

An aerial photograph of a coastal city, likely Silicon Beach in Los Angeles, California. The image shows a wide, sandy beach curving along the coast. The ocean water is a vibrant turquoise color, transitioning to a deeper blue further out. In the background, a dense urban area with various buildings, including several high-rise apartment complexes, is visible. The sky is a clear, bright blue. The text 'Silicon Coast Vision Document' is overlaid on the top half of the image in a white, sans-serif font.

# Silicon Coast Vision Document

---

Silicon Coast develops, supports, and stewards a vibrant ecosystem that maximizes creativity, collaboration, sharing, and innovation.

# Table of Contents

[Table of Contents](#)

[Who are we?](#)

[Mission statement](#)

[Vision statement](#)

[Target market](#)

[Outcomes](#)

# Who are we?

Silicon Coast is a grassroots organisation that formed organically out of a growing innovative, entrepreneurial, and digital ecosystem on the Sunshine Coast.

In 2013 the region won the state's [Google eTown Award](#), and in 2014 we held a very successful [Startup Weekend](#). These events were a catalyst to forming a group that was a place of passion, innovation, creativity and collaboration. A community that can help capture all the great innovative initiatives on the Sunshine Coast.

We aim to support this ecosystem through Education, Collaboration, Support and Advocacy. Ensuring that members of the local ecosystem have the tools required to innovate and build successful organisations on the Sunshine Coast.

# Mission statement

Silicon Coast develops, supports, and stewards a vibrant ecosystem that maximizes creativity, collaboration, sharing, and innovation.

# Vision statement

Our vision is for the Sunshine Coast to be the most innovative and collaborative region in Australia. We aim to achieve this by fostering relationships between innovators, changemakers, visionaries and entrepreneurs who choose to be located on, or associate with, the Sunshine Coast and want to connect, create, collaborate, innovate; and thus make an impact interstate and internationally.

# Target market

Based on survey responses our target market includes (but is not limited to) developers, designers, creatives, entrepreneurs, educators, and makers; who operate in a variety of industries in varying capacities including, as part and full time employees, business owners, investors, students, and retirees.

# Outcomes

## Collaboration

- **To connect people for networking and knowledge** exchange and encourage collaboration in the region.
- **To bring together a community** of people who believe in the power of collaboration and are prepared to contribute creatively and innovatively to the ecosystem in a positive way.
- **To be an impartial entity** to develop and maintain the Digital Sunshine Coast (Silicon Coast) website. And provide resources that help members and the larger ecosystem better connect.

## Education

- **To educate through:** meet ups, events, public seminars and conferences for the benefit of both the members and public on topics related to the industry.
- **To support existing educational events** via marketing, administration and other means.
- **To provide online resources** that assist members build successful, innovative businesses.

## Support

- **To develop a mentor portal** that allows members to easily find mentors and provide mentoring.
- **To provide advisory support** through connecting industry networks, networking events and meetups groups.
- **To source and distribute grants** to benefit the overall ecosystem.
- **To identify projects & opportunities** that build and support the ecosystem and the people and businesses within it.
- **To assist with the provision and/or funding of meet up spaces** for members to host networking events.
- **To serve and safeguard** the interests of members.
- **To make members aware of opportunities** for grants, tenders, awards, etc.

## Advocacy

- **To lobby and advocate** for the ever evolving needs of our members, the ecosystem and businesses within it. Including but not limited to:

- Lobbying for virtual traineeships and greater Government funding of traineeships and apprenticeships in technology related courses. Currently the government doesn't recognise Software Engineering as having a shortage.
- Lobbying for the rollout of the proposed undersea cable landing and faster broadband for the whole Sunshine Coast region.
- **To make submissions on behalf of the ecosystem** by securing the mutual support and common viewpoint of the industry for industry concerns, opportunities and for grant funding.
- **To act as a unified voice**, to further promote an innovative and entrepreneurial Sunshine Coast and provide branding for the region's visions, goals and aspirations.
- **To promote the advancement and improvement of the ecosystem** to all levels of government and the wider community.
- **To secure the support** of industry representatives.