

State of the  
Region Summit®



# Big Demographic Changes

## Alison Taylor (PIFU)

INVESTA★

MUNRO  
THOMPSON  
LAWYERS

PB  
100  
YEARS

University of the  
Sunshine Coast

Queensland the Smart State

Queensland Government  
Department of Infrastructure and Planning



Department of Infrastructure and Planning

# Sunshine Coast – what are the big demographic changes?

Alison Taylor



4<sup>th</sup> State of the Region Summit

Sunshine Coast University

6 November 2008

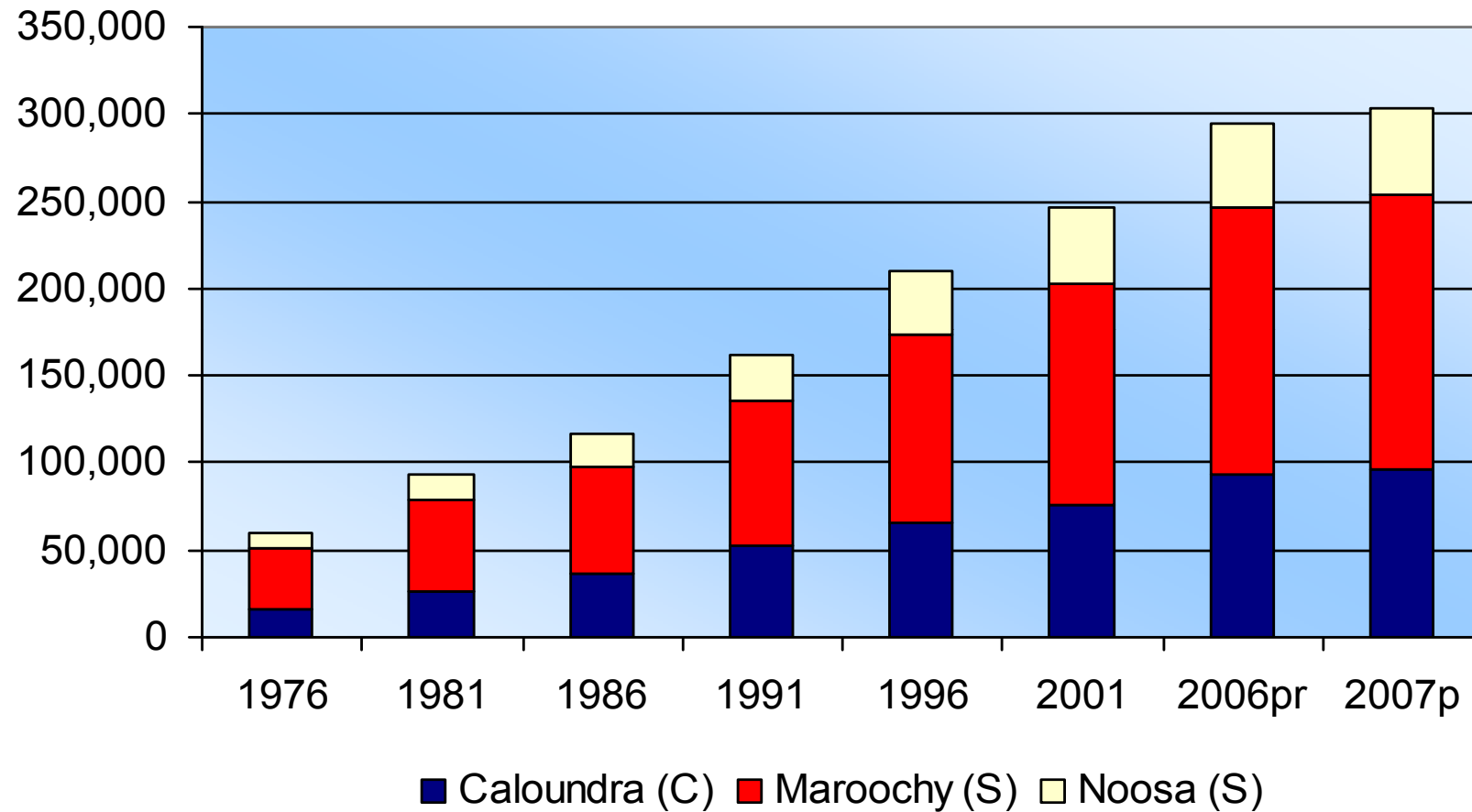
Queensland **the Smart State**



## Outline

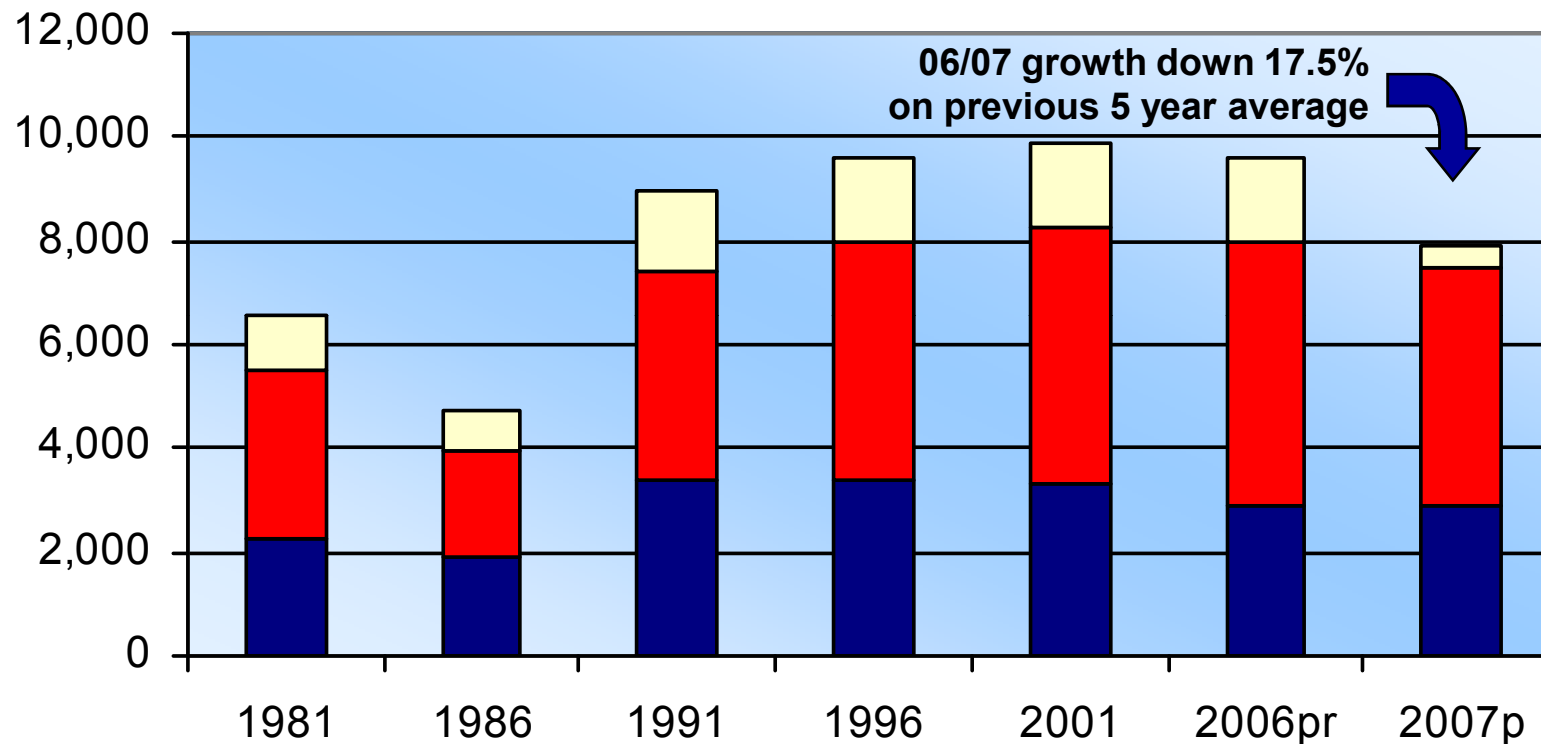
- Past and current growth
- Future growth scenarios
- The biggest demographic change - ageing
- How does Sunshine Coast compare with other major centres?
- Who is coming and who is going?
- Selected indicators of economic change and social capital
- What is the impact for business, government and the community?

# Sunshine Coast population



# Annual growth (amount)

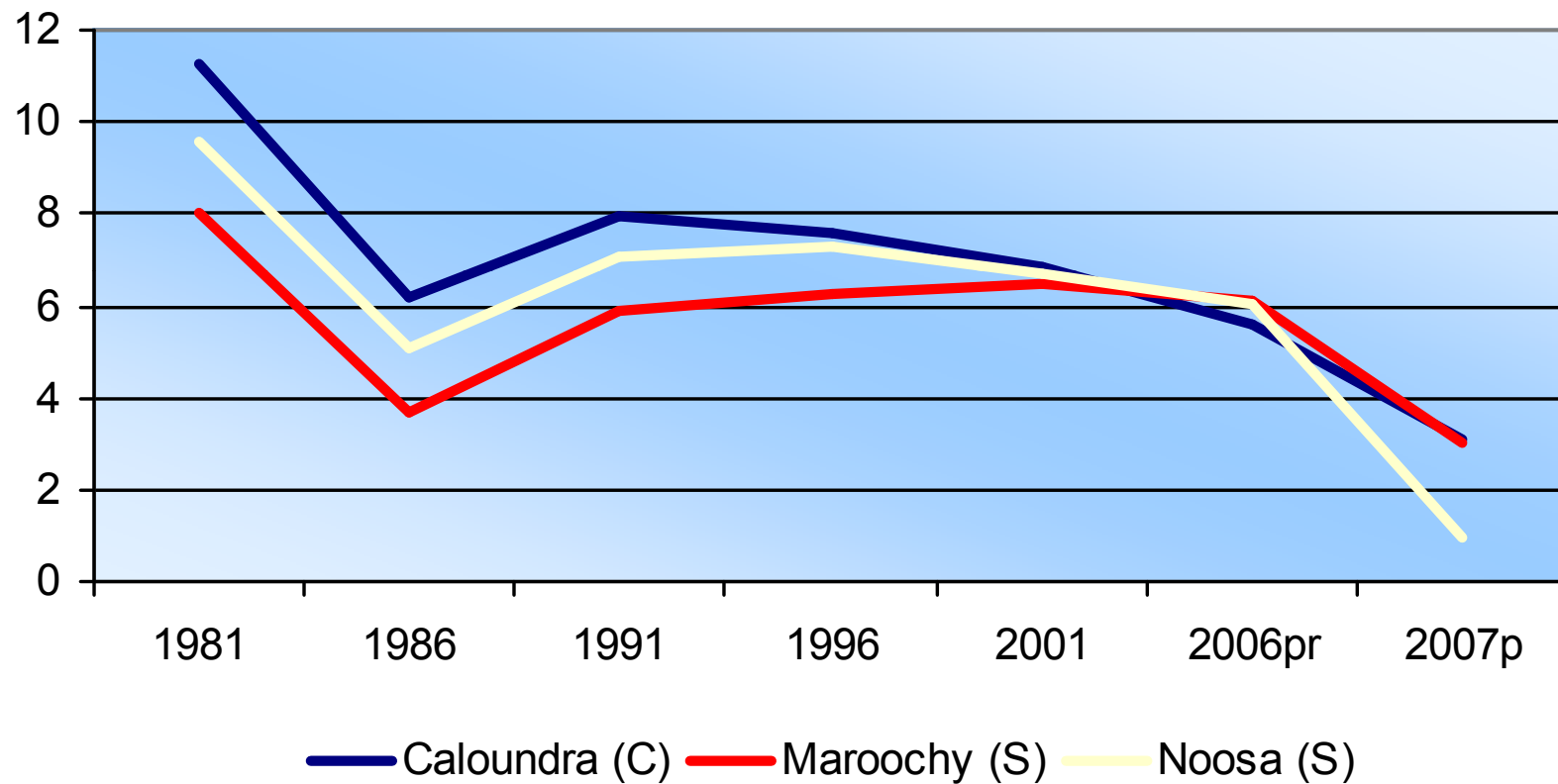
Average annual change, five yearly periods and one year to 2007



■ Caloundra (C) ■ Maroochy (S) □ Noosa (S)

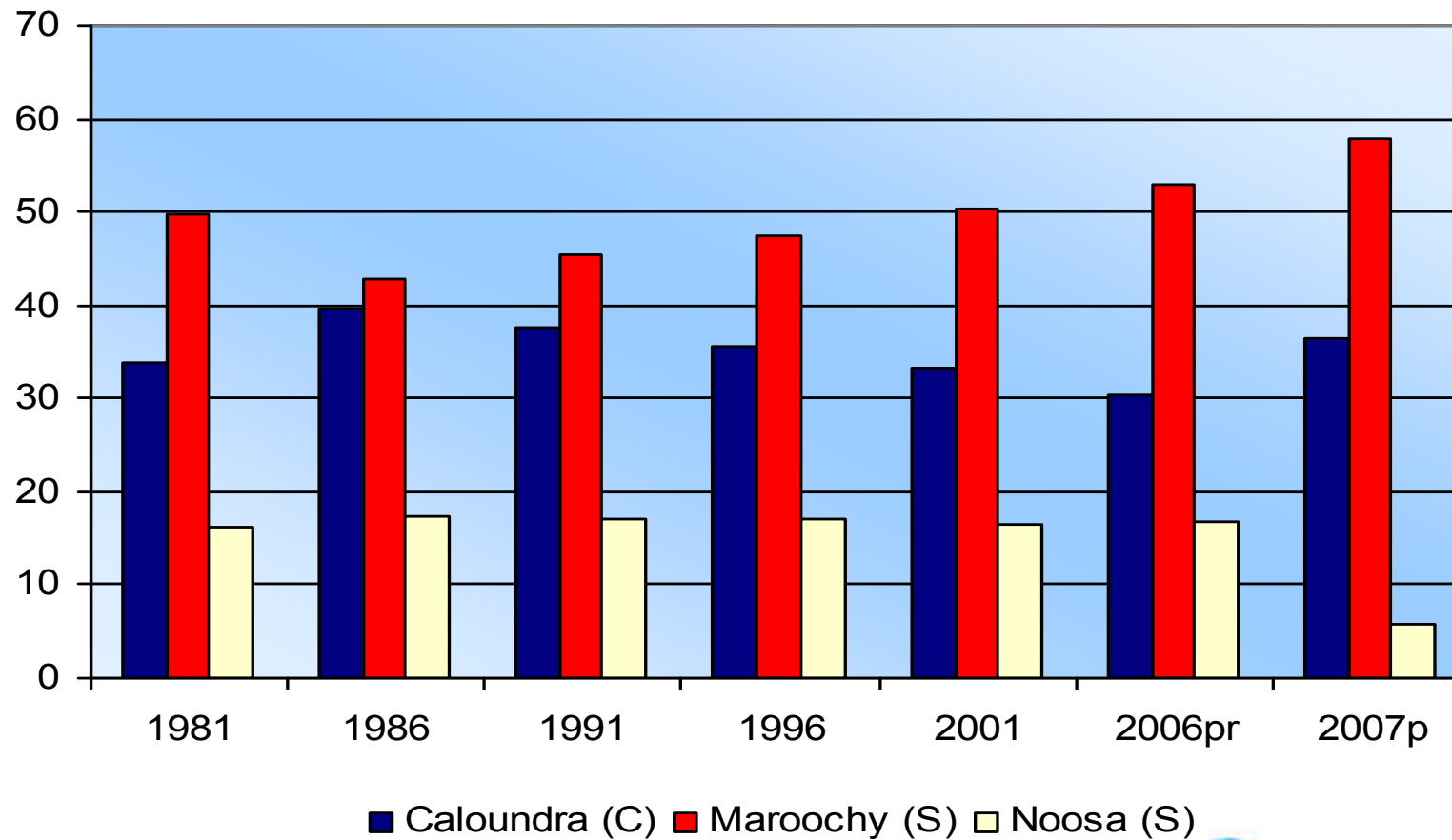
# Annual growth (rate)

Average annual change, five yearly periods and one year to 2007



# Share of regional growth

Percentage share of Sunshine Coast total growth





## What do we know about past growth on the Sunshine Coast?

- The population numbers have trebled in the last 25 years (93k to 295k)
- Growth has averaged 9-10,000 each year 1986-2006
- Growth in 2006-07 was down 17.5% on the average 2001-06



## What do we know about the rate and distribution of growth?

- The population was growing much faster in the late '70s and '80s
- Apart from 2006-07, the distribution of growth has remained steady since the mid '70s
  - Maroochy largest share generally 40-50% of region's growth
  - Caloundra 30-40% of region's growth
  - Noosa 16-17% of region's growth except for 2006-07 when it was 6%



## What about the future?

- Some think our projections are too high (those concerned with environmental consequences, impacts on *their* quality of life or assets)
- Some think our projections are too low (those concerned with stimulating increased economic activity, impacts on *their* bottom line)
- Some say we simply extrapolate past trends and do not take any account of the future (those who are dissatisfied or haven't read the description of our methodology or associated research papers)



## Our mission

... is to provide a set of projections using the best models, incorporating the latest and most accurate information and research, while remaining objective as to the nature, scale and impact of future influences

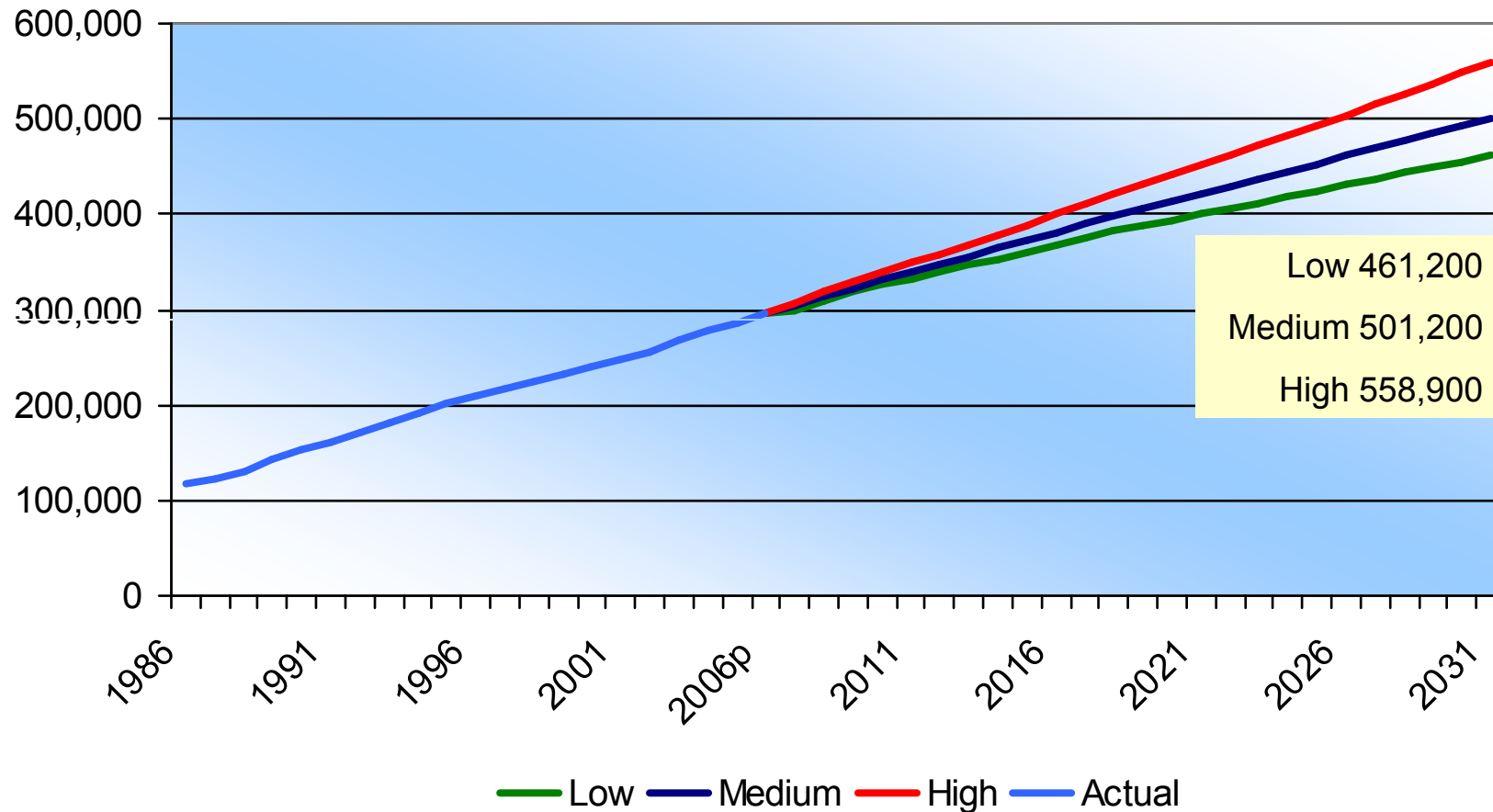


## To achieve this...

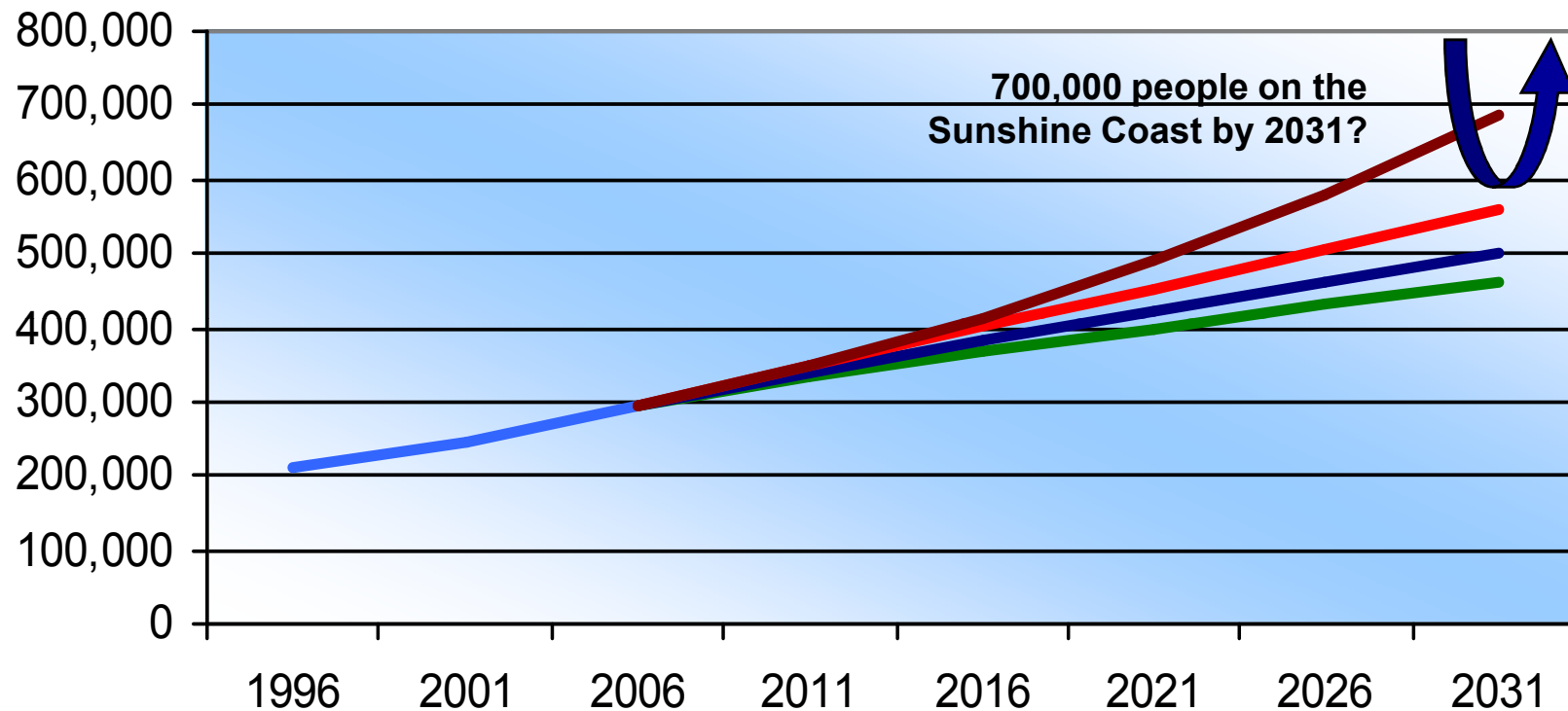
- Updates twice every five years to take account of new data, the latest trends and research
- Maintenance of extensive databases
- Close scrutiny of results, comparison with actuals, analysis of variation
- Continuous improvement of models to take account of external data eg. land supply, development activity, industry planning
- Consultation program with every local council, discussion with local experts
- Extensive program of presenting results and seeking feedback

# Sunshine Coast future population

Low, medium and high series projections (2008 edition)



# What if the growth rate of last decade continued?

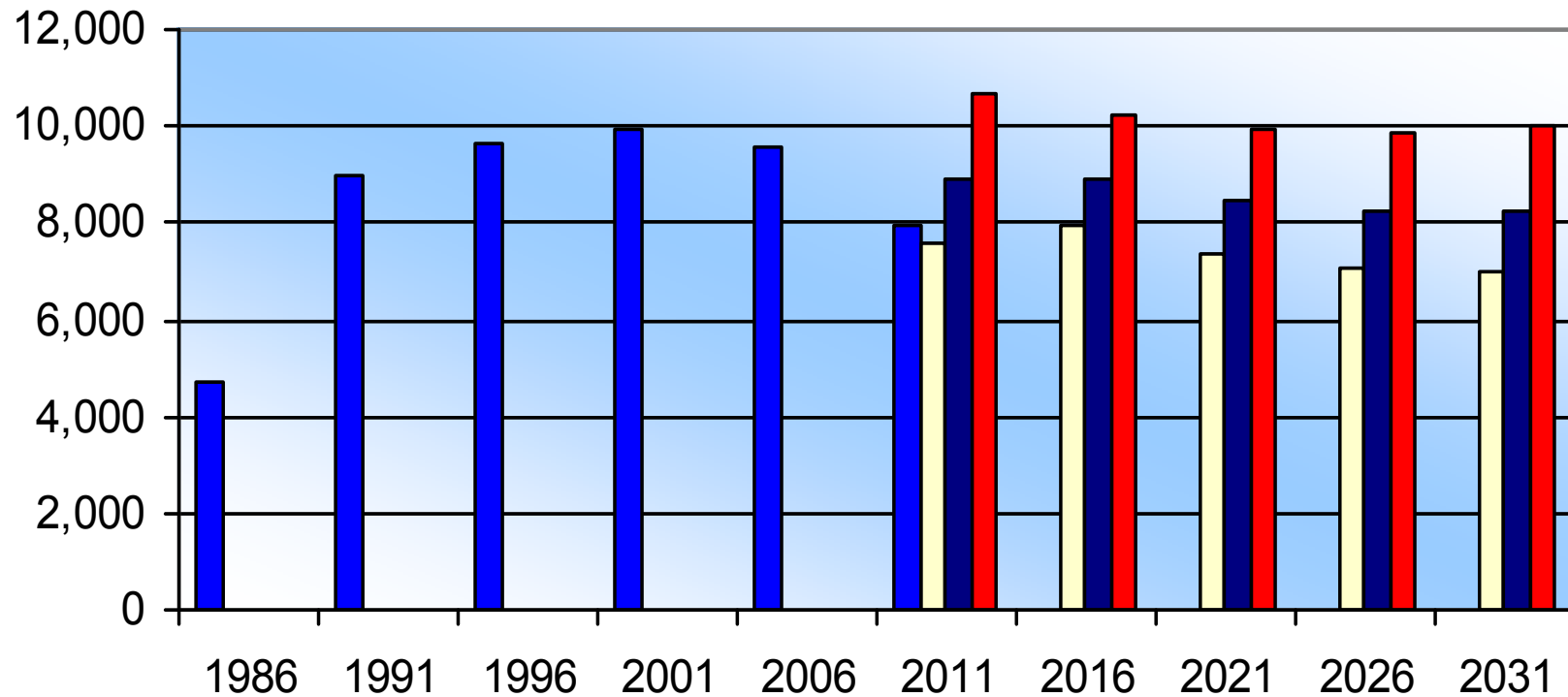


NB: 'extrapolation' is the result of applying the growth rate 1996-2006

— Actual — Low — Medium — High — Extrapolated

# Annual growth (amount)

Average annual change, five years ending



NB: 'actual' value for 2011 represents actual change 2006-07

■ Actual ■ Low ■ Medium ■ High



## How big could this region get (in the next 25 years)?

- If growth resembles the medium series projections – 501,000
- If growth slows as in the low series projections – 461,000 (40,000 less than the medium series)
- If growth increases as in the high series projections – 559,000 (58,000 more)
- If the growth rate of the past decade continues – 687,000 (186,000 more)
- If climate change impacts, peak oil and further financial crises all hit hard – 415,000 (based on a 5% slowing in absolute growth each year)
- Or... the population could decline



## Population ageing – the biggest impact...

- Across Queensland, the number of people aged 65 years or more will double in the next two decades (from 511,000 to 1.2 million)
- Last 20 years - 242,000, projected increase next 20 years - 586,000
- Increase in this age group (up 115%) much larger than any other age group (eg. kids under 15 years up 26%)

### Share of population 65 years and over

- 1986 – 10.3%
- 2006 – 12.1%
- 2026 – 18.7%
- 2056 – 26.1%

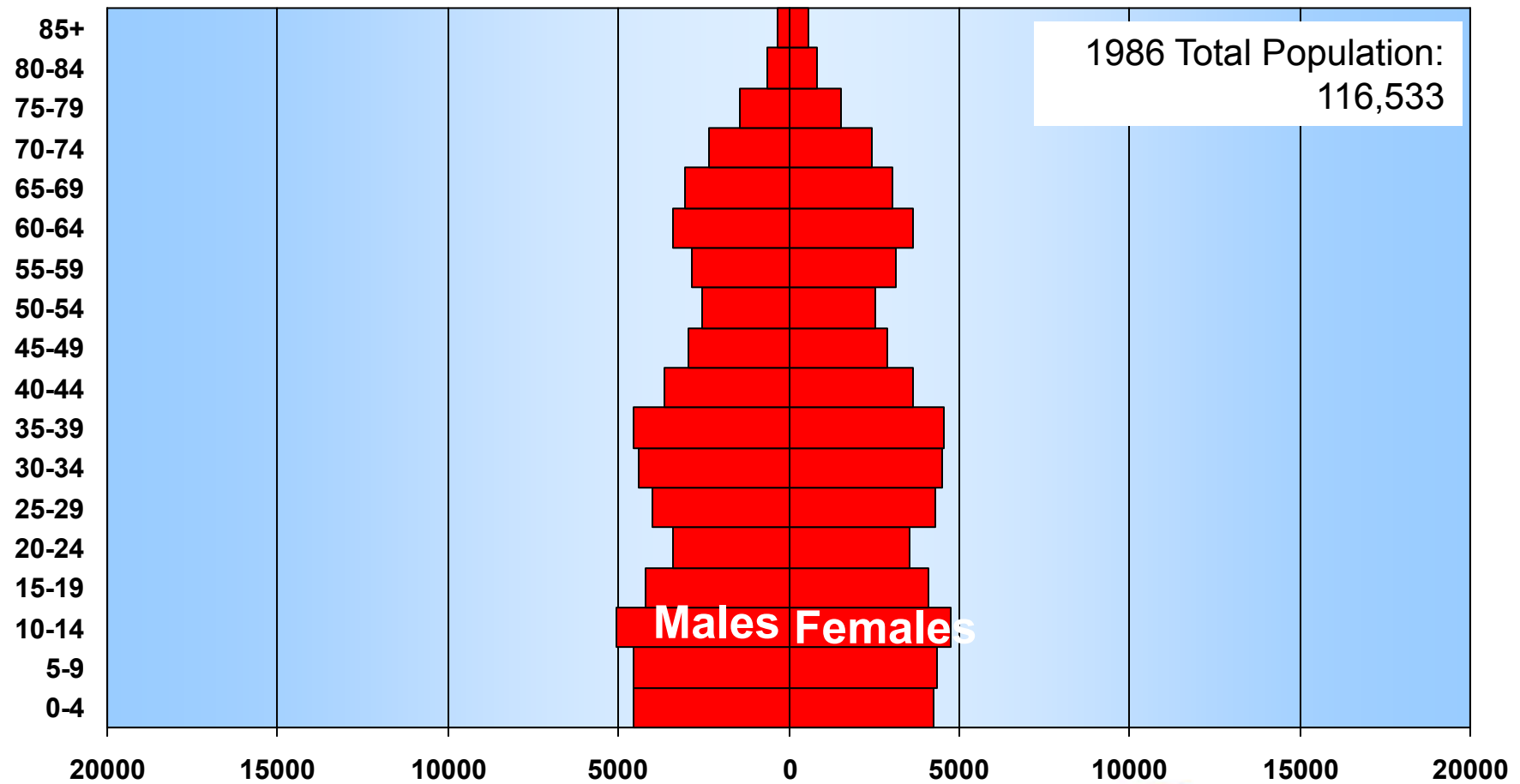


## Changes to age structure 1986 to 2026 (Sunshine Coast)

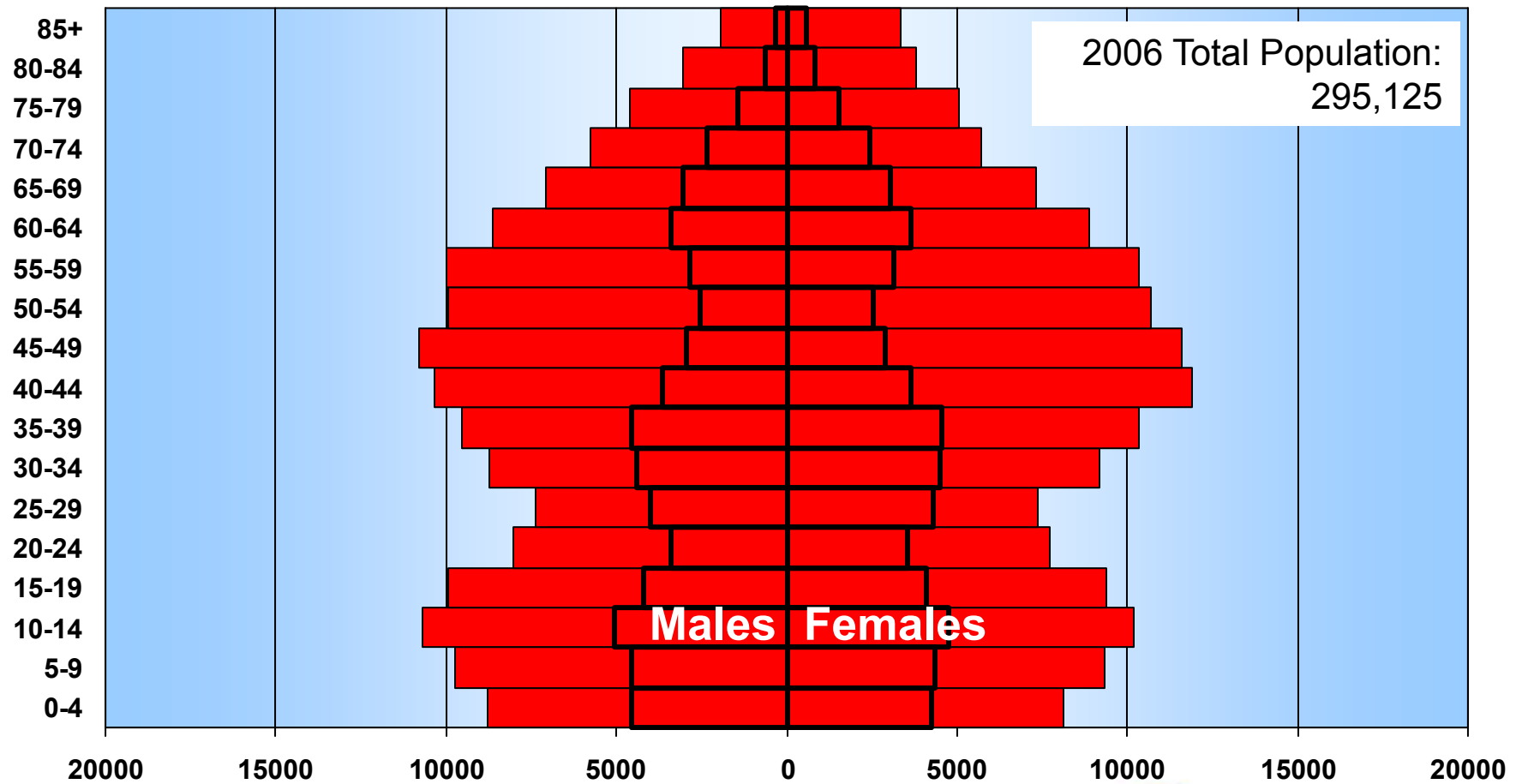
- On the Sunshine Coast, the number of people aged 65 years or more will double in the next two decades (from 47,500 to 100,800)
- Last 20 years – 31,300, projected increase next 20 years - 53,200
- Increase in this age group (up 112%) much larger than any other age group (eg. kids under 15 years up 44%)

Share of population aged 65 years or more		
	Sunshine Coast	Queensland
1986	14.0%	10.3%
2006	16.1%	12.1%
2026	21.9%	18.7%

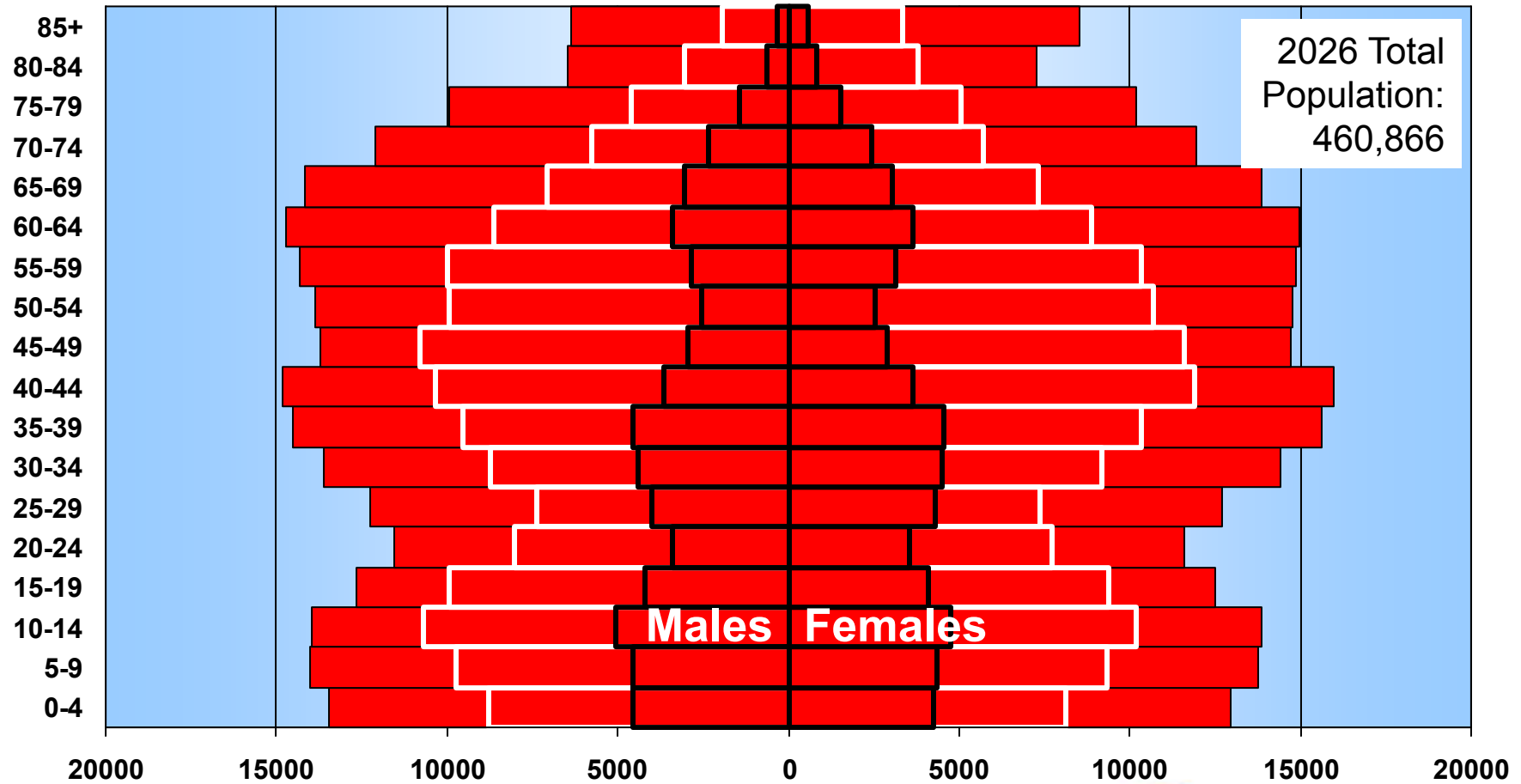
# 1986 population pyramid for Sunshine Coast (RC)



# 2006 population pyramid for Sunshine Coast (RC)



# 2026 population pyramid for Sunshine Coast (RC)

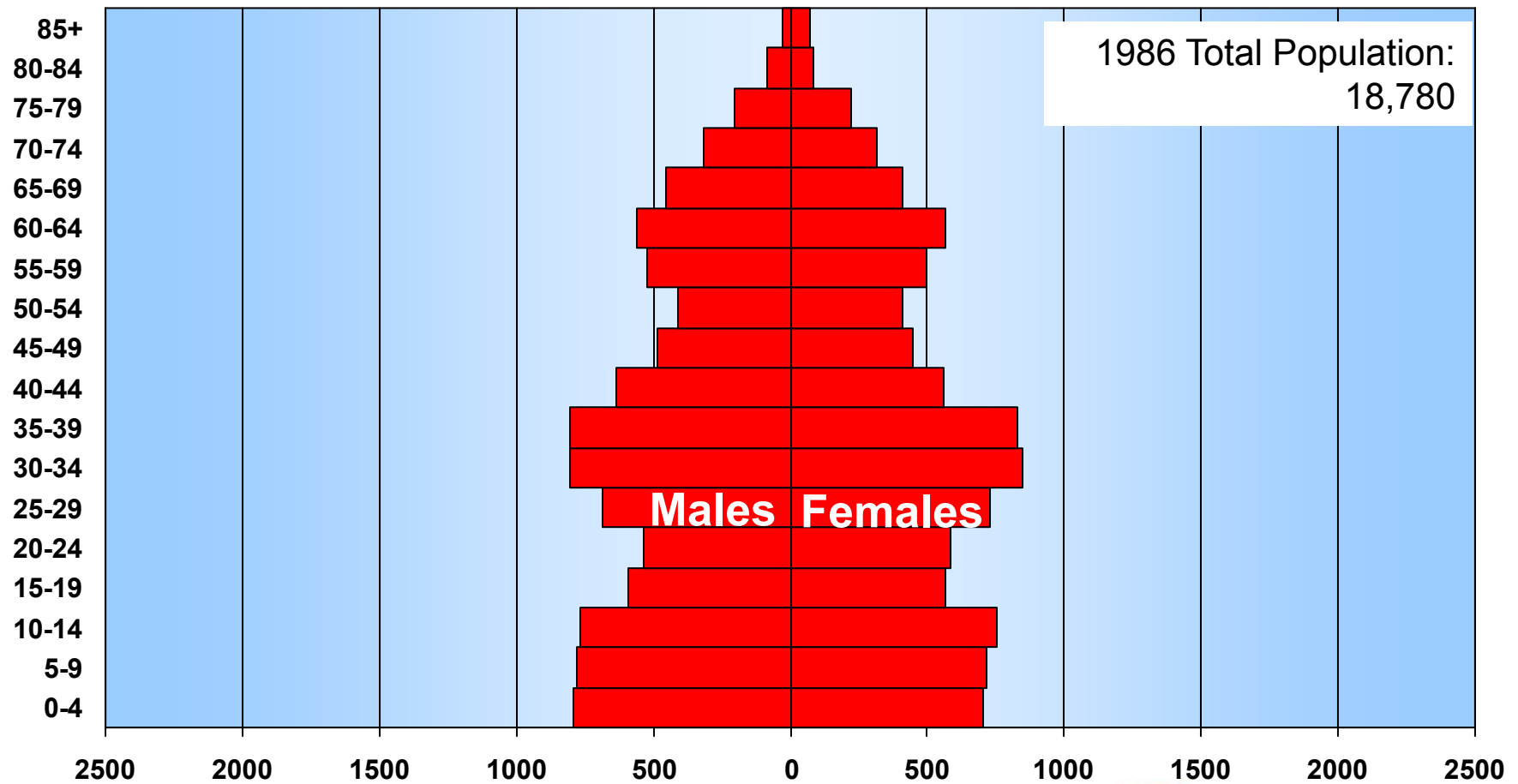


## Changes to age structure 1986 to 2026 (Noosa)

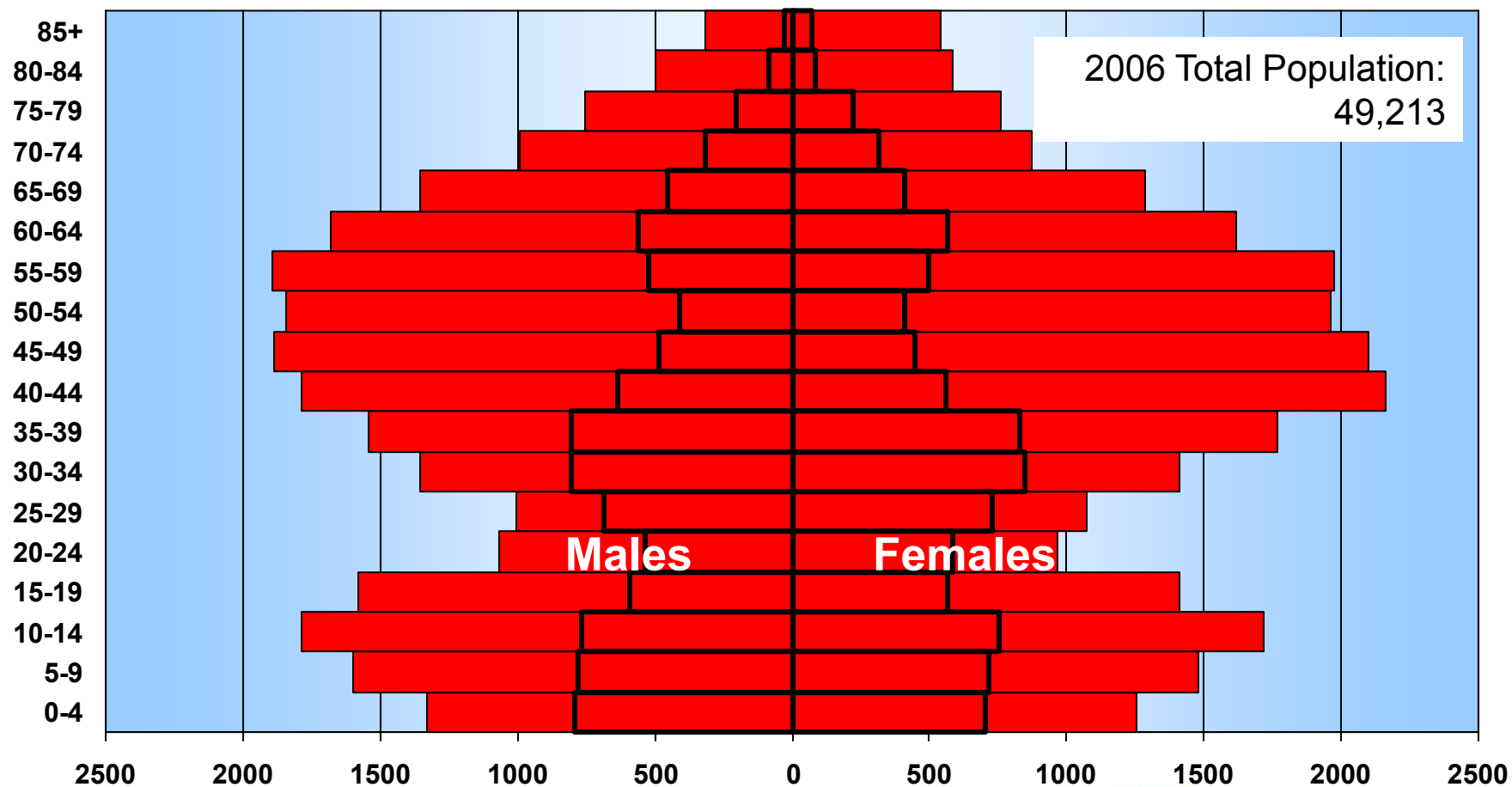
- In Noosa, the number of people aged 65 years or more will double in the next two decades (from 7,900 to 16,900)
- Last 20 years – 5,800, projected increase next 20 years - 9,000
- Increase in this age group (up 112%) much larger than any other age group (eg. kids under 15 years down 21%)

Share of population aged 65 years or more			
	Noosa	Sunshine Coast	Queensland
1986	11.7%	14.0%	10.3%
2006	16.2%	16.1%	12.1%
2026	28.9%	21.9%	18.7%

# 1986 population pyramid for Noosa (S)

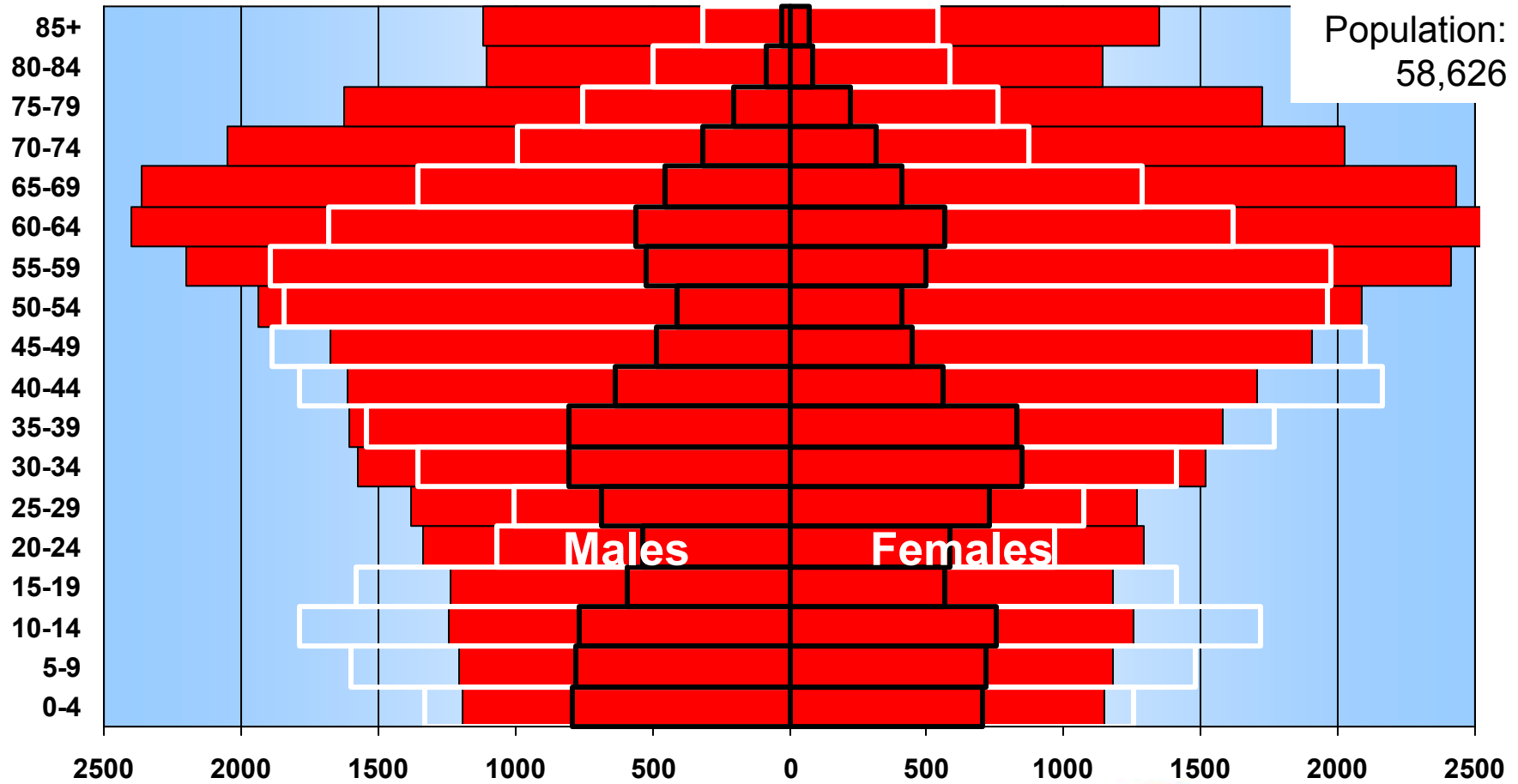


## 2006 population pyramid for Noosa (S)



# 2026 population pyramid for Noosa (S)

2026 Total  
Population:  
58,626



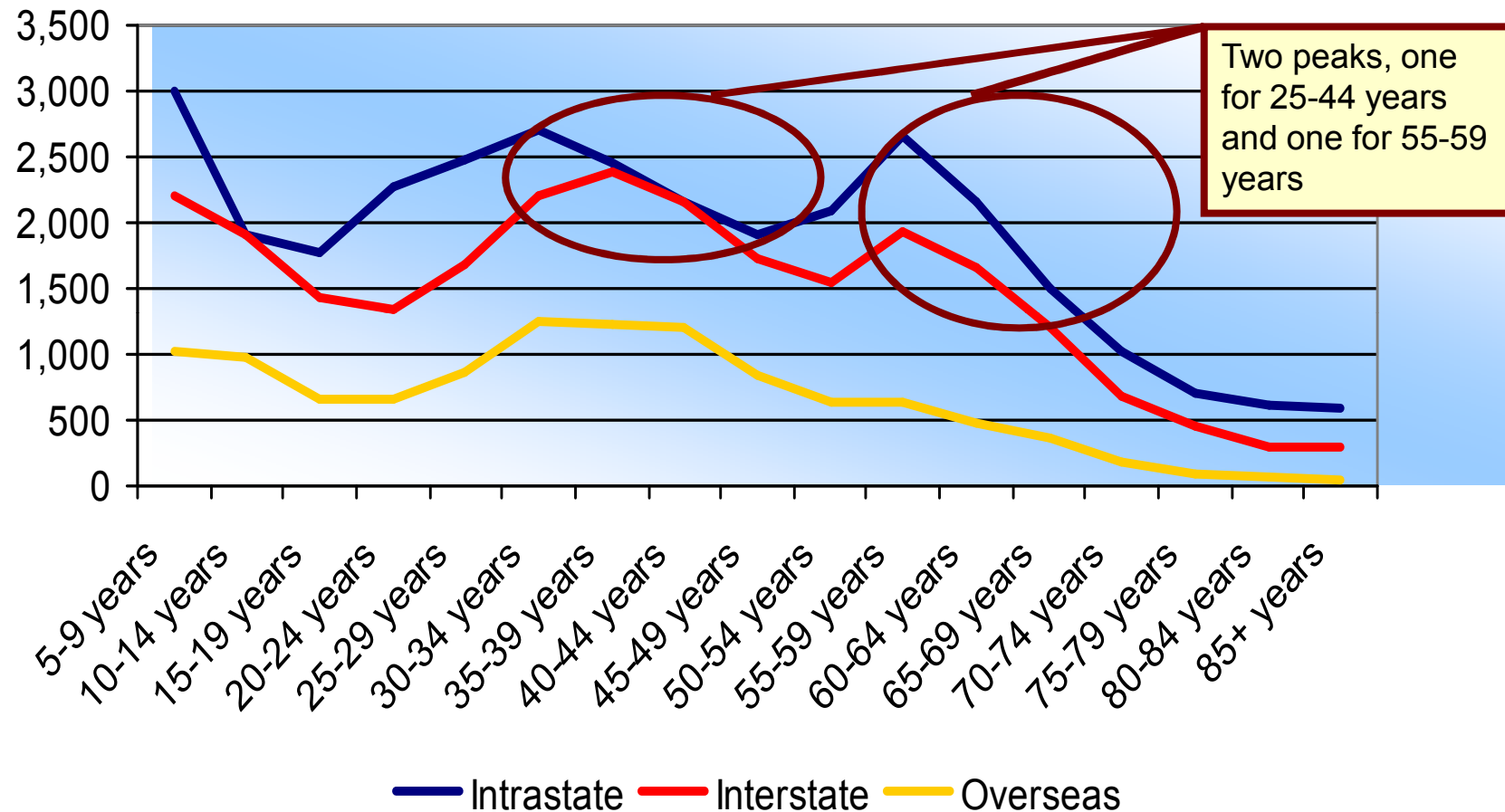
# Comparative age structure

(for usual residents of local government areas at August 2006)

	Sunshine Coast	Gold Coast	Brisbane	Fraser Coast	Mackay	Townsville	Cairns	Qld
Median age (years)	<b>41</b>	37	34	43	36	32	35	36
% less than 15	<b>19.5</b>	18.3	18.1	19.4	22.1	21.7	21.8	20.7
% 25-54	<b>39.4</b>	42.0	44.3	36.0	43.7	43.1	46.1	42.0
% 65 or over	<b>16.6</b>	14.2	11.8	19.4	10.6	9.3	9.0	12.4

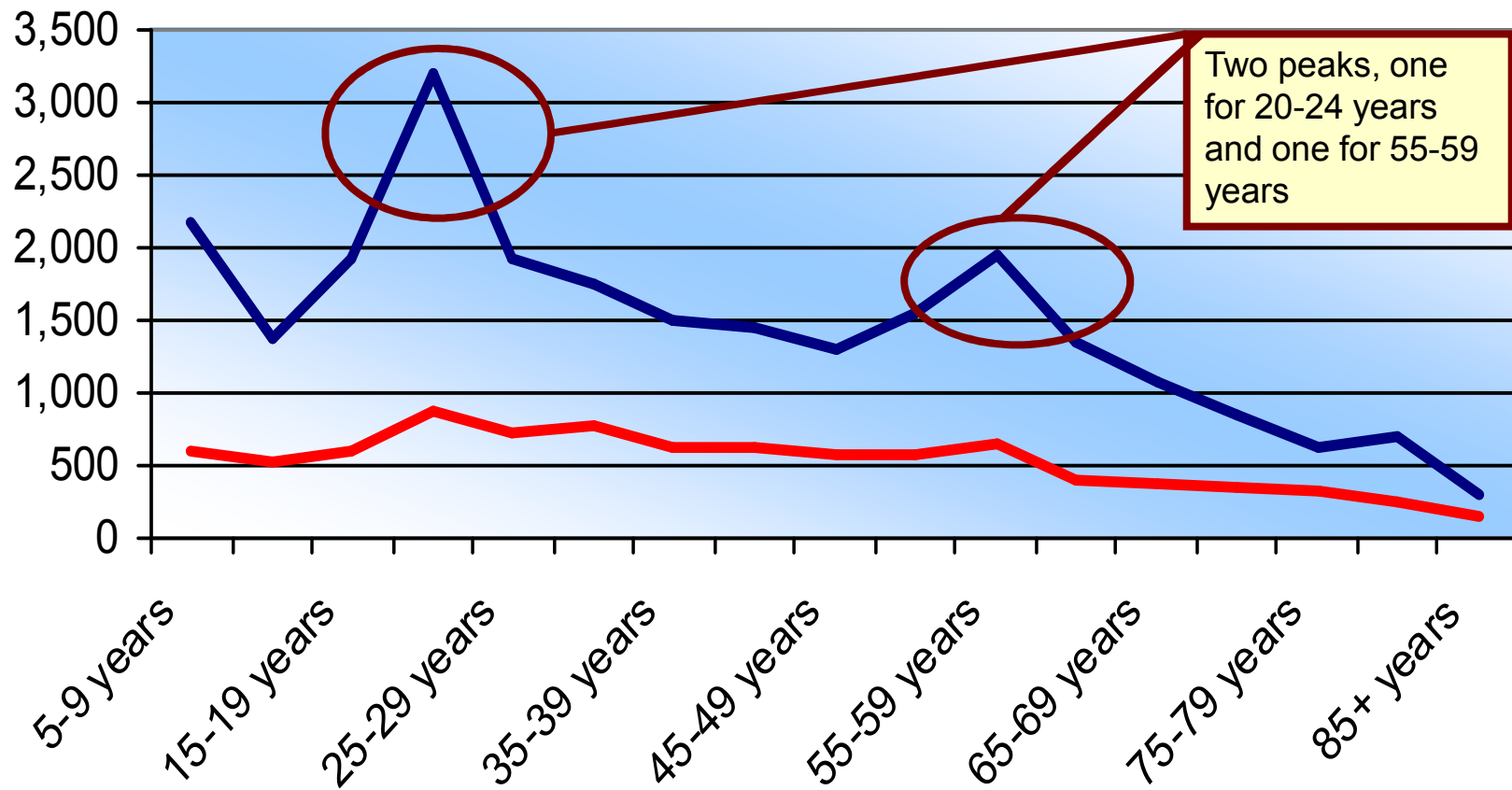
# Who is moving to the Sunshine Coast?

In flows from intrastate, interstate and overseas, 2001-2006



# Who is moving away from Sunshine Coast?

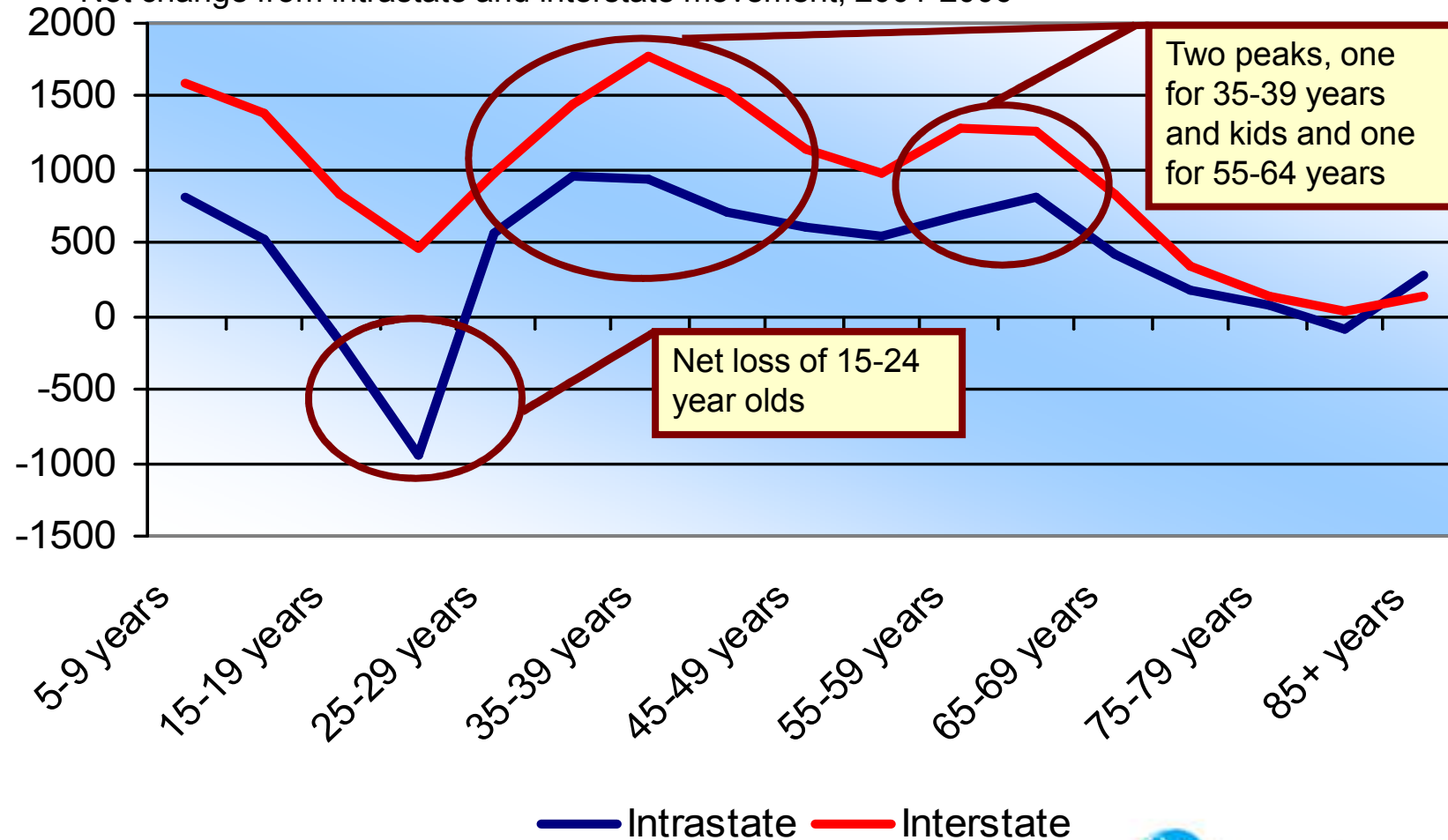
Out flows from intrastate and interstate, 2001-2006



— Intrastate — Interstate

# What is the net change to the Sunshine Coast population?

Net change from intrastate and interstate movement, 2001-2006





## **Economic structure:**

### **Where do workers living in Sunshine Coast work?**

- 94,234 or 83.7% worked in Sunshine Coast
- 7,780 or 6.9% no fixed address
- 1,696 or 1.5% Queensland undefined
- 857 in Brisbane CBD
- 711 in Cooloola Shire (562 in Gympie)
- 678 in Central Caboolture
- 434 in Brisbane airport and port precinct



## **Economic structure:**

### **Where do workers working in Sunshine Coast live?**

- 94,234 or 96.3% lived in Sunshine Coast
- 209 from Central Caboolture (409 from balance of Caboolture)
- 187 from Morayfield
- 162 from Gympie
- 133 from Burpengary-Narrangba

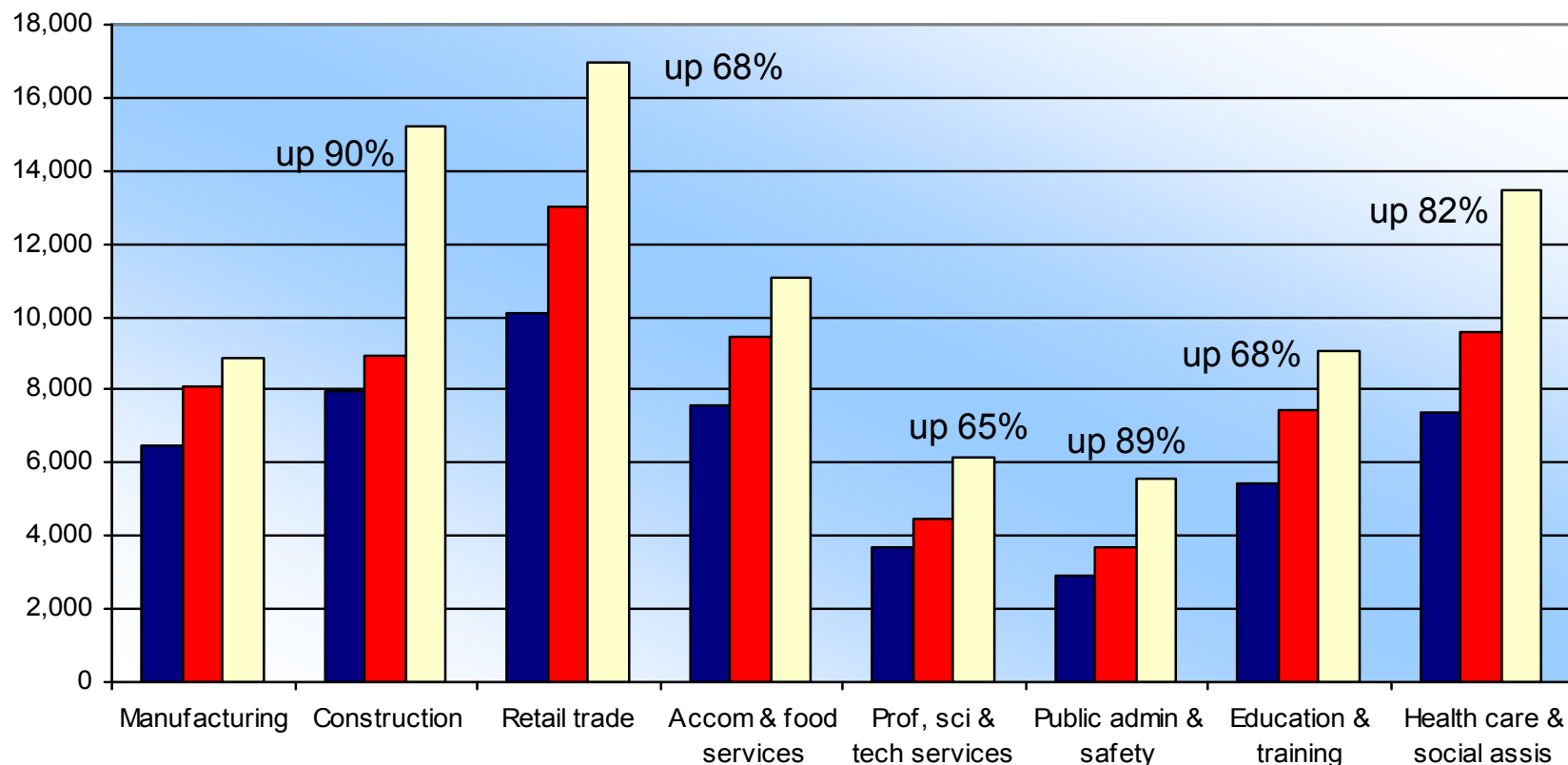


## Economic structure – labour force status

- People aged 20-44 years unemployed and looking for work
  - Maroochy – 1,943 or 4.4 % of people of this age (ranked 48 out of 160 in Qld)
  - Caloundra – 1,170 or 4.6% (ranked 39 out of 160 in Qld)
  - Noosa – 625 or 4.9% (ranked 29 out of 160 in Qld)
  - 3,738 people in Sunshine Coast (949 or 25% were aged 20-24 years)
- People aged 20-44 years not in the labour force
  - Maroochy – 6,961 or 15.7% of people this age
  - Caloundra – 4,135 or 16.4%
  - Noosa – 2,122 or 16.6%
  - 13,218 people in Sunshine Coast (5,165 or 39% were aged 35-44 years)

# Economic structure – change in main industries

Selected industries of employment, 1996, 2001 and 2006



55% increase in employed persons 1996-2006

■ 1996 ■ 2001 □ 2006

## Social capital – education

	Sunshine Coast	Gold Coast	Brisbane	Fraser Coast	Mackay	Townsville	Cairns	Qld
% attending TAFE or Uni	3.8	4.9	8.9	3.3	3.4	6.6	4.1	5.3

- 4,014 people aged 20-34 years left school at year 11 or below
- 1,725 people aged 20-34 years left school at year 9 or below



## **Social capital – children in families where both parents (or single parent) not working**

- 7,178 children aged less than 15 years or 14.8% of this age group
- 1,356 were in families where both parents were not in the labour force
- 148 in families where both parents were unemployed



## **Summary: what are the big demographic changes?**

### **Population**

- Population will increase in size – probably to around half a million people within next 25 years
- The rate of growth will slow to average about 8,000 people each year



## Summary: what are the big demographic changes?

### Ageing

- Population ageing is already pronounced (particularly in Noosa)
- Future growth in numbers of older people will outweigh growth in every other age group
- By 2026, more than one in every four people Sunshine Coast residents will be aged 65 or over



## Summary: what are the big demographic changes?

### Migration

- Current migration patterns have resulted in:
  - net gains of young families and retirees mainly from interstate
  - a net loss of young people to other parts of Queensland



## Summary: what are the big demographic changes?

### Economic indicators

- 96% of all jobs in Sunshine Coast at 2006 were occupied by locals
- 84% of employed locals worked in Sunshine Coast
  
- Sunshine Coast in the top third of Qld areas for 20-44 year olds unemployed – large number of young unemployed (950 were 20-24 years)
  
- Stronger than average growth of employment in construction, public admin and safety, and health care and social assistance over past decade



## **Summary: what are the big demographic changes?**

### **Education and social indicators**

- Relatively low educational participation in uni or TAFE with over 4,000 people leaving school at or below Year 11 level
- Nearly 15% of children under 15 lived in a home where both parents, or a lone parent, were unemployed or not in the labour force



## **Implications: for business, government and the community**

### **The population is growing and ageing**

- Bigger population will mean a larger market and more opportunities, an increased rates and tax base but balanced by the need for extra services and facilities, and expanded infrastructure
- Nature of demand will change as the population ages (both numbers and share of population will increase)



## **Implications: for business, government and the community**

### **New people will continue to come and more jobs needed**

- Continuing influx of new residents, particularly from interstate, brings new energy and resources but also creates new demands and the need to re-establish social support networks
- Ongoing need to create more local jobs – particularly in key industry niches with good future prospects
- Vital that there are opportunities for young people to get jobs locally
- Encourage education and training to better equip people for the future

# What does a city of 300,000 elsewhere in the world look like?

## Coventry (UK) – 306,000

- Further inland than any other city in Britain
- The site of Lady Godiva's naked horseback ride
- Devastated in WWII, boomed in '50s and '60s but hard hit by decline in motor industry – high unemployment
- Recovering with the introduction of new industries such as business services, creative industries, logistics and leisure



Lady Godiva by John Collier ca 1897

Historic buildings  
(cathedral ruins)



Council House



Incinerator burns rubbish  
and generates power



Sports arena



Coventry University

# What does a city of 300,000 elsewhere in the world look like?

## Reno (Nevada, USA) – 303,000

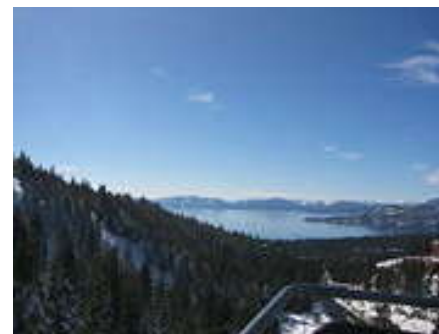
- Relatively young (only 150 years old)
- Settled because of gold discovery and laying of railroad
- Legalisation of gambling and liberal divorce laws contributed to development
- Gambling remains strong and the city is famous for its casinos
- Good transport links, low taxes and cheap land created opportunity for warehousing and distribution industries
- Known as the 'biggest little city in the world'



Iconic images



Reno skyline



Lake Tahoe

Strong brand

# What does a city of 500,000 elsewhere in the world look like?

## Dublin (Ireland) – 505,000

- In 1800s was the administrative, cultural and economic hub of Ireland
- Strong growth in '90s and '00s leading to increase in cost of living and average wage
- Banking and finance industries have become important
- Microsoft, Google, Amazon, PayPal, Yahoo and Pfizer have European headquarters there
- Re-development of inner city industrial areas leading to Council relaxing restrictions on high rise development
- Growth forecast to continue - albeit slower than the 'Celtic Tiger' years – at 3-5%



City Hall



Trinity College



Europe's 5<sup>th</sup> largest stadium



Port tunnel



High speed tram



DART train



River Liffey

# What does a city of 500,000 elsewhere in the world look like?

## Baton Rouge (Louisiana, USA) – 479,000

- Since European settlement has functioned under seven governing bodies
- Immigration of French-speaking Canadians (Cajuns) contributed to unique cultural atmosphere
- Spared damage in Civil War and survived intact
- Significant modernisation in 1900s due to strategic location for production of petroleum, natural gas and salt plus north-south railroad and US effort in WWII
- Sprawl in the '50s and '60s - inner city revitalisation in the '90s
- Major transit port, 2<sup>nd</sup> largest refinery and state capital (lots of government employment)



Baton Rouge and the Mississippi River



Exxon facility



Louisiana State University



Planned 30+ storey condo  
(ground breaking 2009)



Government building



Arts centre



## Lessons for the Sunshine Coast

- Need the basics of transport, education, health, civic and cultural infrastructure
- Sunshine Coast shares some characteristics with other cities – can look to what they did for ideas, for example:
  - Coventry reduced unemployment by stimulating new industries (business services, creative industries, logistics, leisure)
  - Dublin attracted European headquarters, a cluster developed



## Lessons for the Sunshine Coast

- Capitalise on natural advantages eg. strategic location and assets eg. environment (more national parks than any other region in Queensland)
- Have a strong brand or image and work it (there are already 5 'Sunshine Coasts' around the world – Australia, Canada, New Zealand, South Africa and United Kingdom)



## Lessons for the Sunshine Coast

- Every city experiences good times and bad times – what counts is taking up opportunities and making something of them

- Be prepared to
  - reinvent yourself
  - be flexible
  - innovative
  - willing to change

(eg. redevelopment of existing areas, relaxing restrictions if needed, striving for the best and looking to the future)



Department of **Infrastructure and Planning**  
Planning Information and Forecasting Unit  
PO Box 15009 City East Qld 4002 Australia  
**tel** +61 7 3237 1115  
**fax** +61 7 3235 4071  
pifu@dip.qld.gov.au

**[www.dip.qld.gov.au](http://www.dip.qld.gov.au)**