

# REIMAGINE GOLD COAST 2.0

JOBS | SKILLS | INDUSTRY



## INSIGHTS REPORT

September 24, 2021

#reimaginegoldcoast2.0



a city heart taskforce initiative



Outside and Inside Cover Images by Joshua Brown on Unsplash

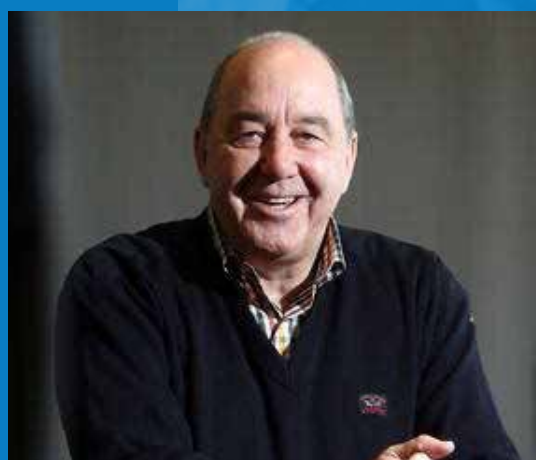


### INTRODUCTION

- 3 Welcome from the Chair
- 4 About the City Heart Taskforce
- 5 City Heart Taskforce Executive Members

### REIMAGINE GOLD COAST 2.0

- 6 Program Overview
- 7 Key Industry Pillar Themes
- 8 The Current Environment
- 11 Ministerial Insights
- 13 Gold Coast Emerging Sector Snapshot
- 15 Gold Coast Talent Landscape
- 18 Preparing for Jobs of the Future
- 20 An Eye to the Future of Education
- 21 Turning Ideas into Action
- 23 Reimagine Gold Coast 2.0 Defining Moments



**“ The Gold Coast represents the new Australia. We are innovative, entrepreneurial, young and dynamic. We represent both the future and the potential of our nation. ”**

**Hon Rob Borbidge AO**



**As chair of the City Heart Taskforce, which I convened in May 2020 to provide a cohesive cross industry voice during this extraordinary time, we continue to focus on the revitalisation of industry sectors and drive opportunities for our reemergence.**

***“ This is the time to reignite our thinking and for industry leaders, employers, educators and investors to reimagine the future of the Gold Coast to harness what enormous opportunities and potential lies ahead. ”***

As we accelerate through this turbulent period towards the new economy, I am proud of the tremendous contribution and tireless commitment made by the Taskforce Executive Members.

With clear drivers such as investment attraction, talent retention and cross-industry partnerships, the Taskforce continues to work on a transformation agenda for both our key economic pillars and our emerging industries to build a more diverse and resilient economy for the future.

Convened by the City Heart Taskforce (CHT), the Reimagine 2.0 Gold Coast Jobs, Skills and Industry Forum was designed to deliver a business led initiative to examine the evolving environment with a clear focus on creating opportunities for growth.

Now in its second year, the forum has provided an important platform for city industry leaders to connect, create and collaborate by sharing knowledge about innovation, implementation and service delivery, with a key emphasis on jobs, skills, talent, economic diversification and investment attraction.

The forum component of the program featured keynote presentations and a themed industry breakout session for key industry leaders and business representatives to initiate the discussion of issues and provocative ideas, with a focus on targeted outcomes.

Over 120 city leaders united for the breakfast component, which featured speakers from emerging Gold Coast industry sectors including biomedical technology, Industry 4.0 and space.

Talent is a key factor in our long-term recovery and indeed future growth, and this was discussed at length by industry key pillars.

I wholeheartedly thank our event partners RDA Gold Coast, Urbis, Dreamweavers and The Island Surfers Paradise as well as our media partners Southern Cross Austereo and the Gold Coast Bulletin for their commitment and support of this important industry forum.

I congratulate City Heart Taskforce Executive Members, who have worked together on Reimagine 2.0 to steward the way forward for jobs, skills and industry on the Gold Coast and acknowledge the tremendous service of retiring members Emeritus Professor Ned Pankhurst, Paul Donovan and Ian Kennedy.

**Angie Bell MP, Federal Member for Moncrieff  
Chair City Heart Taskforce**





**The City Heart Taskforce was established in May 2020 to enable industry leaders across key sectors of small business, tourism, education, the night economy, construction, health and knowledge, marine, arts and sport to work collectively together to develop a cohesive framework with outcome focused strategies to hasten our recovery, create job opportunities and rebuild our 'city heart'.**

The CHT is committed to a cross-disciplinary and localised approach to meet the challenges and take advantage of evolving opportunities. It enables one collective voice to all levels of government and community with a well-enunciated message on behalf of our industry sectors and individual associations.

The CHT has drawn on the wide range of research related to the central Gold Coast and industry. It is leading cross-industry collaboration through initiatives such as the annual Reimagine Gold Coast forum, that promote new ways of thinking, acting, and interacting to underpin jobs, skills and industry across the region.

There are a variety of committees with city, regional and state stakeholders, and so it is critical that sector information and resources are shared in terms of planning and strategic thinking. This ensures all industries can understand the new situation and consequences. New pathways and processes will need to be implemented to work cohesively towards an integrated industry recovery approach.



### Key objectives of the City Heart Taskforce

- Identify key projects or issues that require CHT attention or advocacy.
- Provide a cohesive cross-industry voice for key and emerging pillars to three tiers of government.
- Keep lead industries apprised of new Federal Government policy and programs that can be disseminated to the industry sector.
- Act as a conduit for Federal Government jobs and program delivery directly to small business.
- Support industry sectors to create a new jobs landscape.
- Provide members with a communication channel to government.
- Share good news stories across the region.
- Work as a collective to reshape the future of our city's engine room.



**Angie Bell MP**  
Federal Member for Moncrieff  
**Chair of CHT**



**Hon Rob Borbidge AO**  
Former Qld Premier  
**Chair of Study Gold Coast**



**Adrienne Readings**  
Chair  
**Destination Gold Coast**



**Alfred Slogrove**  
CEO  
**Study Gold Coast**



**Estella Rodighiero**  
Director  
**Regional Development  
Australia Gold Coast Inc.**



**Chris Mills**  
CEO  
**Queensland Airports  
Limited**



**Matthew Schneider**  
Director  
**Urbis, Property Council  
of Australia Gold Coast**



**John Howe**  
Executive Director  
**IEDM**



**Jan McCormick**  
CEO  
**Major Events Gold Coast**



**Martin Hall**  
President  
**Gold Coast Central  
Chamber of Commerce**



**Ariana Margetts**  
President  
**Southport Chamber of  
Commerce**



**Bernie Hogan**  
Chief Executive  
**Queensland Hotels  
Association**



**Geoff Smith**  
Chairman  
**Sports Gold Coast Ltd.**



The City Heart Taskforce held its second cross-industry thinktank 'Reimagine 2.0' to reignite, reimagine, and develop targeted outcomes with a key focus on jobs, skills, industry and talent for the Gold Coast's future economy.

This results-based event brought together over 100 industry leaders to further develop outcome focused strategies that secure our recovery, create job opportunities and attract investment to our region.

As the implications for business from Covid-19 continue to emerge, this annual forum acts as a catalyst to support traditional and emerging industry sectors to rethink how to prepare for the next normal in the new economy.



Associate Professor Dr Hal Rice, Director of Interventional Neuroradiology at Gold Coast University Hospital, presented an overview of developments in robotic brain aneurysm procedures. His 3D models of patient aneurysms can be used as training tools for medical students and in rehearsals for difficult and complex surgeries. Dr Rice and his associate, Dr Laetitia de Villiers, work from Griffith University's ADaPT—the Advanced Design and Prototyping Technologies Institute.

Gilmour Space Technologies CEO and cofounder Adam Gilmour, revealed the latest programs to launch rockets and satellites into space. He highlighted the fast-growing space industry on the Gold Coast which is exciting not only for Gilmour Space but for Ryan Aerospace, Aero Defence, All Plates and other Gold Coast based space and defence industry businesses.

The Prime Minister shared a message to Gold Coast industry leaders at the Reignite breakfast. Local Member for Fadden, the Minister for Employment, Workforce, Skills, Small and Family Business, the Hon Stuart Robert MP, outlined the workforce skills shortages that our nation currently faces.

The local Member for McPherson and Minister for Home Affairs, the Hon Karen Andrews MP, outlined the challenges of opening our international borders and her important work to protect Australians and our borders from criminals, cyber crooks and the virus.

Following breakfast, the CHT Executive Members led their industry breakout power sessions where they discussed the three key themes and accompanying questions that formed their closing remarks at the conclusion of the forum. The key themes explored were opportunity, innovation and talent.

**The following pages highlight our city's emerging growth pillars and provides the opportunity for sectors to be intentional about identifying the prospects that support the growth, diversity and resilience of our local economy.**

***Reimagine 2.0 highlights emerging sectors on the Gold Coast such as biomedical technology, robotics and space technology to make sure we are preparing our future employment landscape and ready to capitalise on evolving opportunities.***

**Angie Bell MP  
Member for Moncrieff**

As we confront mounting challenges including supply chain disruptions, workforce shortages and cyber security risks that threaten growth in business and our local economy, it is imperative we adapt quickly.

Australia's economy is strong and our local economy will rebound quickly. Tourism, small business, construction and international education will return to growth as our population increases and the visitor economy is restored.

Local industry sectors are coping with the pressure of dramatic acceleration that is fundamentally redrawing the business landscape. As a significant industry event, Reimagine 2.0 reignites and reimagines our next chapters.

The key to strengthening our traditional key economic pillars is to build emerging economic pillars that diversify our local economy. To gain a competitive edge, we must act now to create a pipeline of skills and talent that maintain and grow our traditional industries whilst planning for a more diversified and resilient future state.

At Reimagine 2.0, Director of Regional Development Australia Gold Coast and City Heart Taskforce Executive member, Estella Rodighiero, provided a local outline of the Industry 4.0 Project. It plays an important role in highlighting new technologies and innovative ways to do business, including robotics, artificial intelligence (AI), the internet of things (IOT) and 3D printing.



**REIGNITE** our economy  
**REBUILD** our workforce  
**REIMAGINE** our future

**The Industrial Revolution/Evolution  
– Gold Coast Style.**

Presented by Regional Development Australia Gold Coast Inc.

**The Gold Coast Education and Training Sector.**

Presented by Study Gold Coast

**Beyond Survival Mode.**

Presented by Queensland Hotels Association

**Harvesting Sporting Opportunities  
Through Strategic Collaboration.**

Presented by Sports Gold Coast Ltd

**Gold Coast Health and Knowledge Precinct.**

Presented by Southport Chamber of Commerce

**Rebuilding the Gold Coast Through Tourism  
Numbers, Tourism Infrastructure, Development,  
Education and Sport.**

Presented by Destination Gold Coast

**Events, *watch this space.***

Presented by Major Events Gold Coast,  
Gold Coast Convention and Centre and iEDM

**What Gold Coast Businesses Need to  
Survive and Thrive in New and Everchanging  
Environments.**

Presented by Central Chamber of Commerce

**The Property Sector's Future.**

Presented by Urbis Gold Coast/ Property Council  
of Australia Gold Coast

**Arts and Culture: The Importance to Social  
Cohesion and Resilience in the Face of  
Disruptive Events**

Presented by HOTA



### Key Points from Reimagine Gold Coast 2.0 Speeches

- Gold Coast key sectors must emerge to prepare for the new normal.
- Supply chain disruptions and labour shortages in traditional pillars such as tourism and hospitality pose risks to growth.
- A focus on talent and skills is key to the new economy.
- Act now to harness opportunities for future needs of our city's growth sectors.
- Define and plan for future workforce for the Gold Coast.
- What is workforce in the next 12 months, three years and five years?
- An outlook towards the 2032 Olympics is critical for business.
- Manufacturing value to our city has grown to \$7.2b.
- Manufacturing jobs have grown from 14,000 in 2019 to 23,500 in August 2021.
- Cyber security will continue to be a growing threat to business.
- Imported labour stock is down by 700,000 and may take up to four years to backfill.
- Nationally, labour force is down by a million people and we must employ Australian talent including those aged between 15-22 who are currently not in employment, education or training.
- If we are going to rebound strongly from Covid, the work pool we draw from must be local.



## Employment by Industry for Gold Coast SA4 as of August 2021<sup>1</sup>

Industry	Employment by Industry – Total	Employed Full-Time	Employed Part-Time	Employed – Male	Employed – Female	Employment Distribution (%)
Health Care and Social Assistance	46,900	26,900	20,000	10,700	36,200	13.1
Retail Trade	44,400	20,700	23,700	18,500	25,900	12.4
Construction	37,200	30,800	6,500	30,400	6,800	10.4
Accommodation and Food Services	33,100	10,900	22,200	13,800	19,300	9.2
Professional, Scientific and Technical Services	31,100	23,000	8,100	15,900	15,200	8.7
Education and Training	29,900	16,000	14,000	8,400	21,600	8.3
Manufacturing	23,300	19,700	3,600	16,900	6,400	6.5
Other Services	17,600	10,500	7,000	8,500	9,100	4.9
Public Administration and Safety	16,900	13,500	3,400	9,600	7,300	4.7
Transport, Postal and Warehousing	14,400	10,400	4,000	12,500	1,800	4.0

## Employment by Occupation for Gold Coast SA4 as of August 2021<sup>2</sup>

Occupation	Employment by Occupation – Total	Employed Full-Time	Employed Part-Time	Employed – Male	Employed – Female	Employment Distribution (%)
Professionals	81,800	56,100	25,700	33,200	48,600	22.8
Technicians and Trades Workers	53,500	43,200	10,300	45,900	7,700	14.9
Managers	49,300	42,800	6,400	29,600	19,600	13.8
Clerical and Administrative Workers	48,500	29,200	19,300	9,600	38,900	13.5
Community and Personal Service Workers	40,100	16,100	24,100	12,600	27,500	11.2
Sales Workers	36,500	14,600	21,900	13,500	23,000	10.2
Labourers	27,900	11,500	16,400	16,500	11,400	7.8
Machinery Operators And Drivers	20,400	14,500	5,800	17,400	2,900	5.7

<sup>1</sup> Source; The Office of the Minister for Employment, Workforce, Skills, Small and Family Business

<sup>2</sup> Source; The Office of the Minister for Employment, Workforce, Skills, Small and Family Business



### Employment Projections to May 2024 for Gold Coast SA4<sup>3</sup>

According to analysis by the National Skills Commission, the Gold Coast will see massive jobs growth in Education and Training, Health Care and Social Assistance, Accommodation and Food Services, Transport, Postal and Warehousing and Industry sectors. We are also going to see strong jobs growth in Public Administration and Safety, Construction, Professional, Scientific and Technical Services, Financial and Insurance Services, Utilities, Manufacturing, Arts and Recreation Services, Retail Trade and Administrative and Support Services.

Industry	Projected employment growth - five years to May 2024	
		(%)
Education and Training	8,900	31.0
Health Care and Social Assistance	13,300	27.4
Accommodation and Food Services	7,600	21.0
Transport, Postal and Warehousing	2,700	18.1
Other Services	2,300	16.3
Total (industry)	47,300	14.0
Public Administration and Safety	1,700	11.7
Construction	4,200	10.9
Professional, Scientific and Technical Services	2,300	10.4
Financial and Insurance Services	900	10.4
Electricity, Gas, Water and Waste Services	200	9.4
Manufacturing	1,400	6.5
Arts and Recreation Services	600	6.0
Retail Trade	1,800	4.8
Administrative and Support Services	500	3.4
Wholesale Trade	0.0	0.0
Agriculture, Forestry and Fishing	-100	-4.0
Mining	-100	-6.4
Rental, Hiring and Real Estate Services	-600	-7.1
Information Media and Telecommunications	-400	-7.9

<sup>3</sup> Source: The Office of the Minister for Employment, Workforce, Skills, Small and Family Business

## The Hon Stuart Robert MP Member for Fadden

**Minister for Employment, Workforce,  
Skills, Small and Family Business**



The Gold Coast remains Australia's most dynamic and exciting city, and its best days lay ahead. This is particularly true of Fadden, the electorate I represent which encompasses the fast-growing northern Gold Coast.

Alongside a surge in film productions, we are seeing a boom in maritime manufacturing, opportunities across an ever expanding space and defence industry sector as well as ongoing growth in our construction pipeline.

I am proud to say the Gold Coast is a place where if you have a go, you get a go. It is a privilege to represent its entrepreneurial community in Canberra as we fight to get government working for people and businesses.



***“Nationally, labour  
force is down by a  
million people, and  
we must employ  
Australian talent  
including those  
aged between  
15-22 who are  
currently not in  
employment,  
education or  
training”***

**The Hon Stuart Robert MP**

## The Hon Karen Andrews MP Member for McPherson

Minister for Home Affairs



The Gold Coast proudly holds the title of Australia's Playground, but the last two years have demonstrated the need for the Gold Coast to diversify. Our city's third-largest sector – behind tourism and hospitality – is manufacturing.

Manufacturing contributed almost \$7 billion to our city's economy in 2018-19 and employed around 14,000 locals.

The Gold Coast is also home to a growing cyber security sector. We know that Australia will need an extra 7,000 workers in this field by 2024 – which is why the Morrison Government is investing \$1.67 billion in the Cyber Security Strategy 2020.

We have businesses such as RightCrowd joining with Griffith University to deliver skilled cyber security workers. If we support and grow this critical workforce, the Gold Coast can become the cyber hub of Australia.

That is where the Gold Coast can draw confidence going forward.



**“ Cyber security is a rapidly growing sector. If we support and grow this critical workforce, the Gold Coast can become a cyber centre. That’s where we can draw confidence going forward ”**

**The Hon Karen Andrews MP**



## Emerging Sectors

The Gold Coast economy is experiencing outstanding growth post Covid-19, with various emerging sectors outperforming the traditional key pillars that have endured short-term damage. These Industry sectors include:

- Manufacturing
- Industry 4.0, Advanced Manufacturing
- Aerospace/ Defence
- Health/Biomedical/ Medtech/ Sportstech
- Food Processing
- Marine

To support the Gold Coast's economic diversification, Regional Development Australia (RDA) Gold Coast is delivering a suite of projects and initiatives to catalyse industries involved in advanced manufacturing, Industry 4.0 and biomedical. Project examples include:

## Regional Biomedical Supply Chain Development<sup>1</sup>

The clinical trials sector employs 8,000 Australians. In 2019 more than 95,000 Australians participated in clinical trials, which saw commencement of approximately 1,880 trials. This activity generated \$1.4 billion spent on clinical trials.

The sector now generates more export revenue than construction, intellectual property charges and government services.

The Gold Coast is the largest regional city in the country for the delivery of clinical trials experiencing 32% growth and employing approximately 44,000 people.

The rate of growth over the next 5 years will far exceed the national average in line with it being an emerging industry on the Gold Coast.

The Gold Coast clinical trials sector is an emerging, rapidly growing sector with well-established demand drivers including an ageing, diverse and rapid population growth.

For every \$10m in revenue attracted for trials, the Gold Coast impacts are additional value-added contribution of \$8.9m into the economy and an output increase of \$15.1m. The 89 high value knowledge-based jobs created see 84.7% retained on the Gold Coast.

The sector is expected to grow significantly with annual figures outlining 11% average employment growth in the clinical trials sector.

Education and training growth is 5% and health at 8%. Employment in the sector is projected to more than double in the next decade. By 2029, employment in clinical trials is conservatively expected to generate \$33.1m per year into the Gold Coast economy<sup>2</sup>.

## Gold Coast Industry 4.0 Business and Investment<sup>3</sup>

This project was commissioned pre-pandemic in early 2020 and highlights significant Industry 4.0 capability on the Gold Coast across several sectors including advanced manufacturing, health and medical technology, space and aerospace, textiles, additive manufacturing, food technology, sport, and film. Gold Coast businesses are committed to adopting new advanced technologies to increase productivity and there are growing partnerships between all three Gold Coast universities and industry to leverage Industry 4.0 capability.

Whilst the local adoption of advanced technology was already well underway, the pandemic has fast-tracked its implementation and accelerated the need for a skilled workforce aligned with Industry 4.0. There is now a magnified opportunity to contribute to sovereign manufacturing capability and supply chain independence. Further, there is a push to build maturity in the manufacturing sector that faces restraints to growth due to minimal land availability on the central Gold Coast.

In August 2021, one million Australians were working in the manufacturing sector and 23,778 on the Gold Coast. Manufacturing has therefore seen a 23% increase over the past 5 years and is forecast to grow at a conservative annual rate of 6.9%.

Industry 4.0 adoption is critical to drive competitiveness and productivity. COVID-19 has catalysed this requirement and the opportunity exists to ensure that there is an appropriately trained workforce to meet the needs of the sector, enable industry to adopt best practice advanced technology uptake and build digital and physical supply chain connections.

These highlighted sectors have contributed to the Gold Coast's outperformance of all other Queensland regions with 1.2% employment growth in the 12 months to September 2021. Annual employment growth on the Gold Coast is 11.3% compared with a Queensland average of 4.4%. The unemployment rate is 5.4% compared with 6.1% for Queensland, showing a decrease of .9% over the past 12 months.<sup>4</sup>



<sup>1</sup> <https://biomed.rdagoldcoast.org.au/resources-links>

<sup>2</sup> MTP Connect on Clinical Trials in Australia 2021

<sup>3</sup> <https://industry4.0.rdagoldcoast.org.au/project>

<sup>4</sup> <https://www.qgso.qld.gov.au/statistics/theme/economy/labour-employment/regional>

### Gold Coast Regional Jobs Committee<sup>5</sup>

A direct outcome of recent RDA Gold Coast projects has been the development of the Gold Coast Regional Jobs Committee (GCRJC). This initiative brings together key industry leaders and employment sector representatives.

The GCRJC supports the city's traditional economic strengths whilst actively growing emerging sectors to increase economic resilience, deliver greater job variety, and support ongoing business investment.

The GCRJC will deliver in three stages of mapping existing employment and skills agencies, jobs of today such as tourism and hospitality, and jobs of tomorrow such as space, advanced manufacturing, Industry 4.0, food processing, marine and health/medical and biomedical.

The Gold Coast's economy is diversifying at pace and there are significant opportunities to grow emerging sectors.

RDA Gold Coast proactively supports sector growth in collaboration with whole of government, public and private sector partners.



<sup>5</sup> Gold Coast Regional Jobs Committee | An RDA Gold Coast Initiative ([goldcoastrjc.org.au](http://goldcoastrjc.org.au))

### Kate Meyrick Director URBIS



One of the fundamentals of the new knowledge economy is that talent is the most important factor of production. Lifestyle cities such as the Gold Coast are particularly well positioned to win in the talent war if a few bold decisions are made now.

#### Key considerations:

- Why does talent and the new economy matter so much at this point in time?
- What does the current talent eco-system on the Gold Coast look like?
- What are current talent strengths and weaknesses?
- As we move forward, what are the new economic sectors in which we've got some permission to win, and what kind of skill sets do they need?
- How are we going to get ourselves there and what does it look like?
- Why does talent matter?

The simple truth is that in Australia we have declining productivity and an ageing population. The implication is that we need to do a lot more, with a lot less people. Our workforce is shrinking, and we need to work harder to create more value from each worker. If we don't make our current workers worth more, we won't be able to pay for the lifestyle that we have become well known for that we currently leverage as one of our competitive advantages.

**“COVID-19 will not stop urbanisation, but it makes us think harder about the world we want to live in.”**

We probably didn't realise the level at which we relied upon international talent to plug our talent gap, and give some elasticity to our supply, until COVID-19 introduced a much lower mobility landscape.

It has created talent shortfalls across a variety of industries and as economic growth changes across sectors, the problem is going to become more acute and place an emphasis on the question of how to compete for talent and what the talent eco-system looks like. It means understanding where we sit today in greater detail, and where we are trying to go tomorrow, is important.

In many ways, COVID-19 has allowed a review of challenges and has amplified and accelerated them, so they are able to be addressed now while the runway is still ahead of us to make sure we don't fall behind. It has forced us to come to terms with some technological platforms at a much faster rate.



Given global mega trends, we have seen that some urban settlement will win at a faster rate than others and will recover at a different trajectory. Small to medium sized cities like the Gold Coast, with enviable lifestyle qualities, are best positioned to recover rapidly. Therefore, it can gain a natural advantage if it can get its act together to make sure the basic platforms required to compete and win effectively, economically and socially, are in place. Talent is arguably the most important of those.

The characteristics of the next gen workforce needs to be dramatically different than the workforce in place today. For example, one of the characteristics of the workforce that should be unpacked is the level of qualification and skill that is inherent and it's important to understand there are many layers of talent and an ecosystem for each.

## TALENT LANDSCAPE TODAY



**Gold Coast  
Worker level of education**



**Australian Average**

	Gold Coast	Australian Average
<b>Postgraduate</b>	<b>4.4%</b>	<b>6.8%</b>
<b>Bachelor</b>	<b>16.8%</b>	<b>20.7%</b>
<b>Certificate IV</b>	<b>4.1%</b>	<b>4.0%</b>
<b>Year 10</b>	<b>9.7%</b>	<b>17.1%</b>
<b>STEM</b>	<b>12.6%</b>	<b>17.0%</b>

Source: ABS

As highlighted in this table, the Gold Coast remains under the Australian average in both secondary and tertiary education levels. To remain competitive, there should be a marked increase in all levels, with a targeted focus on Science, Technology, Engineering and Maths (STEM) including degrees. It is critical to move beyond the Australian average of 17%, and preferably to an average above 20%. This would bring the Coast into line with Perth and catch up with Melbourne, in terms of our economic development trajectory. It's clear that STEM qualifications really matter.

As a second city, the Gold Coast is showing a shift in structural economic change. It is displaying a contemporisation and restructuring of its economy at a fast rate. It shows greater diversification and a shift into gross value activities in comparison to Brisbane, for example. However, the shift is slightly lagging other second cities such as Geelong.

There needs to be a rise in the proportion of workforce engaged in knowledge-based and creative activities that build strong growth value-add components for the local economy, and lead to entrepreneurial and innovation-based research and development driven activities. In comparison to Brisbane at 17%, the Gold Coast needs to increase from 9.7% to around 15% to keep up with 10.7% seen in Geelong. Putting more emphasis on creating knowledge and local creative-based jobs is an important economic development driver and key to increasing local opportunities.

Urbis research shows there are early indicators of growth across the health, well-being and biomed sectors, but particularly in wellbeing, wellness and allied health components which includes sports medicine. There are early signs of growth in agri and aqua culture business and agri and aqua tech, as well as progress in advanced manufacturing and marine super yacht activity, creativity and media. Interestingly, the Coast is also starting to build a name for itself in cyber security, bitcoin and crypto currency activities.

In relation to future skills demand and skills readiness, scientific, research, analytical and creativity skills are still formative and there is a need to develop these areas in the next five-year period.

The Gold Coast lags in areas such as technology, data, AI, robotics and coding. Every job of the future, whether it's as a nurse, council worker or a space scientist is increasingly demanding of strong core technology skills. If those skills can't be built into the local workforce, then it will struggle to improve productivity, let alone ignite sectors of the future, so this is an area demanding significant focus.

In order to retain the title of the 'capital of small business, management and business practices', the degree of entrepreneurship needs to increase substantially to achieve growth, tap new markets, expand into export markets or potentially build extensions to existing business. A focus must be placed on the startup and spin-off sectors into the future.

## JOBS OF THE FUTURE



Artificial  
Intelligence



AR / VR / IM  
(+ Gaming)



Green  
Economy



Creative & Advanced  
Professional Services



Advanced  
Manufacturing /  
Industry 4.0



Big Data &  
Applications

## SKILLS OF THE FUTURE



ICT & Coding  
Literacy



Communications



Collaboration



Analytical Thinking



Creativity



Problem Solving

Source: Urbis November 2021

In line with the above diagram, it is important to consider the skills that will be required for the jobs of the future.

It is not just technical skills through TAFE training and university that need to develop. It's also soft skill development, as the future workforce needs to behave a bit differently. A strong level of technical competency will be required. We also need a digitally competent workforce across every discipline area to understand the importance of being able to code, which is increasingly becoming the fourth literacy. Further, communication protocols should be built which exist across the written word and the visual word, but also face-to-face, and that accommodate multi-cultural differences.

Teams need to be able to collaborate and communicate effectively across cultures and between people that may never meet face-to-face. That is a whole different skillset in GenX and GenY workforces.

It is imperative that the new gen workforce are strong critical and analytical thinkers and great problem solvers. They need to possess a degree of self-efficacy and resilience. The gen must be able to think for themselves and be prepared to be accountable and take a few risks. Lastly, they should be empathetic and understand the subtleties and differences that come with living in a multi-age, multi-cultural workforce. They also need strong business creative and communication skills.

In summary, the Gold Coast has a great opportunity to build new economic strengths with incredible local TAFE and university assets to leverage. It has a workforce that is becoming younger and increasingly well-qualified, which should be amplified for creative change. In addition, it possesses the enviable quality of life and lifestyle that attracts global millennial talent from other states, other cities, and other countries.

**“ It is the time  
now to start  
building your next  
generation workforce. ”**

**Kate Meyrick**

### Alfred Slogrove Study Gold Coast CEO



The Gold Coast is a globally recognised city with a vibrant, cutting-edge education and training sector that produces world-and-work-ready graduates. Revolutionised through ambitious and collaborative leadership and planning, the city is renowned for the career opportunities available to students. The education and training sector will drive new and exciting investment, and opportunities for the future landscape.

It is recognised as a bustling and energetic student hub city, and has positioned the education and training sector to build and contribute to commercial and economic activities.

Embracing the entrepreneurial heritage of the Gold Coast, education is supporting graduates who are recognised as Australia's most employable students, valued and sought after by their chosen industry.

Looking forward, through strong leadership and collaboration with the City Heart Taskforce and the advocacy of Study Gold Coast, the city will have four education and research precincts centred around each university and TAFE campus. They provide growing job and career opportunities to those in the sector and beyond. Connectivity for students, academics and researchers will be the envy of other cities, with the Gold Coast boasting effective high-speed IT infrastructure, NBN and 5G connectivity and integrated public transport.

These precincts will be supported by strong delivery of Vocational Education and Training (VET) to support a workforce highly skilled and employable. Schools will continue to produce quality graduates who take up further studies on the Gold Coast to increase their career outcomes in an industry that they are passionate about. Education and training will continue to underpin other sectors of the economy including health care, tourism, innovation, IT, professional services and new technologies. The city will be a centre of excellence that produces highly skilled workers in the areas of health, marine and the creative sector, and be globally recognised as a research hub, producing outcomes that are transformed into investment and employment. Secondary schools will grow and develop new industry focus areas to meet growing industry pathways and demands.



Gold Coast employers are recognised globally for having strong and mutually beneficial relationships with the education and training sector. Students, driven by their education and training, will create new micro-economies with connection between graduates, start-ups and innovators—well known and envied across the nation. The city will continue to deepen its cultural ties abroad, with students playing a pivotal role to strengthen and grow the bond with offshore trade partners and sister cities, leading to diplomacy opportunities. Multi-national students will continue to build on the social fabric as active participants of a community that embraces cultural diversity. The Gold Coast will no doubt be globally recognised for its diverse student cohort and the local student experience will remain second-to-none.

Growth in the sector can be stimulated by positioning the Gold Coast as an education and training destination of choice that attracts new student markets. It should be known as the regional city that retains and upskills current students for longer periods and provides workforce graduate visa holders with the benefit to stay a year longer than most Australian metropolitan cities. This growth opportunity does not come without challenges and the Gold Coast education sector is poised to face them head on.



***“National and international students and academics will look to the Gold Coast as an education and training destination of choice.”***

**Alfred Slogrove**  
**Study Gold Coast CEO**

## Professor Carolyn Evans FASSA

### Vice Chancellor and President Griffith University



Griffith University is proud to be part of the Gold Coast community and to contribute towards its success. Griffith is a major contributor to the local economy with over four thousand employees and forty-five thousand students across South East Queensland.

One of the critical roles of our University is to help educate students who are ready for the world of work and connected with the needs of local industry. We are already working hard to ensure that major local employers are well served by our students. Griffith is ranked in the top ten in the world in two areas – tourism and hospitality, nursing and midwifery and ranked thirteenth in marine engineering. Each of these areas serves critical needs for the local community.

We also need to have an eye to the future, however, and we are partnering with exciting and innovative Gold Coast companies to give our students experiences in working in industries from satellite technology to medtech to cybersecurity. We are grateful to employers who work with us to help students experience the workplace before they graduate. Partnerships like the one we have with Gilmour Space creates enormous potential for students while helping to ensure a workforce in the booming space sector.

Our own research also opens new possibilities for future employment and the creation of knowledge that benefits people around the globe. Griffith researchers are working on everything from a vaccine for malaria to an artificial heart to advances in rehabilitation for spinal cord injury right here on the Gold Coast.

We know that the future success of our region relies on us celebrating our existing strengths but also becomes more economically diverse and resilient.

Griffith's focus on educating for the jobs of today and tomorrow, along with our cutting edge and innovative research, are our contribution to ensuring that the Gold Coast has a bright future.



***We know that  
the future success  
of our region relies  
on us celebrating our  
existing strengths  
but also becomes more  
economically diverse  
and resilient.***



## Angie Bell MP

Federal Member for Moncrieff  
Chair City Heart Taskforce



While the Gold Coast looks beyond the COVID-19 crisis, maintaining a diverse and resilient economy is critical to underpin our future growth and prosperity. In the face of such rapid change, driven by critical factors such as accelerated technology, global shocks, bio-security risks, supply chains, skills shortages and the net zero equation, it is crucial that sectors shift their focus from responding to cultivating a competitive advantage framework.

As industries work to grow robustly, they must move to adapt to new challenges, underpinned by three critical drivers of opportunity, innovation and talent. Reimagine 2.0 served to address these drivers simultaneously.

- Opportunity-Population growth and emerging sectors or reworked business models, and the 2032 Olympics.
- Innovation-How sectors can diversify and activate to survive and prosper during this period of uncertainty.
- Talent-A key factor in our long term recovery and future growth.

The CHT executive membership highlights that the contemporary economic key pillars of the Gold Coast have comprised tourism, hospitality, events, small business, construction, property and education. In addition, the health sector plays a vital role in jobs and skills with 32% reported growth over the past 5 years.<sup>1</sup>

As domestic and international borders reopen in Phase C and D of the National Plan, it is expected that these key pillars will bounce back rapidly and resume to business as usual. These industries have worked to deliver new products and experiences to offer tourists and students once markets return to normal conditions, and they will continue their place in the new economy.

The good news exception has been property and construction, notwithstanding supply chain issues, it has seen substantial growth through demand during COVID-19. There is no doubt that many of these industries have worked hard during the pandemic to keep their doors open and workforce employed.

Federal Government support through JobKeeper and other programs totalling over \$30b to Queensland have all positioned the local economy to recover quickly. It's important to note that this funding is still circulating in the economy and that Queensland's employment recovery has been strong, with job ads having almost doubled from their preCOVID-19 levels.

Business confidence in Queensland strengthened in early 2021 and was above the long run average throughout the first half of the year. Confidence softened during the September quarter 2021 but rose by 13 points to +14 points in the month of October, to be back above the long run average.<sup>2</sup>

<sup>1</sup> The Transformation Imperative for Gold Coast Companies  
- Strategy for Gold Coast 2030 by Barclay Consulting

<sup>2</sup> Office of the Federal Treasurer - November 2021

**“ According to analysis by the National Skills Commission the Gold Coast will see massive jobs growth in education and training, health care and social assistance, accommodation and food services, transport, postal and warehousing and industry sectors. we are also going to see strong jobs growth in public administration and safety, construction, professional, scientific and technical services, financial and insurance services, utilities, manufacturing, arts and recreation services, retail trade and administrative and support services. ”**

**Angie Bell MP  
Member for Moncrieff**



Funding programs from the last 20 months that are still circulating include;

- \$10m Regional Tourism Fund direct to Destination Gold Coast.
- \$1.2bn Tourism Package that delivered 800,000 half priced airfares.
- \$600m joint Commonwealth and State Government Business and Tourism grants including the \$70m Tourism and Hospitality Sector Hardship Program for Gold Coast businesses.
- \$258m for travel agents.
- \$94.6m for Zoos and Aquariums to feed captive wildlife.
- \$53.6m for International Education providers for innovation grants to assist with their reinvention.
- \$50m Business Events Program that offered up to 50% rebates to business for trade show and exhibition costs.
- Local Jobs Program with employment facilitator and jobs taskforce for the Gold Coast.
- Income tax cuts, corporate tax cuts, instant asset write-off, loss carry-back measure, expansion of the SME loan scheme, RISE funding for the Arts, Modern Manufacturing Fund and Building Better Regions funding.
- As of 15 November 2021, an estimated \$286 million in grants have been paid to over 31,000 Queensland businesses.

In order to avoid a repeat of the damage we have seen to these critical economic pillars, the local economy must be strengthened to realise its potential diversity and sustained resilience.

During the course of the Covid-19 pandemic, emerging sectors have encountered growth and further career opportunities in STEM based employment such as manufacturing, Industry 4.0, medtech, biotech, sportstech and Space. The Gold Coast must continue to foster and develop these emerging sectors by providing pathways to the jobs of the future through local education providers.

Griffith University's Vice Chancellor Carolyn Evans has seen growth in STEM over the last five years. The number of Griffith students taking IT courses, either as part of their main non-science degree, or as a double degree has grown. It now accounts for 30% of ICTs taught load and she said seeing students from other disciplines adding IT to their base skill set is great.

Looking to the future of STEM, Professor Evans believes it's probably true to say the country is short 6000 engineers per year and 4000 ICT professionals. This is exacerbated by the cessation of skilled migration visas during the pandemic and evidenced by more jobs being advertised for civil engineers on seek.com than we have seen for many years. Cyber and AI are sought after skills. Employability of engineering and ICT graduates is rising sharply. While Professor Evans suggests this might encourage higher enrolments in these areas, it is not guaranteed.

She says there are also more students studying double degrees now than five years ago, computer Science, English, Aviation, English are popular combinations. Griffith University will also graduate its first double degree students with Data Science in 2021. Environmental Science has also started to grow modestly in the last two years, while the new Software Engineering program commences in 2022.

***This important forum focused on opportunity, innovation and talent for now and into the future, particularly as our region prepares for the 2032 Olympic Games.***

The decade before and after the SEQ 2032 Olympics will deliver opportunities for diverse industries. One of the primary benefactors will undoubtedly be the sports industry including sportstech growth, legacy infrastructure, and temporary and permanent jobs.

The SEQ Region Plan estimates that the Gold Coast population will grow to 1 million by 2041. The arts and culture sector has a bright future with the expansion at HOTA as migrants to the region continue to demand access to arts and entertainment to feed the soul, enrich the mind and relax the body.

All these emerging sectors have the propensity for rapid growth in the coming decades that will further add to the traditional contemporary key pillars of the Gold Coast economy, painting a bright future for the region.

It is important to highlight that industry sectors not specifically discussed at Reimagine 2.0 that present opportunities are low emissions technologies that lead to net zero by 2050 and defence industry sovereign manufacturing capability.

The Morrison Government announced the Australian Technology Investment Roadmap outlining the path to net zero emissions by 2050 including a \$20b investment over the next decade that is expected to unlock an estimated \$80b from private and public investment. Whilst the Gold Coast may not be well placed to build large scale renewables, it certainly could be an incubator for research and investment in new technology startups as we currently see exemplified at the Gold Coast Health and Knowledge precinct in Southport with medtech and biotech.

Whilst Gilmore Space discussed space satellites at Reimagine 2.0, further defence industry opportunities were not discussed at the forum apart from the Chair's opening address. With over 2% of GDP spent in defence and manufacturing capability already in place, and the \$1.3bn modern manufacturing fund, industry leaders could further consider these and Reimagine 3.0 will highlight these possibilities for the future of Gold Coast Jobs, Skills, and Industry.











“

*It is imperative we continue to draw on our entrepreneurialism, resilience and collaborative spirit. These strengths are the foundation upon which we build our recovery to the new economy*

”

Angie Bell MP, Federal Member for Moncrieff  
Chair City Heart Taskforce



Reimagine Gold Coast 2.0 2021 Key Industry Pillar themes, outcomes and recommendations are based on industry think tank sessions and do not necessarily represent the views of City Heart Taskforce individual members. The content of this document has been produced to be used as reference material for industry consultation and advocacy purposes.

