

Accommodation Hotel Incentives		
DRAFT	Endorsed by Council:	<Corporate Governance INSERT Ordinary Meeting Date and OM reference once endorsed>

Policy purpose

The purpose of this policy is to offer an incentive program that encourages the development of new quality, internationally and nationally branded and operated *resort complex* and *short-term accommodation* uses (where in the form of an *accommodation hotel*).

The policy seeks to support shovel-ready *accommodation hotel* projects, and facilitate re-investment in existing *resort complex* or *short-term accommodation* uses for an *accommodation hotel*, to:

- address the current shortfall in serviced visitor accommodation; and
- meet the forecasted demand from the overnight and short-term visitor market between now and ahead of the Brisbane 2032 Olympic and Paralympic Games.

Policy outcome

Through incentivising *accommodation hotels*, this policy is seeking to further council's vision for the region and drive positive impacts for the economy and the community by:

- stimulating economic benefits;
- enhancing the region's tourism offer;
- facilitating infrastructure development;
- stimulating revitalisation and urban development; and
- supporting strategic tourism planning and policy.

Policy scope

Types of development incentives offered

The following types of incentives are available to *accommodation hotels* that comply with the terms of this strategic policy:

Development Application Incentives

- **Free personalised case management pre-lodgement service** prior to lodgement of a development application for eligible development;

- **No development application fees** for the *accommodation hotel* component of a code assessable material change of use and/or operational work development application for eligible development lodged between 1 July 2024 and 30 September 2026; and
- **Provision of a dedicated assessment team** to process any new development application for eligible development with a more streamlined approach. Council will aim to prioritise the development assessment process for a code assessable development application to be decided within 25 business days from *decision ready*¹.

Infrastructure Charges Incentives

- **Reduction in infrastructure charges by 50%** for a code assessable material change of use application for eligible development approved between 1 July 2024 and 30 September 2026 (Council networks only) and commenced construction by 30 June 2028; and
- **Deferred payment of infrastructure charges**² for a code assessable material change of use application for eligible development for a period of up to 5 years, through an agreement with Council provided the *accommodation hotel* maintains its hotel scale/star rating and hotel brand.

Other Incentives

- **No application fee for temporary works or interfering with a road or verge permit** for eligible development approved between 1 July 2024 and 30 September 2026 and commenced construction by 30 June 2028; and
- **Reduction in rental fee for temporary works or interfering with a road or verge permit by 50%** for eligible development approved between 1 July 2024 and 30 September 2026 and commenced construction by 30 June 2028.

Eligible development

To be eligible for a development incentive, a development must:

- incorporate one of the uses specified in **Table 1 (Eligible development - uses)** as a material component of the development (i.e. the use does not comprise less than 40% of that use in a mixed use development); and
- achieve all of the specified criteria as identified in **Table 2 (Eligible development – nominated criteria)**.

Note—to remove any doubt, the financial elements of this policy only apply to that part of a mixed use development that is identified as being eligible for an incentive and is not applicable to the whole of a mixed use development.

Note—the incentives offered under this Strategic Policy may be modified to apply to eligible development at the discretion of Council.

Eligible applicant

To be eligible for a development incentive, an applicant must:

¹ *Decision ready* means after Council has confirmed that there is no information required, where the applicant has provided a satisfactory response to an information request, or where a final response has been received from a State Agency Referral and the application has entered the Decision Part.

² The deferred payment of infrastructure charges is indexed as per [Council's Infrastructure Charges Resolution](#).

- have an Australian Business Number (ABN);
- be registered for GST;
- if a consortium, clearly identify a lead partner that is responsible for contract milestones and project delivery. Evidence of involvement and support of consortium partners should be provided as part of any joint application;
- commence site works before 30 June 2028 and complete those works within a period of not more than 3 years; and
- ensure the *accommodation hotel* is operated by a single site management entity for the life of the approval.

Circumstances when strategic policy does not apply

This strategic policy does not apply:

- to development which is not subject to the *Sunshine Coast Planning Scheme 2014*;
- to development which is not explicitly identified in **Table 1 (Eligible development - uses)**, including 'serviced apartments'; and
- in circumstances where another development incentive scheme is in operation and a proponent elects to take advantage of the incentives offered under that scheme.

Eligibility criteria

Table 1 (Eligible development - nominated uses)

Use (as defined in Planning Regulation 2017)	Only where being one of the following sub-categories of use	Only where proposed to be established in one of the following zones/areas
<i>Resort complex</i>	<ul style="list-style-type: none"> • <i>An accommodation hotel</i> 	<ul style="list-style-type: none"> • Principal centre zone • Major centre zone • District centre zone • Local centre zone, where located at Kings Street, Cotton Tree • High density residential zone • Emerging community zone, where in accordance with an approved Master Plan and Plan of Development • Tourist accommodation zone

Use (as defined in Planning Regulation 2017)	Only where being one of the following sub-categories of use	Only where proposed to be established in one of the following zones/areas
		<ul style="list-style-type: none"> • Tourism zone, where in accordance with an approved Master Plan
<p><i>Short-term accommodation</i></p>	<ul style="list-style-type: none"> • An accommodation hotel 	<ul style="list-style-type: none"> • Principal centre zone • Major centre zone • District centre zone • Local centre zone, where located at Kings Street, Cotton Tree • High density residential zone • Emerging community zone, where in accordance with an approved Master Plan and Plan of Development • Tourist accommodation zone • Tourism zone, where in accordance with an approved Master Plan

Table 2 (Eligible development – nominated criteria)

Performance criteria	Only where performance is demonstrated by the following
<ul style="list-style-type: none"> • Where involving a new <i>accommodation hotel</i>, the development: <ol style="list-style-type: none"> (a) has a minimum of 140 rooms (or a minimum of 25 rooms for a <i>boutique hotel</i>); (b) involves a full-service hotel as defined by the relevant hotel industry standards; (c) will be at least an upscale standard under the Smith Travel Research Chain Scale or at least a 4.0-star hotel category under the Australian Star Rating Scheme; 	<ul style="list-style-type: none"> • The development application includes: <ol style="list-style-type: none"> (a) plans with a minimum of 140 rooms (or a minimum of 25 rooms for a <i>boutique hotel</i>); (b) evidence of an executed letter of intent on a recognised international/national hotel brand/operator’s letterhead confirming the development is to be operated and managed under a hotel management agreement by their company or through an infrastructure agreement between Council and the developer which secures the delivery of an international/national hotel brand/operator; and

Performance criteria	Only where performance is demonstrated by the following
<p>(d) has the intention or agreement to be operated and managed under a hotel management agreement by an international or national hotel brand/operator with hotels in most countries in the world and a substantial loyalty program membership; and</p> <p>(e) will be designed to cater for inbound and domestic leisure, wellness, corporate and MICE (meetings, incentives, conferences and exhibitions) business segments.</p>	<p>(c) a town planning report and/or proposal plans demonstrating how the development has been designed to cater for inbound and domestic leisure, wellness, corporate and MICE (meetings, incentives, conferences and exhibitions) business segments.</p>
<ul style="list-style-type: none"> • Where involving expansion and refurbishment of an existing premises for an <i>accommodation hotel</i>, the development: <ul style="list-style-type: none"> (a) measurably and demonstrably improves the quality of the <i>accommodation hotel</i> either through increased capacity (i.e. more rooms) and/or enhancement to the hotel classification by providing expanding facilities (e.g. improved food and beverage offering, spa and wellness centre) which will result in higher room rates; and (b) has the intention or agreement to be operated and managed under a hotel management agreement by an international or national hotel brand/operator with hotels in most countries in the world and a substantial loyalty program membership. 	<ul style="list-style-type: none"> • The development application includes: <ul style="list-style-type: none"> (a) a town planning report and/or approved plans demonstrating the existing hotel has increased capacity; and/or (b) a town planning report and/or approved plans demonstrating the existing hotel incorporates additional facilities (e.g. improved food and beverage offering, spa and wellness centre) which will result in higher room rates; and (c) evidence of an executed letter of intent on a recognised associated international/national hotel brand/operator’s letterhead confirming the development is to be operated and managed under a hotel management agreement by their company or through an infrastructure agreement between Council and the developer which secures the delivery of an international/national hotel brand/operator.

Governance and accountability considerations

Apart from the case management and streamlined assessment path outlined above, eligible development will continue to be assessed against Council’s planning scheme and other relevant statutory instruments having regard to the requirements of the *Planning Act 2016*.

This strategic policy does not alter the normal assessment rules applicable to development and does not remove or diminish the importance of achieving compliance with the planning scheme and other statutory instruments as applicable to assessable development.

Unless extended by Council, this strategic policy has an operational period to 30 September 2026 for lodgement and 30 June 2028 for the commencement of construction.

Policy statement

Council is committed to supporting the establishment of more *accommodation hotels* and preparing the region to participate effectively in the Brisbane 2032 Olympic and Paralympic Games.

Guiding principles

1. The application of this strategic policy is at all times discretionary to ensure that the purpose of this strategic policy is achieved. Proponents seeking to apply this policy will be provided with an *eligibility confirmation notice*, to provide certainty on the applicability of the policy.
2. The strategic policy includes time limits for certain actions to occur to encourage take up of the incentives.
3. The strategic policy is seeking to achieve a positive change in certain development outcomes, only on the basis that they further council's vision for the region.

Policy application

How to apply

Development Application Incentives

1. Applicant to consult with Council's Development Services Branch via Council's free personalised case management pre-lodgement service to outline the project, the scope of incentives intended to be applied for, and to resolve, as far as practicable, matters related to the lodgement of a development application.
2. Council's Development Services Branch to consult with other internal Council service providers and, subject to the outcome of the personalised case management pre-lodgement service, issue the applicant with an *eligibility confirmation notice*.
3. Applicant to lodge a development application with Council only after the personalised case management pre-lodgement service is complete, including the *eligibility confirmation notice* provided by Council, responding to the matters identified in the notice, and taking account of feedback provided during the pre-lodgement process.

Infrastructure Charges Incentives

1. If a development application approval is issued, the applicant may apply for an infrastructure charges incentive as outlined under this strategic policy, which demonstrates compliance with the eligibility criteria.
2. Council's Infrastructure Policy Team to consult with other internal Council service provides and, subject to the outcome of the review of the applicants request for an infrastructure charges incentive, issue the applicant with an *eligibility confirmation notice*.

Other Incentives

1. If a development application and operational works approval is issued, the applicant may apply for an incentive relating to temporary works and or interfering with a road or verge permit.
2. Applicant to consult with Council’s Customer Response Branch.

The issuing of an *eligibility confirmation notice* and the receipt of a development application does not provide a guarantee of approval of the development application.

Reporting and delivery requirements are to be secured through an infrastructure agreement or other arrangement satisfactory to Council.

Council pre-start meeting for construction must occur before 30 June 2028.

Reporting and delivery requirements

The provision of incentives to a successful applicant is subject to execution of an infrastructure agreement or other arrangement with council. The agreement will include specific milestones and deliverables that are consistent with the information provided by, and undertakings made by, the applicant in their development application and the pre-lodgement process.

Upon non-performance, council may adjust the accepted incentive, withdraw the incentive entirely and/or seek recovery. During the period of any agreement, the applicant will be required to provide performance reports against agreed milestones at prescribed intervals to council. The applicant will also be required to afford reasonable access by council officers (or its agents) to the project.

Policy review

This strategic policy will undergo a review every four years.

Roles and responsibilities

Role	Responsibility
Council	Endorsement authority for setting this policy and for all material changes to this policy. Able to endorse non-material changes.
Chief Executive Officer (CEO)	Approval authority for any non-material change to this policy.
Executive Leadership Team (ELT)	Provides advice to the CEO and/or Council on setting this policy and all proposed changes to this policy. Provides feedback to the policy sponsor and policy holder regarding the scope of approaching reviews.
Group Executive (GE), Customer and Planning Services	Policy sponsor. Approval authority for any minor non-material changes to this policy.
Manager, Strategic Planning	Policy holder. Responsible for maintaining this policy.

Manager Development Services and Chief Financial Officer	Responsible for implementation of this policy.
Planning Scheme Amendments Team	Leads this policy’s development, including communication, implementation, review and reporting.

Measurements of success

Table 3 provides measures to verify the relative success of this strategic policy.

Table 3: Measures of success

Measure	Outcome sought
Increase in the number of Development Applications for <i>accommodation hotels</i> .	Development of more <i>accommodation hotels</i> on the Sunshine Coast.

Definitions

Refer to Council’s Policy Framework for definitions of common terms. The following contains definitions for terms specific to this policy. For otherwise undefined terms, the plain English meaning informs interpretation.

Term	Definition
Accommodation hotel	The use of premises being a <i>resort complex</i> or <i>short-term accommodation</i> where for a full-service hotel providing a high level of comfort, services and amenities typical of a national or international hotel brand and where all rooming units/dwellings are in common ownership. Note—a full-service hotel typically provides a comprehensive range of services and amenities such as on-site dining options (restaurants, fine dining, bars and room service), recreational facilities (gyms, swimming pools and spas), business services (conference rooms and meeting facilities), 24/7 reception and concierge services, housekeeping, loyalty programs, transportation services (shuttle services and valet parking) and laundry services.
Boutique hotel	A type of <i>accommodation hotel</i> which is small (minimum 25 rooms) and stylish, has a unique character, is true to its heritage, provides guests with ultra-personalised service and is typically situated in fashionable urban locations. <i>Boutique hotels</i> often provide authentic cultural, historic experiences and interesting guest services.
Eligibility confirmation notice	A written notice provided by Council to the proponent confirming that a development proposal is eligible for one or more incentives under the terms of this strategic policy.
Resort complex³	Means the use of premises for-

³ As defined under the Planning Regulation 2017.

	<p>(a) tourist and visitor accommodation that includes integrated leisure facilities; or <i>Examples of integrated leisure facilities- bars, meeting and function facilities, restaurants, sport and fitness facilities</i></p> <p>(b) staff accommodation that is ancillary to the use in paragraph (a); or</p> <p>(c) transport facilities for the premises, including, for example, a ferry terminal or air service.</p>
Short-term accommodation⁴	<p>(a) means the use of premises for-</p> <ul style="list-style-type: none"> (i) providing accommodation of less than 3 consecutive months to tourists or travellers; or (ii) a manager’s residence, office, or recreation facilities for the exclusive use of guests, if the use is ancillary to the use in subparagraph (i); but <p>(b) does not include a hotel, nature-based tourism, resort complex or tourist park.</p>
Shovel-ready projects	<p><i>Accommodation hotel</i> projects where works are about to commence (i.e. the Council’s Development Approval pre-start meeting has occurred, and construction commences before 30 June 2028).</p>

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⁴ As defined under the Planning Regulation 2017.

Appendix

Policy information							
Title	Accommodation Hotel Incentives						
Purpose	<p>The purpose of this policy is to offer an incentive program that encourages the development of new quality, internationally and nationally branded and operated resort complex and short-term accommodation uses (being an <i>accommodation hotel</i>), including shovel-ready <i>accommodation hotel</i> projects, and to facilitate re-investment in existing resort complex or short-term accommodation uses for an <i>accommodation hotel</i> on the Sunshine Coast, to:</p> <ul style="list-style-type: none"> • address the current shortfall in serviced visitor accommodation; and • meet the forecasted demand from the overnight and short-term visitor market between now and ahead of the Olympic and Paralympic Games Brisbane 2032. 						
Document number	<Business Area to include EDDIE reference of document seeking endorsement. Corporate Governance to update with FINAL EDDIE reference>						
Corporate Plan reference	<table border="1"> <tr> <td>Goal</td> <td>Our resilient economy</td> </tr> <tr> <td>Pathway</td> <td>Investment and growth</td> </tr> <tr> <td>Service Output</td> <td>Economic development</td> </tr> </table>	Goal	Our resilient economy	Pathway	Investment and growth	Service Output	Economic development
Goal	Our resilient economy						
Pathway	Investment and growth						
Service Output	Economic development						
Category	Community						
Approved	<Corporate Governance to INSERT OM Reference>						
Approval date	<insert>						
Effective date	<insert>						
Review schedule	A full review must be undertaken within every four years, and reviewed policy document must be provided to highest level approval authority for endorsement. Reviews may occur more regularly as required, having regard to a policy risk assessment.						
Last review	Established 2024						
Next review	2028						
Policy holder	The Manager responsible for this policy is: Manager Strategic Planning.						
Approval authority	<p>Council has authority to endorse material changes. CEO has approval authority for any non-material change to the policy. Relevant Group Executive has authority to approve minor non-material changes.</p>						
Related documents							
Legislation	<p><i>Planning Act 2016</i> <i>Planning Regulation 2017</i> <i>Sunshine Coast Planning Scheme 2014</i></p>						

Policy	<i>Corporate Plan 2024-2028</i>
Operational documents	Council's Infrastructure Charges Resolution

Version Control				
Version	Reason/Trigger	Change	Endorsed/Reviewed by	Date
1.0	New Policy	Human Rights Compatibility Assessment Completed	Council	<insert>