

# Sekisui House West Village and Yaroomba Beach

- PROJECT** Communication and Stakeholder Engagement Program
- YEAR** 2015–2018
- SERVICES**
- Stakeholder identification and mapping (against IAP2 principles)
  - Communication and Stakeholder Engagement Plan development
  - Stakeholder engagement and briefings
  - Communications collateral development and production



Yaroomba Beach

## Overview

Three Plus’ strategic advice was crucial to Sekisui House obtaining development approvals for each of their controversial projects, Yaroomba Beach on the Sunshine Coast and West Village at West End.

A range of tactics were employed to mobilise individuals, small business and industry to positively position both projects with the Queensland Government and their respective Councils.

For West Village, engagement with key decision makers was critical to the project’s approval following a call-in by the Queensland Government.

Three Plus’ wide-spread engagement work for Yaroomba Beach resulted in a Sunshine Coast record of 3,000 formal submissions of support.

## Key Achievements

- Securing positive third-party endorsements from groups and individuals whose views were considered legitimate (by key Sunshine Coast Council and Queensland Government figures)
- Successfully uncovered mistruths which were being promoted by activist groups and responded publicly with the facts
- Substantial engagement via multiple channels including social media to inform and seek feedback from community members. For the West Village project, all feedback was recorded in an official format according to the Deputy Premier’s call-in requirements.
- The key benefits of each project were promoted and advocated throughout each of the respective communities and their wider regions (i.e. the larger Sunshine Coast community and the wider Brisbane community)
- The Yaroomba Beach engagement achieved the largest number of supportive submissions for any project ever received on the Sunshine Coast

## The Task

Each Development Application proposed a mix of residential, commercial and community open space on the respective sites. Yaroomba Beach’s proposal also included a 5 star international eco-tourism Westin Coolum Resort and Spa.

The West Village project was approved by the Brisbane City Council in 2015 despite vocal objections from community groups. An appeal was lodged and the then Deputy Premier and Minister for State Development, Jackie Trad, called in the DA in 2016.

Sekisui House had previously attempted to secure the required approvals for their Yaroomba Beach development and were refused by the Sunshine Coast Council following uncontested misinformation from agitated and vocal community groups.

Each project required wide-spread community and stakeholder engagement programs to identify credible businesses, business groups and individuals who were able to provide well-informed, formal support.



Mollison Green, West Village



West Village

# The Outcomes

The West Village master plan was approved by the Deputy Premier in late 2016, with some minor modifications (which were all accepted by Sekisui House). As a result of the call-in, all appeal rights were extinguished. Stage one construction of West Village has been completed, and the remaining stages are progressing to plan.

More than 3000 Tourisim Focus submissions were lodged in support of the Yaroomba Beach Development Application – the largest number for any project in the history of the Sunshine Coast. Following the project's approval by the Sunshine Coast Council in 2018, activist groups appealed the decision in the Planning and Environment Court. In May 2020, the appeal was dismissed after a two year battle, and the project will go ahead as planned.



Yaroomba Beach

## HISTORY OF THE SITE

SEKISUI HOUSE'S SITE IS 19 HECTARES AT YAROOMBA ON THE BEACH SIDE OF DAVID LOW WAY.

The site is recognised in the Sunshine Coast Planning Scheme 2014 Strategic Framework as one of only two key, undeveloped Tourism Focus Areas on the Sunshine Coast – specifically set aside as primary locations for tourism-related activities, facilities and infrastructure.

There is an existing approval for the site to construct apartments, townhouses and residential housing all within a gated estate.

If the existing approval was developed there would be:

- No public parking and access to the beach
- No public parks or sports amenities
- No 5 star international resort
- No significant tourism spend injected into the local economy
- No significant job creation
- An inferior sustainable outcome.

## SUSTAINABILITY AND THE ENVIRONMENT

SEKISUI HOUSE IS ONE OF JAPAN'S MOST RESPECTED AND SUCCESSFUL COMMUNITY BUILDERS, AND HAS AN INTERNATIONAL REPUTATION FOR CREATING ENVIRONMENTALLY THOUGHTFUL AND ADVANCED DEVELOPMENTS THAT WORK HAND-IN-HAND WITH THE NATURAL ENVIRONMENT.

These values of quality and sustainability will be applied to our project at Yaroomba Beach. Yaroomba Beach will set a new benchmark for sustainable development on the Sunshine Coast, targeting a six star Green Star community rating and including the use of sustainable technology in:

- WELL Building standards for residential dwellings
- Electricity generation and storage
- Water reuse and management
- Environmentally sensitive lighting technology
- Vacuum waste management systems
- Water-wise landscaping
- Public space planning
- Use of sustainable materials

Sekisui House recognises the important native animal habitats external to its site. Yaroomba Beach will implement environmentally sensitive lighting to protect turtle nesting on the beach. Sekisui House has also partnered with University of the Sunshine Coast's world-leading marine and coastal research team to investigate better beach ecology outcomes for the Sunshine Coast.

## THE VISUAL ANALYSIS

USING A HIGHLY SOPHISTICATED WORLD LEADING GEOGRAPHIC INFORMATION SYSTEM SOFTWARE, WE HAVE ASSESSED THE EXTERNAL VIEWS FROM KEY VANTAGE POINTS SURROUNDING THE YAROOMBA BEACH SITE TO IDENTIFY THE HEIGHT OF THE DEVELOPMENT UNDER A VISUAL ENVELOPE THAT IS ACCURATE TO WITHIN ONE METRE.

Our commitment to you is that the tallest building we plan to build, the international 5 star Westin Cooolum Resort & Spa, will be a maximum height of 7 storeys and will not be visible above the tree line from key local vantage points outside the site.

- Yaroomba Beach
- Point Arkwright
- David Low Way

Further, our commitment to you is that the building will not interrupt the view of Yaroomba Beach and the Pacific Ocean from the top of Mt Cooolum. Outside of the tourism precinct all residential development will be 4 storeys or less.

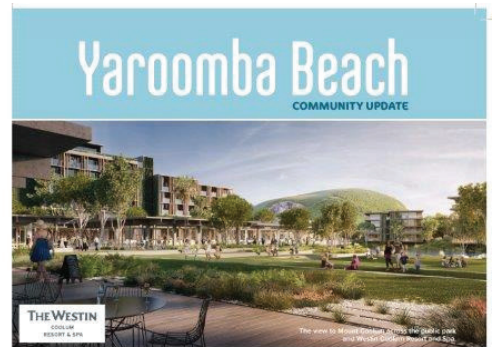
## WHAT IS NEXT?

SEKISUI HOUSE IS PREPARING TWO APPLICATIONS FOR THE SITE:

- A new Preliminary Approval for the site based on our proposal and
- A Development Application for Stage 1 - the Westin Cooolum Resort & Spa with conference facilities, serviced apartments, terrace homes, the new village heart and a dedicated public park which will be gifted back to council.

This is the first stage of a two part engagement process. The views and feedback you provide now will be used to shape the applications before they are lodged with Sunshine Coast Council in early 2021.

Once the application is lodged, formal engagement, relating to the applications will take place.



This newsletter is to provide information to the community on Sekisui House's new proposal for a 5 star international eco-tourism Westin Cooolum Resort and Spa and coastal village on its 19 hectare site at Yaroomba.

Our new proposal will transform a disused golf course into a significant local and international destination, setting a benchmark for sustainable development on the Sunshine Coast.

- A COASTAL VILLAGE WITH 500+ RESIDENTIAL TOWNHOMES & 2 STAR ECO-TOURISM APARTMENTS
- 5 STAR INTERNATIONAL ECO-TOURISM WITH COOLUM RESORT AND SPA, 100+ 3 STAR HOTELS ON 20+ ACRES OF COASTAL VILLAGE
- 3 STAR ECO-TOURISM, LUXURY AND PARTNERSHIP OPPORTUNITIES THROUGH CO-OPERATION
- PUBLIC BEACH ACCESS FROM 100+ LOCAL RESIDENTS
- 500+ LOCAL TOURISM SPENDING EACH YEAR
- 2-3 STOREY TOWNHOMES AND A STOREY APARTMENTS
- 2,400 CONSTRUCTION JOBS
- 1,400 NEW LOCAL JOBS

We invite you to view the proposal, talk to the project team and provide your feedback at our listening post located at Mt Cooolum Shopping Centre.

**WHERE:** 2000 38 Street to 39th St, Mt Cooolum Law Way and Riverside Beach Drive, Mount Cooolum.

**WHEN:** The listening post is open from Wednesday 20th November until Saturday 17th December 2020, during the hours of: Monday to Friday 10am to 5pm, Saturday 10am to 5pm.

Alternatively you can view all of the information online at [www.yaroombabeach.com.au](http://www.yaroombabeach.com.au).

This is your opportunity to show your support to ensure a sustainable outcome at Yaroomba Beach goes ahead.



**Opportunity to port to ensure outcome at goes ahead.**

**CONTACT DETAILS**  
 PO Box 105, Cooolum Beach, Queensland 4571  
 T: 1800 774 800  
 E: [info@yaroombabeach.com.au](mailto:info@yaroombabeach.com.au)  
[www.yaroombabeach.com.au](http://www.yaroombabeach.com.au)

**Yaroomba Beach** **SEKISUI HOUSE**

**Yaroomba Beach – a world-class destination for all**

There is no other destination quite like Yaroomba Beach. It will preserve and celebrate the surrounding subtropical coastal landscape and create a \$900 million world-class destination for locals and visitors to relax, enjoy and connect with nature. The public benefits will be delivered up front in Stage 1 to create a world-class destination for all.

- Coastal village: Retain the established coastal village with a park, playground, shops, restaurants and cafes
- Sunshine Coast economy boost: \$100 million boost to the local economy every year
- New ongoing jobs for locals: Live and work locally with 340 new jobs onsite and training partnership with TAFE
- New homes that meet community needs: Providing a diversity of new housing in a premium location for downsizing, first home buyers and renters
- Arts and culture: Enjoy a diverse program of arts and cultural events for the whole family
- Patrolled beach: Same as current at the new patrolled beach, just a stroll from car parking, bike paths, showers and toilets
- 440 construction jobs per year: Yaroomba Beach is committed to a Local Industry Partnership to maximise the involvement of local Sunshine Coast trade
- 5 Star ecotourism: Explore the coast's environment and heritage with family and friends along the Coastal Discovery Trail
- Preserving the environment: Set to become Australia's first 5 Star Green Star community rating

The opportunity is now to show your support. To ensure this world class destination goes ahead, please show your support.

Write and send a letter of support to PO Box 105, Cooolum Beach QLD 4571, Australia. OR Visit [www.yaroombabeach.com.au](http://www.yaroombabeach.com.au)

**Yaroomba Beach** **THE WESTIN COOOLUM RESORT & SPA**

Show your support at [yaroombabeach.com.au](http://yaroombabeach.com.au)

**THE NEW PROPOSAL**

SEKISUI HOUSE HAS WORKED WITH LOCAL RESIDENTS AND REPRESENTATIVES OF LOCAL COMMUNITY, ENVIRONMENT AND TOURISM BODIES TO DEVELOP THE CRITERIA FOR THE WORLD-CLASS DESTINATION FOR THE COOOLUM BEACH SITE.

**THE NEW PROPOSAL OFFERS:**

- 500+ LOCAL TOURISM SPENDING EACH YEAR
- 2,400 CONSTRUCTION JOBS
- 1,400 NEW LOCAL JOBS
- 100+ 3 STAR HOTELS ON 20+ ACRES OF COASTAL VILLAGE
- 5 STAR ECO-TOURISM WITH COOOLUM RESORT AND SPA
- 3 STAR ECO-TOURISM, LUXURY AND PARTNERSHIP OPPORTUNITIES THROUGH CO-OPERATION
- PUBLIC BEACH ACCESS FROM 100+ LOCAL RESIDENTS

**WHEN COMPARED TO THE EXISTING APPROVAL, THE NEW PROPOSAL OFFERS:**

- 126% MORE LOCAL TOURISM SPENDING
- 45% MORE CONSTRUCTION JOBS
- 15% MORE NEW LOCAL JOBS
- 10% MORE PUBLIC BEACH ACCESS

**STAGE 1 – CREATING AN INTERNATIONAL AND LOCAL DESTINATION**

**WESTIN COOOLUM RESORT AND SPA**

The Westin Cooolum Resort and Spa is a 5 star international eco-tourism resort and spa, featuring 100+ 3 star hotels, 500+ serviced apartments, terrace homes, and a dedicated public park, lake and walkways which will be gifted back to council.

**The features of the Westin Cooolum Resort and Spa include:**

- 100+ 3 STAR HOTELS ON 20+ ACRES OF COASTAL VILLAGE
- 500+ SERVICED APARTMENTS, TERRACE HOMES AND A DEDICATED PUBLIC PARK, LAKE AND WALKWAYS WHICH WILL BE GIFTED BACK TO COUNCIL
- 5 STAR ECO-TOURISM WITH COOOLUM RESORT AND SPA
- 3 STAR ECO-TOURISM, LUXURY AND PARTNERSHIP OPPORTUNITIES THROUGH CO-OPERATION
- PUBLIC BEACH ACCESS FROM 100+ LOCAL RESIDENTS

**The features of the village heart include:**

- 500+ LOCAL TOURISM SPENDING EACH YEAR
- 2,400 CONSTRUCTION JOBS
- 1,400 NEW LOCAL JOBS