contribution to Gross Regional Product
- **\$73 million per annum tourist expenditure**
- \$23.5 million per annum resident expenditure.

Jobs

- Jobs growth – estimated **4,500 jobs during construction** and over **620 permanent jobs** created if project goes ahead.
- Indirect creation of a further 1,500 jobs with local suppliers and businesses.

LEARN MORE



To view the current concepts, take a virtual flythrough or have your say, visit www.yaroombanextgen.com.au, email info@yaroombanextgen.com.au or call the dedicated Community Liaison Line on (07) 3210 7785.



PLANS LOOK BRIGHT

FOR THE SUNSHINE COAST'S NEXT GENERATION.





A PLAN WITH POSSIBILITIES

Investigation has commenced on a new development at Yaroomba that has the potential to **deliver major economic and social benefits to the Sunshine Coast region, including new jobs, community facilities and a major boost to local tourism.**

Designed by renowned sustainability developer Sekisui House, the yet-to-be-finalised plan is expected to feature a balance of residential, boutique retail and public green space, along with a five-star hotel. Some of the residential options could include apartments, retirement living and aged care facilities.

Located on a 20-hectare site along the David Low Way, the plan could **represent one of the largest private infrastructure investments on the Sunshine Coast.**

A final proposal is not expected to be lodged with Council until the end of 2015, after additional planning and community engagement activities have been conducted.

 [View the overview here](#)

For more information call the Community Liaison Line on (07) 3210 7785 or [click here](#) to complete the feedback form.

THE TRUTH

Here are the real facts about the initial plans for the site.

FACTS

The dunes are not part of the site, so they can't be built on.



Buildings will be set back 188m from beach. They will have minimal visible impact due to the sand dunes. Modelling indicates no shadowing on beach.



Current plan has only 1,470 apartments, 250-bed hotel and 3,000m² of retail.



Sekisui House is not expected to lodge DA until the end of 2015.



Increased building heights for some of the site would provide 85% open green space for wider community to enjoy.



FICTION

Sand and parabolic dunes will be built on and destroyed.



High-rise buildings will ruin the view for beachgoers and cause shadows on the beach.



High-density project with 2,300 apartments, 300 villas, 450-bed hotel and 35,000m² of retail.



Development Application (DA) has already been lodged.



Low-rise development increasing site coverage to 40% is the best outcome for the site.



For more information call the Community Liaison Line on (07) 3210 7785 or [click here](#) to complete the feedback form.

THE DESIGN

Sekisui House has given a commitment to Council and the community that any development on the site would align with their principles of community, sustainability and harmony with the natural environment.

The design of any buildings would aim to embrace and blend with the local landscape and character of Sunshine Coast architecture.

Sekisui House believes the best outcome would be to limit development to just 15% of the site. For this to occur, some buildings would need to be up to 10 storeys high. This would allow for reduced demand on infrastructure, lower energy costs for residents and more green open space.

 [View the current concepts here](#)

 [View the virtual flythrough video here](#)



Artist Impression: Initial concept of hotel precinct

For more information call the Community Liaison Line on (07) 3210 7785 or [click here](#) to complete the feedback form.


ENVIRONMENTAL CONSIDERATIONS

The environment is an important consideration for Sekisui House.

Conscious of its location and surrounding environmental features, the masterplanned project would sit 188m back from the beachfront, and would not encroach on the sand dunes and adjoining parabolic dunes that sit outside the site's boundaries.

Preliminary modelling has focused on identifying development options that minimise the potential visual impacts and ensure no shadowing on the beach. The initial layouts provide 85% of the site as open

green space accessible to the wider community. Initial flora and fauna studies indicate that no significant species were identified on the site. However, Sekisui House understands there is community concern about any impact on turtles that nest on the beach, and is conducting further environmental studies to ensure there will be no impact on the turtles.

 [View the overview here](#)

For more information call the Community Liaison Line on (07) 3210 7785 or [click here](#) to complete the feedback form.



COMMUNITY BENEFITS

A recently commissioned RPS Social and Economic Evaluation outlined the potential benefits of a multi-million dollar development on the site, including \$1 billion worth of construction; \$25 million per annum direct contribution to Gross Regional Product; \$73 million per annum in tourist expenditure; and \$23.5 million per annum in resident expenditure.

Studies also indicate that the flow-on effect for local businesses could be an additional **\$73 million in tourism spend every year** should a five-star hotel be included, based on 125,000 p.a. visitor nights being generated. With direct access to the soon-to-be-expanded Sunshine Coast Airport just five minutes away, the hotel would be ideally positioned.

Government and business leaders from Tourism Australia and Virgin Australia have voiced their support for a development of this kind, as it has the potential to attract both domestic and international tourists to the region.

The development could also play an important role in lowering the Sunshine Coast's consistently high unemployment rate – currently at 7.8%* according to Commonwealth data. More than **620 permanent jobs** could be created by the hotel and retail facilities, while there is the potential for a further 1,500 jobs to be indirectly generated with local suppliers and businesses with an estimated **4,500 jobs during construction**.

 [View the overview here](#)

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ABOUT SEKISUI HOUSE

“OUR PURPOSE IS TO CREATE
HOMES AND COMMUNITIES
THAT IMPROVE WITH TIME AND
LAST FOR GENERATIONS”

Established in 1960, Sekisui House is one of Japan's most respected residential property developers and a leader in environmentally sustainable developments having built 2.15 million dwellings worldwide. Since arriving in Australia in 2009 Sekisui House has invested \$1.5 billion.

At Sekisui House, we build communities that are full of life, through the perfect harmony of people, communities and the environment. It's a philosophy that is at the very core of everything we do.

We are committed to creating better, healthier and more liveable communities.

We will continue to work closely with the Sunshine Coast Council to determine the best approach for the site to ensure the potential social and economic benefits for the community can be realised, while minimising the impact on the local environment.

 [View the overview here](#)

 [View the virtual flythrough video here](#)

 [View the Sekisui House video here](#)

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COMMUNITY INFORMATION SESSIONS

Coolum Community Centre
Park Street, Coolum Beach
18th October 10am - 2pm
24th October 4pm - 8pm

INFORMATION STANDS

Kawana Shopping World - 27th - 28th October and 1st November
Stockland Caloundra Shopping Centre - 29th October
Sunshine Plaza Shopping Centre - 30th - 31st October and 1st November

CONTACT US

INFO@YAROOMBANEXTGEN.COM.AU

(07) 3210 7785

WWW.YAROOMBANEXTGEN.COM.AU

[Click here to complete the feedback form](#)

Information and images are indicative only. Proposed development is at the concept stage only and concept and designs not finalised. Final product will depend on design and development approval decisions yet to be made. All care has been taken in the preparation of the information in this presentation but Sekisui House does not vouch for its completeness or accuracy and neither Sekisui House or its agents or employees accept responsibility or liability for same. Interested persons should obtain and rely on their own advice.



POTENTIAL BENEFITS FOR THE FUTURE.

A recent RPS Social and Economic Evaluation outlined the possible benefits of a multi-million dollar development on the site including:

- \$1 billion worth of construction
- \$25 million per annum direct contribution to Gross Regional Product
- \$73 million per annum in tourist expenditure
- \$23.5 million per annum in resident expenditure.

These benefits align the development with the aims of the recent Sunshine Coast Regional Economic Development Strategy 2013 – 2033.

Studies also indicate that the flow-on effect for local businesses could be an additional \$73 million in tourism spend every year should a five-star hotel be included, based on 125,000 p.a. visitor nights being generated. With direct access to the soon-to-be-expanded Sunshine Coast Airport just five minutes away, the hotel would be ideally positioned.

Government and business leaders from Tourism Australia and Virgin Australia have voiced their support for a development of this kind, as it has the potential to attract both domestic and international tourists.

The development could also play an important role in lowering the Sunshine Coast's consistently high unemployment rate – currently at 7.8%* according to Commonwealth data. More than 620 permanent jobs and 4,500 construction jobs could be created by the hotel and facilities, while there is the potential for a further 1,500 jobs to be indirectly generated with local suppliers and businesses.



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We are committed to creating better, healthier and more liveable communities. We will continue to work closely with the Sunshine Coast Council to determine the best approach for the site to ensure the potential social and economic benefits for the community can be realised, while minimising the impact on the local environment.

LEARN MORE

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PLANS LOOK BRIGHT

FOR THE SUNSHINE COAST'S NEXT GENERATION.





VIEW FROM MT COOLUM

A PLAN WITH POSSIBILITIES.

Sekisui House has started initial planning for an exciting new development at Yaroomba that has the potential to bring significant social and economic benefits to the Sunshine Coast region. Located on a 20-hectare site along David Low Way, the development could represent one of the largest private infrastructure investments on the Sunshine Coast, delivering new community facilities, local jobs and a major boost to local tourism.

While a proposal has yet to be finalised, it's expected to feature a balance of residential, boutique retail and public green space, along with a five-star hotel. Some of the residential options being investigated include a variety of apartments, retirement living and aged care facilities.

A final application to Council isn't expected to be lodged until the end of 2015, after additional planning and community engagement activities have been conducted. Sekisui House will continue to work closely with Council and the community to determine the best approach for the site.



Artist Impression: Initial concept of Hotel Precinct

DESIGNING FOR FUTURE GENERATIONS.

With a track record of designing sustainable developments, Sekisui House has given a commitment to the Sunshine Coast Council and the community that any development would align with our principles of community, sustainability and harmony with the natural environment.

Furthermore, building designs would aim to embrace and blend with the local landscape and character of Sunshine Coast architecture, while materials would be selected to complement the coastal environment. Any design would also conform to our commitment to carbon-neutral, low-energy construction and would include world-class sustainability systems to reduce waste and CO₂ emissions.

Sekisui House believes the best outcome for the site would be to limit development to just 15%. For this to occur, some buildings would need to be up to 10 storeys high. This would help reduce demand on infrastructure, lower energy costs for residents and provide more green space.



TOUCHING THE GROUND LIGHTLY
 MATERIALITY WHICH COMPLIMENTS THE LANDSCAPE
 EXPRESSION OF LIGHT AND SHADE THROUGH OVERHANGS AND REVEALS
 BALANCING NATURAL LIGHT AND VENTILATION WITH PROTECTION FROM THE COASTAL ENVIRONMENT
 THE TRANSITION BETWEEN INDOOR/OUTDOOR SPACE



Artist Impression: Initial concept of Hotel Precinct

PLANNING WITH THE ENVIRONMENT.

The environment is an important consideration for Sekisui House, and we would draw on our extensive expertise in developing the site in a sustainable manner.

Our initial plans aim to keep 85% of the site as open green space accessible to the wider community. The Yaroomba site has been previously approved for development by Council and currently consists of a number of cleared paddocks. Conscious of its location and the surrounding environment, the masterplanned project would sit 188m back from the beachfront. It would not encroach on the sand dunes and the adjoining parabolic dunes that sit outside the site's boundaries.

Preliminary modelling has focused on identifying options that minimise potential visual impacts and ensure no shadowing on the beach, while initial flora and fauna studies indicate that no significant species were identified on the site. Sekisui House understands there is community concern about any impact on turtles that nest on the beach, and is conducting further environmental studies to ensure there will be no impact on the turtles.



CONCEPT LAYOUT

PLANS LOOK BRIGHT FOR THE SUNSHINE COAST'S NEXT GENERATION.

- ◆ Initial planning for development on 20-hectare, Yaroomba site
- ◆ Designs by Sekisui House based on principles of community, sustainability and harmony with the natural environment
- ◆ Social and economic benefits – new community facilities, jobs and boost to local tourism
- ◆ Balance of residential, boutique retail, public green space and a five-star hotel
- ◆ 85% of site to remain open green space with lakeside precinct open to the wider community
- ◆ Expected Development Application lodgment - end of 2015.



THE TRUTH ABOUT YAROOMBA.

FACTS

- The dunes are not part of the site, so they can't be built on. 
- Buildings will be set back 188m from beach. They will have minimal visible impact due to the sand dunes. Modelling indicates no shadowing on beach. 
- Current plan has only 1,470 apartments, 250-bed hotel and 3,000m² of retail. 
- Sekisui House is not expected to lodge DA until the end of 2015. 
- Increased building heights for some of the site would provide 85% open green space for wider community to enjoy. 

FICTION

- Sand and parabolic dunes will be built on and destroyed. 
- High-rise buildings will ruin the view for beachgoers and cause shadows on the beach. 
- High-density project with 2,300 apartments, 300 villas, 450-bed hotel and 35,000m² of retail. 
- Development Application (DA) has already been lodged. 
- Low-rise development increasing site coverage to 40% is the best outcome for the site. 

THE DESIGN.

SUNSHINE COAST DESIGN PRINCIPLES

What is Sunshine Coast Architecture....

The architectural style of the Sunshine Coast is traditionally characterised by single detached dwellings, which showcase the Coast's strong respect of 'place' and sensitivity to the environment. The Yaroomba design aspires to reflect this Sunshine Coast style in a new built typology which addresses the architectural principles which are typical of the region.

These principles are as follows:



TOUCHING THE GROUND LIGHTLY



MATERIALITY WHICH COMPLIMENTS THE LANDSCAPE



EXPRESSION OF LIGHT AND SHADE THROUGH OVERHANGS AND REVEALS

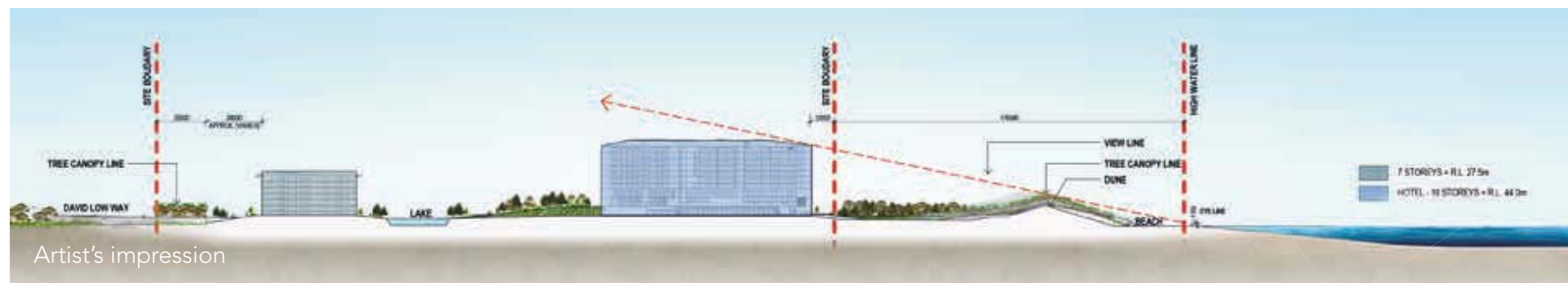


BALANCING NATURAL LIGHT AND VENTILATION WITH PROTECTION FROM THE COASTAL ENVIRONMENT



THE TRANSITION BETWEEN INDOOR/OUTDOOR SPACE

MASTERPLAN SITE SECTION



Artist's impression

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INITIAL CONCEPTS FOR FIVE-STAR HOTEL



Artist's impression



Artist's impression

- Design option includes a five-star hotel, boutique retail and public precinct, as well as residential including:
 - 1, 2 & 3 bedroom apartments
 - Retirement living & aged care options
- Designs to embrace and blend with the natural environment and Sunshine Coast architecture
- Iconic, high quality buildings to help position Sunshine Coast as premier destination
- World-class sustainability systems to reduce waste, CO² emissions and demand on infrastructure
- To create a large amount of open space across the development, buildings will range in height between 3-10 storeys, allowing for 85% of the site to be green space.



SEKISUI HOUSE

ENVIRONMENTAL CONSIDERATIONS.

- Sekisui House is committed to delivering an environmentally considerate development
- Initial flora and fauna studies indicate no significant species identified on the site
- Further environmental studies will be conducted to ensure no impact on turtle habitat, nesting areas and other wildlife
- No development on the sand and parabolic dunes – they are not a part of the site
- Site previously approved for development by Council and currently consists of cleared paddocks
- All proposed buildings are set back 188m from the water's edge and 62m from David Low Way
- Existing vegetation buffer along David Low Way to remain.

Including a range of building heights from 3 to 10 storeys provides more environmentally sustainable development by:

- Better use of water, sewer, electricity and road infrastructure
- More efficient use of energy
- The ability to implement systems to recycle water and waste

CONCEPT LAYOUT FOR INVESTIGATION AREA



- Creating a walkable, cyclable community
- Increasing the viability of public transport services to the site
- The majority of the site (85%) retained as open green space.

BENEFITS FOR THE COMMUNITY.

SOCIAL & LIFESTYLE


- 85% of site open green space.
- Lakeside precinct open to the wider community.
- Community facilities may include parks, picnic and BBQ areas.

ECONOMIC

RPS Social and Economic Evaluation reports economic benefits to include:

- \$1 billion worth of construction
- \$25 million per annum direct contribution to Gross Regional Product
- \$73 million per annum tourist expenditure
- \$23.5 million per annum resident expenditure.

JOBS

- Designed with the Sunshine Coast Regional Economic Development Strategy 2013 – 2033 in mind, which aims to generate 100,000 jobs.
- New job opportunities to reduce  current unemployment rate of 7.8%.*
- Jobs growth – estimated **4,500 jobs during construction** and over **620 permanent jobs** created if project goes ahead.
- Indirect creation of a further 1,500 jobs with local suppliers and businesses.

TOURISM

- Plan could reverse declining Sunshine Coast tourism numbers over past 10 years:
 - International visitors  4.8%
 - Domestic visitors  5.1%
- Five-star hotel to attract new tourists, business to region and repeat visits – extra 125,000 p.a. visitor nights generated.
- Direct access to the soon-to-be-expanded Sunshine Coast Airport, located 5 minutes away.
- Flow-on effect for local businesses of  \$73 million tourism dollars every year if a five-star hotel included.
- Aligns with Queensland’s DestinationQ plan.

ABOUT SEKISUI HOUSE.

“OUR PURPOSE IS TO CREATE
HOMES AND COMMUNITIES
THAT IMPROVE WITH TIME AND
LAST FOR GENERATIONS”

- Established in 1960, Sekisui House is one of Japan's most respected residential property developers having committed \$1.5 billion already in Australia since arriving in 2009
- Sekisui House have built 2.15 million dwellings worldwide
- Sekisui House builds communities full of life, through the perfect harmony of people, communities and the environment
- Sekisui House environmental initiatives include:
 - The Five Tree Project – worldwide tree-planting project with over 10 million new trees planted since 2001
 - Built first Zero Emission House in 2008
 - Selling 'Green First' eco-friendly homes that achieve 50% less CO₂
 - Ongoing research into the most innovative and sustainable building practices.



27 April 2015



WE'VE BUILT QUALITY HOMES FOR OVER
TWO MILLION FAMILIES AROUND THE WORLD.



SEKISUI HOUSE

CURRENT APPROVAL.

PROPOSED CONCEPT.



OUTCOMES

Proposed uses	Gated housing lots and apartments
Building heights	Range of building heights from 2-4 storeys
Hotel	No
Community areas	No
Tourist expenditure	No
Permanent jobs	10 Direct permanent jobs created
Construction jobs	600 Jobs during construction

OUTCOMES

Proposed uses	5 Star hotel, apartments, retirement living, aged care and retail
Building heights	Range of building heights from 3-10 storeys
Hotel	Yes forecast to provide 125,000 extra visitor nights p.a
Community areas	Yes including lake precinct, parks, picnic and BBQ areas
Tourist expenditure	Yes forecast to inject \$73 million p.a into local economy
Permanent jobs	620 Direct permanent jobs created with a further 1,500 jobs with local suppliers and businesses
Construction jobs	4,500 Jobs during construction

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BBS & Sekisui House

Sunshine Coast Community Research

Report of Findings

November 2014

Footprints Market Research

PO Box 694

Spring Hill Qld 4004

07 3357 1299

0414 315 190

nicola@footprintsmr.com.au



1. Introduction and Research Method

BBS commissioned this research study on behalf of their client, Sekisui House. A proposal has been submitted to Council by Sekisui House to develop a parcel of land at Yaroomba, south of Coolumb, on the Sunshine Coast. The development proposal includes medium density buildings of 3 to 10 storeys that will deliver a 5 Star Hotel, residential and aged care, retail uses and public open spaces.

The purpose of this research proposal was to measure community awareness and support for the proposed development across the entire Sunshine Coast Regional Council area.

The specific objectives of the research were to measure:

- Awareness of the proposed development at Yaroomba (from detailed description)
- Overall level of support for the development at Yaroomba
- Level of support for individual characteristics of the proposed development
- Comments/potential concerns about the proposed development

The research was undertaken using interviewer-administered telephone interviews across the 10 Sunshine Coast Regional Council divisions. A total sample of n=400 residents were interviewed between 10th and 14th November 2014 with equal representation across the 10 divisions.

The total sample size of n=400 provides a margin of error ranging from $\pm 2.9\%$ to $\pm 4.9\%$. Thus, if there is a survey result of 10%, the true figure is between 7.1% and 12.9%. If there is a survey result of 50%, the true figure is between 45.1% and 54.9%. A sample size of n=400 is accepted in social and commercial fields as a robust measure of community opinion. The results by Council Division should be regarded as indicative only.

The sample is equally divided into males and females and is representative of the Sunshine Coast's age profile. During the survey, information on household status and occupation was also collected. These details are shown in Table 1.



AGE	HOUSEHOLD STATUS		WORKING STATUS		
18-29 years	15%	Single, no children	12%	Full time worker	26%
30-49 years	34%	Couple, no children	37%	Part time/casual worker	16%
50-69 years	34%	Family, youngest <12 yrs	24%	Business owner	14%
70 years or more	16%	Family, youngest 13-17 yrs	11%	Full time student	8%
		Family, all children 18+	9%	Full time carer	7%
		Multi generational	5%	Retired	29%
		Shared house	3%		
Total Sample (n=400)					

Table 1: Sample Demographics



2. Summary of Research Findings

- Across the Sunshine Coast, many residents (62%) have heard of the proposed development at Yaroomba, with most knowing a little rather than a lot around the details of the development.
- Residents were asked at the start of the survey if they supported or opposed the development. Based on this, 26% of residents support the development and 38% are neutral towards it. This leaves one third (33%) who oppose the development. Division 8 has a higher level of support (33%) but also a higher level of opposition (46%).
- When shown a list of potential benefits from the proposal, there is majority support for all elements with greatest support for sustainable building practices (82%) and permanent job creation (80%). Sustainable building practices are applauded across the board while job creation is particularly relevant to 18-29 year olds. Support for the potential benefits is lowest in the 50-69 age group.
- After hearing more about the proposed development, support for the project increases to 50% of Sunshine Coast residents with 24% neutral and 26% opposed to the development. In Division 8 there is 50% support and 42% opposition while in Division 9 there is 33% support and 46% opposition.
- Those who were neutral in the beginning, started to support the project (55% of the *neutral* cohort moved to supportive) or moved from opposition to neutral (31% of the *opposed* cohort moved to neutral and 12% to supportive).
- There was movement in support from the start to end of the survey, with 92% of those who originally strongly supported the proposal, continuing to do so while 26% of those who supported it originally now strongly support it.
- It is clear that education around the benefits of the development can have a significant influence on support levels for the proposal. In this research, levels of support almost doubled as a result of informing people about the potential benefits at Yaroomba.

3. Research Findings

3.1 Awareness of proposed development at Yaroomba

Across the Sunshine Coast Regional Council area, 62% have heard of the proposed development at Yaroomba. Approximately one in six residents (16%) feels they know *quite a lot* about the development while the majority of others know *a little* about the development. There are differences across the area with highest awareness in Division 8 (incorporating Yaroomba) and Division 9 (north and west of Yaroomba).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
Knew quite a lot about it	16%	7%	11%	8%	14%	10%	12%	16%	36%	27%	20%
Knew a little about it	39%	30%	33%	37%	46%	47%	39%	42%	41%	38%	39%
Just heard the name, nothing else	7%	6%	6%	10%	3%	5%	5%	9%	8%	8%	6%
Had not heard about it	38%	56%	50%	45%	38%	37%	44%	33%	15%	27%	35%

Base: Total sample (n=400)

Q: You may be aware that property development company Sekisui House is developing a 20 hectare site at Yaroomba. (If needed: Yaroomba is 3km south of Coolool town centre). Sekisui house has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys. This site is only 1 of 2 parcels of land near the coast that has the ability for a master planned development. Before today, how much did you know about the proposed development at Yaroomba?

Table 2: Awareness of proposed development at Yaroomba, prior to the survey

Awareness of the development is significantly lower in the younger age cohort of 18-29 year olds (Table 3).

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
Knew quite a lot about it	16%	20%	12%	-	17%	23%	14%
Knew a little about it	39%	40%	39%	16%	45%	42%	43%
Just heard the name, nothing else	7%	5%	9%	10%	9%	4%	3%
Had not heard about it	38%	36%	40%	74%	29%	30%	40%

Base: Total sample (n=400)

Q: You may be aware that property development company Sekisui House is developing a 20 hectare site at Yaroomba. (If needed: Yaroomba is 3km south of Coolool town centre). Sekisui house has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys. This site is only 1 of 2 parcels of land near the coast that has the ability for a master planned development. Before today, how much did you know about the proposed development at Yaroomba?

Table 3: Awareness of proposed development at Yaroomba, prior to the survey by age and gender



3.2 Support for the proposed development at Yaroomba

Across the Sunshine Coast, 26% of residents support the development and 38% are neutral towards it. This leaves one third (33%) who oppose the development. Division 8 has a higher level of support (33%) but also a higher level of opposition (46%).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
Strongly support	7%	5%	-	8%	10%	3%	15%	7%	13%	3%	9%
Support	19%	26%	19%	13%	29%	8%	17%	20%	20%	19%	18%
Neutral	38%	50%	46%	53%	29%	44%	49%	40%	18%	19%	36%
Oppose	13%	7%	19%	3%	10%	26%	10%	9%	10%	19%	18%
Strongly oppose	20%	10%	11%	18%	18%	18%	10%	18%	36%	38%	20%
Don't know	3%	2%	5%	5%	3%	3%	-	7%	3%	3%	-

Base: Total sample (n=400)

Q: Based on what you know to date, to what extent do you support or not support the new proposal for Yaroomba?

Table 4: Support for the proposed development at Yaroomba, at start of survey

Males are more supportive of the development compared to females as are 18-29 year olds (although most of this age cohort is neutral). Opposition is strongest in the 50-69 age group, with older residents being polarised in their opinion.

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
Strongly support	7%	12%	2%	7%	9%	6%	5%
Support	19%	21%	17%	20%	14%	19%	30%
Neutral	38%	35%	42%	64%	40%	30%	30%
Oppose	13%	10%	16%	7%	16%	14%	11%
Strongly oppose	20%	19%	20%	4%	17%	28%	21%
Don't know	3%	3%	3%	-	4%	3%	3%

Base: Total sample (n=400)

Q: Based on what you know to date, to what extent do you support or not support the new proposal for Yaroomba?

Table 5: Support for the proposed development at Yaroomba, at start of survey, by age and gender



Table 6 shows reaction to individual elements of the proposed development. All elements have majority support with greatest support for sustainable building practices (82%) and permanent job creation (80%).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
You support a development that includes a new 5 Star Hotel, with conference and event facilities, on the Sunshine Coast	9%	16%	11%	50%	15%
You support a development if it creates 4,500 construction jobs over 12 years	6%	9%	9%	50%	27%
You support a development if it directly creates 620 permanent jobs and indirectly a further 1500 jobs in the community	6%	8%	7%	51%	29%
You support a development that creates additional public community facilities including parks, BBQ areas and playgrounds	5%	6%	10%	55%	24%
You support a development if it will bring more international and domestic tourism to the Sunshine Coast, injecting \$73m per year expenditure into the local community	7%	10%	13%	50%	19%
You support a development that incorporates sustainable building practices to reduce reliance on water and electricity infrastructure	3%	5%	11%	54%	28%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 6: Support for individual elements of the proposed development at Yaroomba



Table 7 shows the level of support for each element of the proposed development by Council division. All Divisions show majority support, including Division 8 where there is particular support for sustainable building practices but less support for an increase in tourism.

Strongly Agree & Agree	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
5 Star Hotel & conference and event facilities	65%	70%	70%	71%	78%	56%	70%	67%	60%	58%	47%
4,500 construction jobs over 12 years	77%	77%	75%	78%	84%	71%	90%	82%	62%	73%	75%
620 permanent jobs and 1500 indirect jobs	80%	90%	78%	79%	82%	74%	92%	84%	68%	73%	76%
Public community facilities including parks	79%	91%	78%	86%	86%	81%	86%	76%	69%	76%	73%
International and domestic tourism to the Coast	69%	68%	70%	71%	81%	63%	76%	77%	56%	63%	69%
Sustainable building practices	82%	93%	74%	81%	89%	79%	78%	84%	82%	85%	70%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 7: Support for individual elements of the proposed development at Yaroomba by Division

Younger residents of the Sunshine Coast are particularly supportive of the development (Table 8).

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
5 Star Hotel & conference and event facilities	65%	66%	63%	77%	65%	56%	71%
4,500 construction jobs over 12 years	77%	76%	77%	97%	77%	65%	81%
620 permanent jobs and 1500 indirect jobs	80%	78%	79%	94%	81%	68%	83%
Public community facilities including parks	79%	76%	80%	94%	80%	67%	84%
International and domestic tourism to the Coast	69%	70%	69%	80%	72%	61%	75%
Sustainable building practices	82%	80%	82%	81%	83%	78%	82%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 8: Support for individual elements of the proposed development at Yaroomba by Division



After hearing more about the proposed development, support for the project increases to 50% of Sunshine Coast residents with 24% neutral and 26% opposed to the development (Table 9). Strongest opposition remains in the local vicinity of Divisions 8 and 9 (42% and 46% respectively). Again, it is the youngest age cohort showing greatest support for the development (Table 10).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
Strongly support	15%	14%	14%	14%	26%	8%	15%	20%	15%	3%	22%
Support	35%	31%	47%	43%	32%	26%	50%	36%	35%	30%	20%
Neutral	24%	38%	14%	22%	18%	33%	30%	24%	8%	19%	29%
Oppose	10%	12%	17%	3%	8%	20%	2%	7%	10%	14%	9%
Strongly oppose	16%	5%	8%	19%	16%	13%	2%	13%	32%	32%	20%
Don't know	*	-	-	-	-	-	-	-	-	3%	-

Base: Total sample (n=400) * = <1%

Q: Having heard a bit more about it, to what extent do you support or not support the new proposal for Yaroomba?

Table 9: Support for the proposed development at Yaroomba, at end of survey

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
Strongly support	15%	20%	11%	26%	16%	12%	10%
Support	35%	33%	36%	54%	26%	31%	44%
Neutral	23%	22%	25%	13%	30%	21%	24%
Oppose	10%	10%	10%	3%	10%	16%	5%
Strongly oppose	16%	15%	17%	3%	16%	20%	18%
Don't know	*	-	*	-	1%	-	-

Base: Total sample (n=400) * = <1%

Q: Having heard a bit more about it, to what extent do you support or not support the new proposal for Yaroomba?

Table 10: Support for the proposed development at Yaroomba, at end of survey, by age and gender

The movement between support and opposition to the proposed development is show in Table 11. Key findings are:

- 100% of those who supported the proposal initially, continue to support it
- 55% of those who were neutral in the beginning now support the proposal
- 43% of those who opposed the proposal are now neutral (31%) or supportive (12%)
- 9% of those who strongly opposed the proposal are now neutral (5%) or supportive (4%)
- There were only 11 residents who answered 'don't know' originally, 6 of these moved to a neutral stance, 4 to support and 1 to opposition.



At the conclusion of the survey, residents were asked if they would like to make any further comments about the proposal for Yaroomba. The results of this are as follows:

- 45% made no comment
- 27% made a negative comment:
 - 11% dislike the proposed building heights
 - 7% dislike development in general
 - 4% believe it is in the wrong place, other locations on the coast would be more suitable
 - 3% have environmental concerns
 - 1% believe there is insufficient infrastructure
 - 1% distrust the benefits of the proposal
- 16% said they supported the development provided certain conditions are met e.g. minimal environmental impact, adequate infrastructure provision
- 12% made a positive comment, mainly general comments of support for the development, in particular for job and economic growth.

These are some comments from residents:

"Aged care facility is something I would support."

"It has my full support if the environmental impact is minimal, blended in with natural surrounds."

"I think it is excellent for jobs, the coast has struggled with jobs. For the younger generation it is very important. I strongly agree that the Sunshine Coast needs this."

"If the coast is going to keep growing it will make a big difference."

"It's good that a company is making an effort to put that sort of thing on the coast."

"Mainly support for the jobs created, the area lost a lot of business when Clive Palmer took over the resort, we're not getting visitors to area."

"Not a lot of work for young people studying at uni, people need to move away for work and we need more work locally."

"I support the development but strongly oppose the development site."

"Setback from the beach is of concern. Height is not an issue but density is an issue – I want medium to high density, not very high density."



"I don't want to see a devastation take place and be replaced with houses and the like , we have a unique hinterland and coast, sometimes we don't give enough thought to the future as to what will be left for the next generation. We are just being over-run by urban sprawl."

"I don't want to see the Sunshine Coast become the Gold Coast, I don't want high rises along the coast."

"I would like to know how this proposal is going to affect the traffic in the area and its surrounds and they are going to alleviate the problem they generate."

"I just believe there are other places on the Sunshine Coast where they could get the same outcome, there is a block of land outside Currimundi that might be better."

"The local community is not being involved, we're just being told. They are breaking council regulations as in the height and density so close to the beach."

"Build it somewhere else. We have friends who live in that area and they bought because they wanted to get away from high rises and live at the quiet beaches."

"We can't keep saying no to these proposals but if there's no jobs up here, why are we encouraging everyone to live here? The infrastructure needs work."

"I'm concerned about height. I don't want it to become like Gold Coast - too commercial. I want to maintain the non commercial coastal feel."

All work conducted on behalf of Footprints Market Research is confidential. Under the Code of Professional Behaviour of the Australian Market and Social Research Society, no information about this project, questionnaire or respondents should be disclosed to any third party.

**Sunshine Coast Community Research
FINAL Questionnaire
7th November 2014**

Hello, my name is _____ from Footprints Market Research. Today we are conducting a short survey with residents of the Sunshine Coast about your local community. The survey takes around 5 minutes to complete and we greatly appreciate your input.

S1. CODE COUNCIL DIVISION:

1	N=40	6	N=40
2	N=40	7	N=40
3	N=40	8	N=40
4	N=40	9	N=40
5	N=40	10	N=40

S2. CODE GENDER

Male	1	n=200
Female	2	n=200

S3. So we represent all age groups of the Sunshine Coast, which of the following best describes your age group?

18-29 years	1	CHECK QUOTAS
30-49 years	2	
50-69 years	3	
70 years or more	4	

Q1. You may be aware that property development company Sekisui House is developing a 20 hectare site at Yaroomba. *(If needed: Yaroomba is 3km south of Coolum town centre)*
Sekisui house has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys. This site is only 1 of 2 parcels of land near the coast that has the ability for a master planned development.

Before today, how much did you know about the proposed development at Yaroomba? **READ OUT SCALE**

Knew quite a lot about it	1
Knew a little about it	2
Just heard the name, nothing else	3
Had not heard about it	4
Unsure	5

Q2. Based on what you know to date, to what extent do you support or not support the new proposal for Yaroomba? **READ OUT SCALE**

Strongly support	1
Support	2
Neutral	3
Oppose	4
Strongly oppose	5
Don't know	6

Q3. If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
You support a development that includes a new 5 Star Hotel, with conference and event facilities, on the Sunshine Coast	1	2	3	4	5
You support a development if it creates 4,500 construction jobs over 12 years	1	2	3	4	5
You support a development if it directly creates 620 permanent jobs and indirectly a further 1500 jobs in the community	1	2	3	4	5
You support a development that creates additional public community facilities including parks, BBQ areas and playgrounds	1	2	3	4	5
You support a development if it will bring more international and domestic tourism to the Sunshine Coast, injecting \$73m per year expenditure into the local community	1	2	3	4	5
You support a development that incorporates sustainable building practices to reduce reliance on water and electricity infrastructure	1	2	3	4	5

Q4. Having heard a bit more about it, to what extent do you support or not support the new proposal for Yaroomba?
READ OUT SCALE

Strongly support	1
Support	2
Neutral	3
Oppose	4
Strongly oppose	5
Don't know	6

Q5. Do you have any further comment you would like to make about the proposal for Yaroomba? **WRITE IN**

Finally, a few questions about you:

D1. Which of these describes your household?

Single (includes divorced/widowed), no children	1
Single or couple, children have left home	2
Single or couple with youngest child aged 12 years or younger	3
Single or couple with youngest child aged 13-17 years	4
Single or couple with all children 18 years or older	5
Multi-generational household	6
Shared house	7
Other	8

D2. Which of these best describes you?

Full time student	1
Full time worker	2
Part time/casual worker	3
Business owner	4
Full time carer (not working)	5
Retired/pensioner	6
Looking for work	7
Other	8

THANK AND CLOSE



Sekisui House Yaroomba Proposal: Survey

There is a current approval over Sekisui House' 20 hectare site at Yaroomba to develop it as a low-density housing estate incorporating buildings from 1-4 storeys.

Sekisui House has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential and retail uses incorporating buildings from 3-10 storeys.

Sekisui House is seeking feedback from the community on the proposal.

	For each of the statements, please select:	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1.	I am supportive of a development that includes a new 5 Star Hotel on the Sunshine Coast.					
Comments:						
2.	I am supportive of a development that creates 620 permanent jobs on the Sunshine Coast.					
Comments:						
3.	I am supportive of a development that creates additional public community facilities including parks BBQ areas and playgrounds on the Sunshine Coast.					
Comments:						
4.	I am supportive of a development that will bring more international and domestic tourism and investment to the Sunshine Coast.					
Comments:						
5.	I am supportive of a development on the Sunshine Coast with buildings between 3-10 storeys in height.					
If you disagree, what specifically concerns you about the height? Eg traffic, visual impact:						
6.	Each development proposal has different characteristics and will bring different outcomes to the Sunshine Coast community. From the information below, please circle A or B to indicate which set of outcomes you would prefer:					
<p style="text-align: center;">A</p> <p>A development that delivers:</p> <ul style="list-style-type: none"> Buildings covering 35% to 40% of the development site Buildings within the development ranging from 1 to 4 storeys Low-density residential housing and retail space - No Five Star Hotel 10 permanent jobs created for the Sunshine Coast No additional tourism spending on the Sunshine Coast every year No additional community facilities such as parks, BBQ areas, playgrounds, green space 			<p style="text-align: center;">B</p> <p>A development that delivers:</p> <ul style="list-style-type: none"> Buildings covering 15% of the development site Buildings within the development ranging from 3 to 10 storeys Medium-density residential, aged care, retirement homes, small retail space plus a Five Star Hotel 620 permanent jobs created for the Sunshine Coast An estimated \$73 million additional tourism spending on the Sunshine Coast every year Additional public community facilities such as parks, BBQ areas, playgrounds, green space 			

Special Meeting Attachment Folder 27 April 2015
Feedback Form

Name: _____

Organisation (if applicable): _____

Post code: _____

Phone: _____

Email: _____

Comments:



SEKISUI HOUSE

Sunshine Coast Regional Council Page 223 of 235

Get in touch:

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