

◀ Continued from 01

PINEAPPLE REVIVAL

Council gives green light to renewal

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Councillors voted unanimously at yesterday's ordinary meaning to vary the Sunshine Coast Planning Scheme to allow for the site's renewal to go ahead. Councillor Jenny McKay said the preliminary approval was momentous for the tourism hotspot which had grown "a bit tired".

"This, today, gives some form of certainty about what we have for the future for those that are living next to the perimeters and also those moving into the area and of course those that are looking forward to this facility regaining its

place in Australian history as being one of the most visited centres," Cr McKay said.

The approved plan has an emphasis on showcasing the region's produce, major music events, adventure tourism and on-site accommodation options.

Project director Jim Costello said the approval added further momentum to the Big Pineapple's renewal program

Following the opening of TreeTop Challenge, construction of COYO's

new production facility, hosting regional food and sport events, and the Big Pineapple Music Festival again winning the best music festival in Queensland.

"The approval has been years in the making and we appreciate the support of many Sunshine Coast residents who have long wanted to see the iconic Big Pineapple return to the glory days as a must-visit tourist attraction," Mr Costello said.

Tourism Minister Kate Jones said more than 800 jobs would be created during construction with the project set to deliver 700 ongoing jobs once it's complete.

"Tourists want to experience something they can't get anywhere else," she said.

"Today's approval allows the Big



BIG PLANS: The Big Pineapple Renewal Project director Jim Costello shows plans to Tourism Minister Kate Jones.

Pineapple to open up the site for many other uses like food production, accommodation and recreational uses, which will drive strong jobs growth in the hinterland.

"The major upgrade to the Big Pineapple supported by the government will be a great boon for the



Sunshine Coast economy."

Mr Costello said visitors would again be able to climb the Big Pineapple from next year.

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