

# Noosa Shire Green economy research summary

October 2022

**Noosa Council is committed to achieving a sustainable, clean, and green future. To realise this ambition, we've undertaken research to uncover exciting opportunities to further develop Noosa's green economy.**

This supply-side project is focused on measuring and developing the green economy capacities of our community and forms an integral part of Council's broader approach to sustainability.

We have defined, measured, and analysed the green economy in Noosa, engaging stakeholders and analysing jobs data to determine high value green economy opportunities in our region.

This summary stems from Noosa Council's desire to build capacity and accelerate the economic impact of the green economy. This will promote increased levels of private sector investment and will ultimately lead to high-value job creation in green industries.



Mt Cooroy, Noosa Shire – [noosa.qld.gov.au](https://noosa.qld.gov.au)



Provectus Algae, Noosa Shire – [provectusalgae.com](https://provectusalgae.com)



A hub of local growers providing to local village  
Pomona, Noosa Shire – [noosa.qld.gov.au](https://noosa.qld.gov.au)



Home and Energy, Noosa Shire – [homeandenergy.com.au](https://homeandenergy.com.au)

# What is the green economy?

The green economy is an emerging concept with no single definition. To focus our research we have considered the green economy as a multi-layered hierarchy with each layer increasing in 'green intensity'.

At the broad end of the spectrum, the 'green conscious' economy encompasses a large variety of businesses who may be environmentally minded, employ sustainability measures, or adopt net-zero targets.

At narrow, or intense end of the spectrum, 'green focused' activity encompasses a smaller subsection of the economy which directly relates to the local production and output of green goods and services.

We can consider the movement between these layers as a virtuous cycle, whereby increasing green conscious behaviour generates demand for green focused industries.

For the purposes of this research, we've adopted a narrow definition of the green economy.

## Narrow definition – Noosa Shire Council

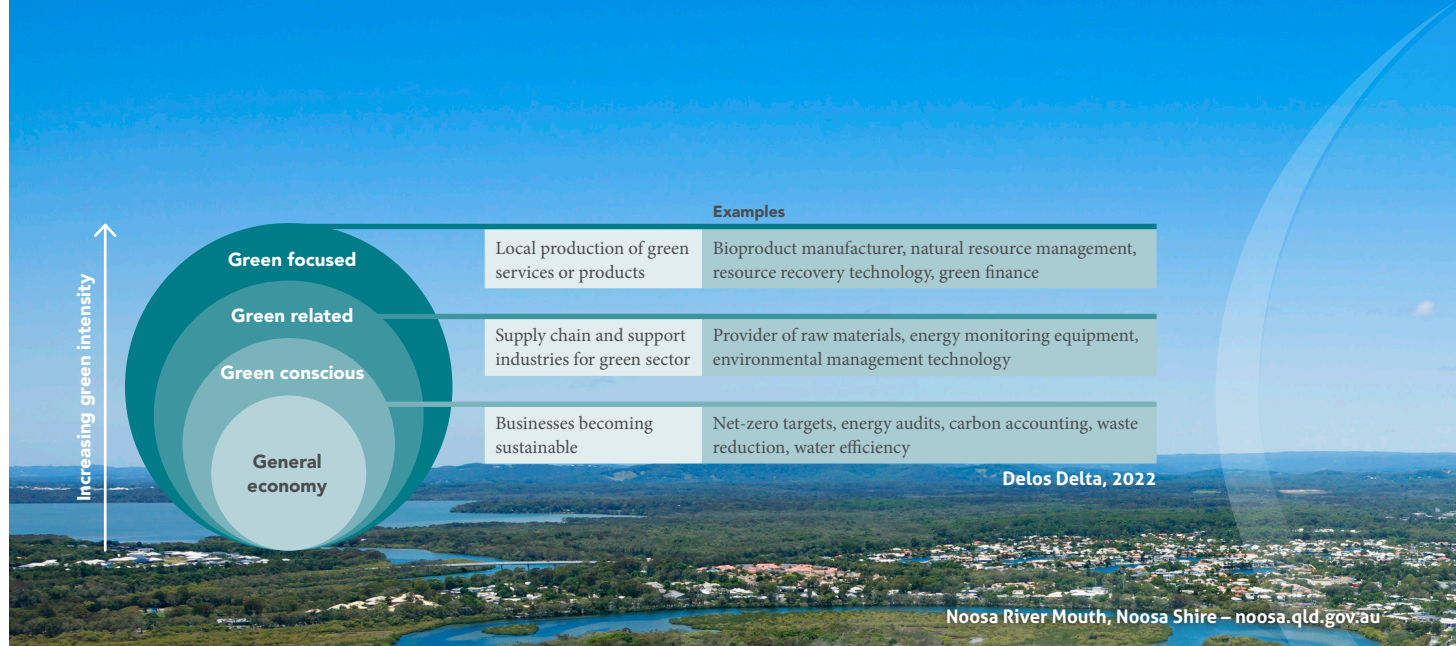
*Adapted from United Nations Environment Program & Alfabeta*

*"A green economy consists of economic activities that primarily aim to protect the environment, or directly relate to the sustainability of natural resources".*

## Broad definition – Noosa Shire Council

*Adapted from United Nations Environment Program*

*"A green economy consists of economic activities that are low carbon, resource efficient, and socially inclusive".*



## Global trends in the green economy

We analysed trends in the global green economy to understand potential opportunities and growth areas for Noosa:

Trade and regulation	Emergent opportunities	Green disruption	Green finance
<p>Trade and regulation is facilitating the global transition to a green economy. The completion of over 300,000 International Standards Organisation environmental management certifications across 171 countries, demonstrates the perceived market advantages of sustainable products and processes.</p>	<p>Green economy activity is permeating and transforming traditional sectors. Ecotourism is currently the fastest growing subsector of the global tourism industry. In 2019, Australia's ecotourism industry directly employed over 14,000 people, a 54% increase from 2017.</p>	<p>The green economy is disrupting historically environmentally unfriendly business models. For instance, future food products, including synthetic proteins, will be cheaper and more sustainable than animal-derived products. Some comparisons estimate that green synthetic foodstuffs will be 50–80% cheaper than their animal equivalents by 2030.</p>	<p>Global green finance has grown 100-fold over the last decade (and will continue to grow exponentially). Green banks such as the Clean Energy Finance Corporation in Australia (CEFC) have helped to finance green industry development. The CEFC has invested \$10 billion alone on behalf of the Australian Government.</p>



# Noosa's green economy in 2021

Noosa's green economy has moved from strength to strength. No longer in its infancy, current green activity provides a strong launchpad for future growth. As at 2021 we have:



An estimated  
**300 green jobs**



A green economy valued at  
**\$38 million**



Local tech entrepreneurs, Peregian Digital Hub – [peregianhub.com.au](http://peregianhub.com.au)

We analysed job postings data across the Sunshine Coast Region to understand more about Noosa's green economy.

## Noosa's green industries

Across the region, the industries with the greatest demand for green skills include:

- Public Administration and Safety
- Health Care and Social Assistance
- Financial and Insurance Services

In 2021, Public Administration and Safety represented 45% of total green job postings, despite not being one of the three largest employment sectors in the region.

## Noosa's top industries by green job postings, 2021



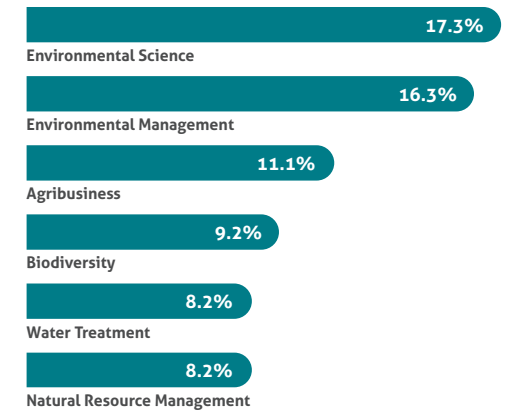
## Demand for green skills in Noosa

High demand skills in Noosa's green economy include:

- Agribusiness
- Environmental Science
- Natural Resource Management

However, sustained growth could be jeopardised in the future if the supply of skilled workers is continually outpaced by the demand for green skills.

## Noosa's in-demand green skills, 2021



# Stakeholder engagement

## What we heard

We engaged with local stakeholders in the community and within Council to discover more about Noosa's green economy.

Key observations from engagement include:

- Noosa has strong green brand particularly with our UNESCO Biosphere Reserve status
- In addition to natural attributes, Noosa has strong community support for green economy aspirations
- We are well equipped with the Firetech Living Lab and innovation environment
- Noosa's liveability is very attractive for green activity relocation

Potential green economy opportunities include:

- Regenerative ecotourism
- Sustainable development design
- Community batteries and other energy sharing initiatives
- Carbon credit farming
- Solar and renewable energy design, including solar panel recycling



Tea Tree Bay, Noosa Shire – [noosa.qld.gov.au](https://noosa.qld.gov.au)

# Next steps

Council is conducting feasibility studies for the development of high priority elements of Noosa's green economy. Areas of exploration include:

## Ecotourism

Building knowledge-sharing capabilities in a fast-growing green economy subsector.

## Green professional services

Developing a services cluster necessary to support Noosa's burgeoning green economy.

## Green tech

Supporting the next generation of businesses develop solutions to decarbonise the economy and adapt to the impacts of climate change.

## Green economy policy study

Guiding our holistic approach to developing Noosa's green economy. This supply-oriented work fits within Council's broader strategy for promoting green activity in Noosa, including our demand-focused ambitions to reduce household waste, promote alternative transport solutions, and reduce our reliance on fossil fuels.

To get connected to our green economy ecosystem contact [GreenEconomy@noosa.qld.gov.au](mailto:GreenEconomy@noosa.qld.gov.au)



Environmental technology innovation pilot, Noosa Shire – [noosa.qld.gov.au](https://noosa.qld.gov.au)

## Key references

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