

Pacific Innovation Corridor

GOLD COAST - AUSTRALIA'S INNOVATION CITY

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Key Metropolitan Centre
Beenleigh

- Mixed Industry
- Business Services
- Services to Sugar Cane & Aquaculture
- Government Services

Advanced Design, Manufacturing & Distribution
Yatala

- General Industry
- Environmental Industries
- Marine Industry Support
- Building & Construction Industries
- Speciality Automotive
- Food Processing

Marine Industry & Leisure
Coomera

- Gold Coast Marine Precinct
- Coomera Town Centre (Planned)
- Tourism & Theme Parks

Film & Interactive Media
Oxenford

- Film & Content Production
- Studio Facilities & Support Services
- Helensvale Town Centre
- Tourism & Theme Parks

Medical, Education, Technology & Business Centre
Southport

- Key Regional Centre
- Hospital & Medical
- Medical Research & Biotechnology
- Griffith University
- Griffith University Knowledge Precinct
- Legal & Business Services
- Government Services

World-Class Environment
Nerang

- Mixed Business & Industry
- Distribution
- Ecotourism
- Government Services

International Tourism & Business
Surfers Paradise

- Tourism, Leisure & Entertainment
- Meetings, Conventions & Exhibitions
- Gold Coast Indy & Major Events
- Gold Coast Harbour

Technology, Education & Medical
Robina

- Key Regional Centre
- Robina Town Centre
- Information & Communications Technology
- Bond University
- Varsity Central
- Hospital & Medical
- Government Services

Leisure, Professional, Mixed Business & Industry
Burleigh

- Professional Services
- Surfing, Fashion & Youth Culture
- Mixed Business & Industry
- Burleigh Mixed Use Village

Tourism, Trade & Medical
Coolangatta

- Gold Coast Airport
- Transport Hub
- Hospital & Medical
- Mixed Industry



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GOLD COAST CITY

Gold Coast City has emerged as one of the most dynamic and innovative cities in Australia in the 21st century. Expanding and developing at an unprecedented rate, Gold Coast City has become a serious place to do business and there is no doubt that Gold Coast businesses and residents alike can have it all! Gold Coast City Council is strongly committed economic development, particularly to broadening and deepening the economic base of the City, with a focus on knowledge intensive high value adding industries.

PACIFIC INNOVATION CORRIDOR

The Pacific Innovation Corridor (PIC) is Gold Coast City Council's signature economic development project to transform Gold Coast City into a globally connected innovation and knowledge economy "hot spot", through:

- Promoting the clustering of related firms and industry sectors within specific geographic precincts, thereby enhancing the availability and intensity of knowledge, as well as research and development.
- Ensuring that Gold Coast is globally competitive in the availability, coverage, cost and capacity of telecommunications infrastructure and in uptake and adoption of resulting technologies.

PACIFIC INNOVATION CORRIDOR CENTRES

Ten Pacific Innovation Corridor centres have been identified which will represent substantial aggregation of economic activity and be significant drivers of growth:

- **Beenleigh** - Key Metropolitan Centre
- **Yatala** - Advanced Design, Manufacturing and Distribution
- **Coomera** - Marine Industry and Leisure
- **Oxenford** - Film and Interactive Media
- **Southport** - Medical, Education, Technology and Business Centre
- **Nerang** - World-Class Environment
- **Surfers Paradise** - International Tourism and Business
- **Robina** - Technology, Education and Medical
- **Burleigh** - Leisure, Professional, Mixed Business and Industry
- **Coolangatta** - Tourism, Trade and Medical

The map on the back page indicates the location of these centres within the City.

BENEFITS OF THE PACIFIC INNOVATION CORRIDOR

- Synergies and efficiencies to businesses resulting from the clustering of similar companies including increased availability of research and development, knowledge and skills.
- Support for start up companies, building on the long history of entrepreneurship in Gold Coast City, new technologies and the developing critical mass in many industry sectors.
- Greater pool of skilled personnel, as industry clusters support greater range of career choices at different stages of the career cycle which maintains new graduates through to experienced management and technical staff within the cluster.
- Greater availability of high-speed communications infrastructure at cost effective prices resulting in increased access to global business communities at an affordable price.
- National and international reputation as a leading edge, world class centre for knowledge based research, development and innovative enterprises - an innovation "hot spot".
- Supportive local government for economic development activities within the clusters.

QUEENSLAND - THE SMART STATE

The Queensland Government is strongly committed to the development of knowledge intensive industries that compete globally. Queensland aims to be Australia's "Smart State" backed by a sophisticated technology sector and a diverse and fast growing regional economy. The smart choice within the smart state - Gold Coast City.



The Pacific Innovation Corridor (PIC) is Gold Coast City Council's signature economic development project to transform Gold Coast City into a globally connected innovation and knowledge economy "hot spot". Council is committed to the active implementation program of economic development projects aimed at broadening and deepening the overall economic base of the City, in conjunction with the maintenance of the superior lifestyle available to residents.

Disclaimer

The information contained in this brochure provides only an overview of the objectives and aims of the Gold Coast City Council's policies for the Pacific Innovation Corridor and should not be taken as a guide for general investment.

Council's Economic Development and Major Projects Directorate actively assists businesses to expand their operations or to relocate to the City.

To find out more about this exciting City and how you can "Have it all" visit our website at www.goldcoast.qld.gov.au/business, contact us by email at haveitall@goldcoast.qld.gov.au or telephone +61 7 5582 8416.

Have it all
 Innovation City



Have it all
 Innovation City

TESTIMONIALS

"The Beenleigh area is ideal for our food processing business in terms of transport, workforce and facilities access.

For exporters, having the Pacific Motorway so close by means we have easy, dependable and timely access to the Port of Brisbane. In terms of marketing, Beenleigh has the advantage of being located midway between Brisbane and Gold Coast City with a four-lane highway in either direction.

The people have a strong work ethic and there's also plenty of available industrial land."

**Greg Osborne - Managing Director
Intermix Australia**

"Uniline Australia moved to Yatala in 1987 because of the many advantages the area offered to a growing company.

We are also located in the fastest growing corridor of Australia, with access to a constant influx of people who are available for employment.

There is a sense of the countryside meeting the city at Yatala, so everyone is relaxed enough to talk freely with other business owners and also to help each other when needed. The community spirit means we have not had any major problems with security."

**Tom Ruonala - Managing Director
Uniline Australia**

"The Gold Coast has given us an environment tailor-made for the boat building business through all phases of our growth, since the very early days when we employed just 30 people.

Now, we're running with a staff of 200 and faced with the challenge of growing very quickly if we're going to keep up with demand.

With the facilities, environment and support we have on the Gold Coast, we know we can do it."

**Paul Phelan - Managing Director
Quintrex**

"One of the main advantages of being located in this area is the diverse range of locations for different films, all within easy driving distance.

There's everything from beaches to rainforest, the Outback, the Gold Coast skyline and Brisbane City.

We also have a talented pool of local film industry crews and technicians who compare very favourably with those in other parts of Australia. Another advantage is the abundance of land available should we decide to expand our operations in the future."

**Michael Lake - Managing Director
Warner Roadshow Studios**

"The potential for growth in bio-technology and bio-medical sciences has been increasing because of the location of the Griffith University campus in Gold Coast City. The situation is not dissimilar to what has happened in San Diego, California, where a fledgling industry cluster has become a major industry.

We have both the academic and intellectual resources which, when combined with the physical infrastructure being put in place in the Southport area, could develop into something world-class in terms of a new bio-technology and bio-medical industry centre."

**Professor Mark von Itzstein - Director
Centre for Biomolecular Science and Drug
Discovery, Professor of Medicinal Chemistry,
Griffith University**

BEENLEIGH - Key Metropolitan Centre

Beenleigh, retaining elements of its origins as an historical rural township, is the northern gateway to Gold Coast City.

Being defined by the Queensland Government as a Key Metropolitan Centre within South East Queensland, it is destined to be a major administrative and service centre for both northern Gold Coast City and southern metropolitan Brisbane. Additionally, it is the business service centre for the developing Yatala Enterprise Area to the south and sugar cane and aquaculture industries to the east. Tremendous opportunities exist for redevelopment.

Beenleigh encompasses an area bounded by the Logan River to the north, the Shire of Beaudesert to the west, the Albert River to the east and Yatala to the south. It is also a gateway to the islands and estuaries of southern Moreton Bay and the Gold Coast's hinterland ranges and rainforests.



YATALA - Advanced Design, Manufacturing and Distribution

The Yatala Enterprise Area (YEA), located towards the northern end of Gold Coast City, is one of the most important industrial land resources in South East Queensland. The YEA encompasses 3,000 hectares of level and undulating land that has been designated for commercial development.

Some 900 hectares are now included in the Local Area Plan, with services such as water, sewerage, gas, electricity and telecommunications readily available for connection in parts of the area. The YEA straddles the newly upgraded Pacific Motorway, providing easy free-flowing access to other parts of Gold Coast City, and the air and sea ports of Brisbane.

The YEA has already attracted a range of large, medium and small enterprises, including a major brewery, food processing companies, a wine distributorship, customised automotive parts and building products manufacturers. Other activities include transport, heavy equipment storage, sales, services and repairs.



COOMERA - Marine Industry and Leisure

Gold Coast is Australia's leading centre for recreational boat building. Located on the Coomera River 1.5 kilometres east of Dreamworld, the Gold Coast Marine Precinct has been developed as a world-class waterfront industry development on 250 hectares of land.

Present investment exceeds \$100 million, with employees numbering 1,000 and growing. Coomera has a navigable link to the Broadwater and Pacific Ocean via the Coomera River on which the Marine Precinct is located.

Closer to the transport corridor, Coomera has been planned as a major 21st century urban community, focused on achieving the principles of transit-orientated development. With the population forecast to rise to 65,000 by around 2025, Coomera has the potential to meet the needs of larger-scale employers in newly emerging knowledge industries.



OXENFORD - Film and Interactive Media

The Oxenford and adjacent Helensvale areas are dominated by the theme park architecture of Warner Bros. Movie World and Wet 'n' Wild.

A significant film and interactive media industry cluster has developed around Warner Roadshow Studios. Additionally, the City is home to a large number of companies and individuals providing services including pre-production and post-production, casting, catering, visual effects and animation, set construction, model making and special effects.

Adjacent to the Pacific Motorway, an industrial estate is developing with companies such as Cutting Edge Post taking advantage of the direct access to broadband telecommunications infrastructure and easy access to the Motorway. The thriving Oxenford/Helensvale region offers a wide range of lifestyle options, with both communities already well established and the neighbouring Gaven and Coomera areas rapidly developing.



SOUTHPORT - Medical, Education, Technology and Business Centre

Located on the magnificent Broadwater, Southport is the original town centre and a major centre for Government and private sector services and administration. It has a vibrant, growing central business district which is currently experiencing rapid development and business investment, increasingly being recognised as an emerging innovation centre for medicine, education and new technologies.

The Southport area has a wide range and high concentration of economic activities, from traditional retail and office functions to medical, education, business, professional services and tourism. Additionally Southport is home to the region's only law courts and is a centre for the legal and financial community. It offers many business, leisure and lifestyle options, with business and residential properties standing alongside each other overlooking the Broadwater. Southport is well serviced by arterial roads linking to the upgraded Pacific Motorway.



TESTIMONIALS

"ActiveSky produces a dynamic media publishing and delivery platform. The platform is based on open web standards and simplifies the delivery of compelling online services to mobile users.

ActiveSky will continue to maintain it's main offices in Nerang to take advantage of the excellent bandwidth available as part of the Pacific Innovation Corridor and the easy access to the Pacific Motorway for Brisbane & Coast based staff as well as our frequent trips to Brisbane & Gold Coast airports. We also maintain offices in Sydney, San Francisco, Tokyo & London."

**Russell Mansfield - Operations & Finance
Manager ActiveSky**

"Surfers Paradise is the heart of Gold Coast City – the place where most economic activities merge, from tourism to construction, real estate and professional services. You can really feel the pulse of Gold Coast City at Surfers Paradise because of those synergies and the energy that is generated. The builders and contractors have a positive work focus, and they are here to get the job done, which saves time and money for a developer like myself."

**Jim Raptis - Chairman and Managing Director
Raptis Group**

"There are three main reasons why Robina works for my company. The first is that Robina contains an emerging cluster of hi-tech companies, big and small, which feed off and support each other.

The second reason is the close proximity to Bond University, which is one of the leading business and IT teaching institutions in Australia.

Also, Robina has been developed as a smart community, where urban and commercial development has been integrated, so it really is the ideal location to incubate hi-tech enterprises of the future – like ours."

**Dr Laurie Hammond - Chairman
inQbator**

"Burleigh is a wonderful, clean, sunny environment to live and work, and because Billabong has its global headquarters here, we are able to attract the best people in the industry from around Australia and the world.

The airport at Coolangatta is just 15 minutes away and is ideal for our domestic and international travel requirements to our markets around Australia and overseas.

The upgraded Pacific Motorway also means that staff who live in Brisbane have a free-flowing journey to and from work."

**Dougall Walker - General Manager
Billabong**

"Coolangatta has traditionally fulfilled two key roles in the Gold Coast economy. Firstly, it has been the entry point to the Gold Coast - originally as the terminus of the Gold Coast railway and then as the location for the Gold Coast's own airport. It is also the entry point from NSW, being located on the State border.

The strategic location and natural attractions of Coolangatta ensure it will continue as the southern entrance and commercial hub for the Gold Coast. The airport is here, and expanding, and the railway is coming back."

**Dennis Chant - Managing Director
Gold Coast Airport Limited**

NERANG - World Class Environment

Nerang is a pivotal regional centre located centrally within Gold Coast City, midway between Coolangatta and Beenleigh and within easy driving distance to the hinterland and beaches.

The Nerang business centre is undergoing a multimillion-dollar streetscaping program and the Nerang River, edged with riverbank parklands, provides a picturesque "green" focal point for the community. Nerang is a gateway to the hinterland, including the Nerang State Forest and World Heritage rainforest areas. The business centre is expected to benefit from the heightened interest in eco-tourism and businesses in the emerging environmental sector. Opportunities exist for redevelopment in some commercial areas to take advantage of these new interests.

Numerous Federal, State and Local Government offices are located in Nerang and it is home to an extensive light industrial precinct. Excellent transport links make Nerang ideal for the distribution of goods and services.



SURFERS PARADISE - International Tourism and Business

The area extending from the Spit to Broadbeach, and including Bundall is the heart of the famous Gold Coast City high rise coastal strip accommodating all international visitors and a major business and retail centre.

Surfers Paradise receives over 150,000 visitors per month in peak season and has gained increasing international recognition with the growth in overseas visitors to the City from the 1960s onwards. The tourism developments and 5 star hotels extends north into Main Beach, known for its vibrant dining precinct.

Broadbeach, the cosmopolitan centre of the City, merges tourism and the commercial world, being home to Conrad Jupiters Casino, the future Gold Coast Convention Centre, dining, retail centres and corporate offices.

Bundall combines business facilities with the speed of the expanding equestrian precinct surrounding the Gold Coast Turf Club, home to the world famous Magic Millions Racing Carnival.



ROBINA - Technology, Education and Medical

The economic engine for the Robina area consists of the \$2.5 billion Robina Central development, the adjacent \$1 billion dollar Varsity Lakes mixed-use community and Bond University. These emerging greenfield developments will form the major framework for a new Key Regional Centre offering a full range of private and public sector services. It will increasingly become a future international business precinct for hi-tech companies involved in Information and Communications Technology, film and multimedia and other new-millennium industries.

Robina Town Centre forms the retail core to this growing area, being home to Australia's major retailers and over 220 speciality stores. The neighbouring Robina Campus of the Gold Coast Hospital centres an emerging medical precinct and the Robina Railway station provides an express link to Brisbane.



BURLEIGH - Leisure, Professional, Mixed Business and Industry

The economic future for Burleigh will be built on the dynamic relationship between residents and tourists, the coastal resort atmosphere and innovative business environment.

Building on the village atmosphere and the natural qualities of the beach, headland and National Park, a strengthened and consolidated central business area has been established. However, opportunities still exist for revitalisation and redevelopment in some commercial and residential areas.

West Burleigh and the adjoining Reedy Creek are commercial enterprise areas, home to a wide range of light industrial and service industries.

A wide and growing range of professional firms provide services to the commercial enterprise areas, retail and tourism businesses. Burleigh's location and the presence of high-profile companies such as surfing and beach apparel manufacturer Billabong, creates potential to further strengthen the surfing, fashion and youth cultures.



COOLANGATTA - Tourism, Trade and Medical

Coolangatta, and its twin town of Tweed Heads, is the southern anchor of Gold Coast City. Now with an international airport, Coolangatta is increasingly becoming an Australian gateway for both domestic and international tourism. The airport, together with other excellent road and future rail transport infrastructure development, will allow tourism and other 21st century industries to thrive. The Airport Technology and Business Park is designed to service export-oriented enterprises, innovative technology and new millennium businesses.

Southern Cross University's campus at Tweed Heads will be a key resource, as is the John Flynn Hospital and Medical Centre, a private hospital located adjacent to the airport. The hospital provides comprehensive medical services and is a centre for the medical industry in the region. The surfing industry is another key economic driver for Coolangatta.

