

CREATING OPPORTUNITIES

A REGION OF OPPORTUNITY FOR ALL

Our Vision

- A place where housing and infrastructure supports our growing population and enhances our lifestyle.
- A place where people of all ages have easy access to education and training opportunities.
- A place where residents, businesses and industry enjoy the benefits of a strong, growing and diverse economy.

Our Strategic Priorities

- Well-planned growth: our residents will live in places that maintain the balance between a sense of community, growth, environment and lifestyle.
- Digital literacy and commerce: our households and business will be part of a global network using the very latest digital technology.
- Local jobs for residents: our vibrant and sustainable business and industry sectors will be employing well-trained and suitably qualified local residents.

Achieving Our Success

- A sustainable and well-planned community
- A digital region
- An innovative and thriving economy



Supporting a growing region

As the Moreton Bay Region continued to welcome more residents, visitors and businesses throughout 2018/19, council sustained its commitment to investing in projects and services that support a thriving and sustainable economy.

Australia's first greenfield university in more than 20 years, USC Moreton Bay, began to take shape at Petrie. Coupled with the launch of council's new scholarship program, it will help to improve the region's low tertiary education rates and tackle unemployment by preparing the next generation for jobs of the future. It will also provide local businesses with access to a technology-savvy and educated local workforce.

Council took steps to ensure the Moreton Bay Region stays at the forefront of digital innovation including installation of smart parking, digitisation of popular heritage walks, and use of artificial intelligence to improve the accuracy and timeliness of maintenance requests.

Strategic partnerships attracted increased investment to the region, supporting local businesses and jobs. Most notably, the establishment of a new inflatable waterpark,

AquaSplash, attracted more than 27,500 visitors to Pelican Park, Clontarf, with flow on benefits to local businesses along the Redcliffe Foreshore.

Our strong and growing economy is backed by industry confidence with giants such as IKEA, the Super Retail Group and the Health Development Corporation (Morayfield Health Hub) all making their move to Moreton Bay. Equally, many local businesses are making their mark in national and international markets.

Council's partnership with Moreton Bay Region Industry and Tourism (MBRIT) saw the establishment of the region's first flagship foodie celebration, the Moreton Bay Food and Wine Festival, showcasing the region's local producers and products to thousands of visitors. An ongoing emphasis on destination marketing through this tourism partnership contributed to more than 3.6 million visitors spending close to \$1 billion with local businesses.

The Moreton Bay Region is one of South East Queensland's leading destinations, and as that reputation continues to grow, so too does council's dedication to sustaining the region's strong and growing economy.

A SUSTAINABLE AND WELL-PLANNED COMMUNITY

| Strategy | Strategic actions |
|---|--|
| Facilitate growth while retaining the region's unique environment and lifestyle choices. | <ul style="list-style-type: none"> • Manage growth and land use to achieve sustainable local and regional outcomes through a current and contemporary planning scheme and associated plans and policies. • Plan and deliver regional infrastructure that supports population growth. |
| Develop vibrant, accessible and appealing places. | <ul style="list-style-type: none"> • Deliver people-friendly places through urban renewal and place-making projects. |
| Facilitate quality development outcomes, in partnership with industry, that are consistent with the region's vision for growth. | <ul style="list-style-type: none"> • Deliver an efficient and consultative development application and assessment process. • Deliver education, regulation and compliance of built form and land use matters. |

Our success

- Commenced scoping for a proposed Regional Growth Management Strategy 2041 to guide the region's development into the future.
- Prepared a draft amendment to council's planning scheme and planning scheme policies to ensure it remains relevant, supports growth and maintains the region's unique characteristics. Community consultation on this commenced in June 2019.
- Completed designs for Margate CBD improvements including place-making signage, landscaping, decorative lighting, and a new community noticeboard. This project is designed to improve foot traffic in the area with flow-on benefits to local businesses.
- Commenced design on a streetscape rejuvenation project for Landsborough Avenue, Scarborough, including coastal tree plantings, seating and pathways, landscaped median strip, and parking bays.
- Delivered 'Walk to School' street tree shade plantings along 30km of paths at Caboolture, Deception Bay, Kippa-Ring, Margate, Kallangur and Redcliffe. This contributes to cooler, pedestrian-friendly neighbourhoods.
- Delivered native shade tree planting in Mahogany Park, Margate, to provide a cooler recreation space for residents and visitors.
- Processed 1,245 development applications relating to Material Change of Use, Reconfiguring a Lot, assessable Building Works and Operational Works. Major development applications included:
 - ▶ Foundation Building for University of the Sunshine Coast Moreton Bay campus, Petrie
 - ▶ Student accommodation, Petrie
 - ▶ Major Health Care development, North Lakes
 - ▶ Youngcare integrated disability accommodation, North Lakes
 - ▶ Bite Markets, Morayfield
- Issued 1,163 decisions in relation to post-approval applications.
- Endorsed 3,857 new lots across the Moreton Bay Region, processed 343 plan endorsement applications.
- Issued 203 health licenses and 254 planning certificates.

- Responded to 177 requests for pre-lodgement advice for information and services including land use, lot reconfiguration and planning advice. This resulted in 331 pre-lodgement meetings.
- Received 5,784 calls relating to planning, development and engineering enquiries and responded to 3,947 customer requests.
- Undertook 4,016 domestic and commercial plumbing inspections and approved 23,829 applications.
- Responded to unlawful budget accommodation complaints in partnership with Queensland Fire and Rescue Service to ensure providers met safety fire standards and planning requirements.
- Responded to more than 350 pool safety complaints to ensure relevant pool safety standards were enforced.
- 71,080 searches were conducted through council's My Property Look Up, an online tool which showcases how the planning scheme applies to local properties.
- Council maintained its commitment to streamline development applications and provided timely services for development application processing.

Planted street trees along 30km of 'Walk to School' footpaths to encourage active modes of transport including walking and cycling.

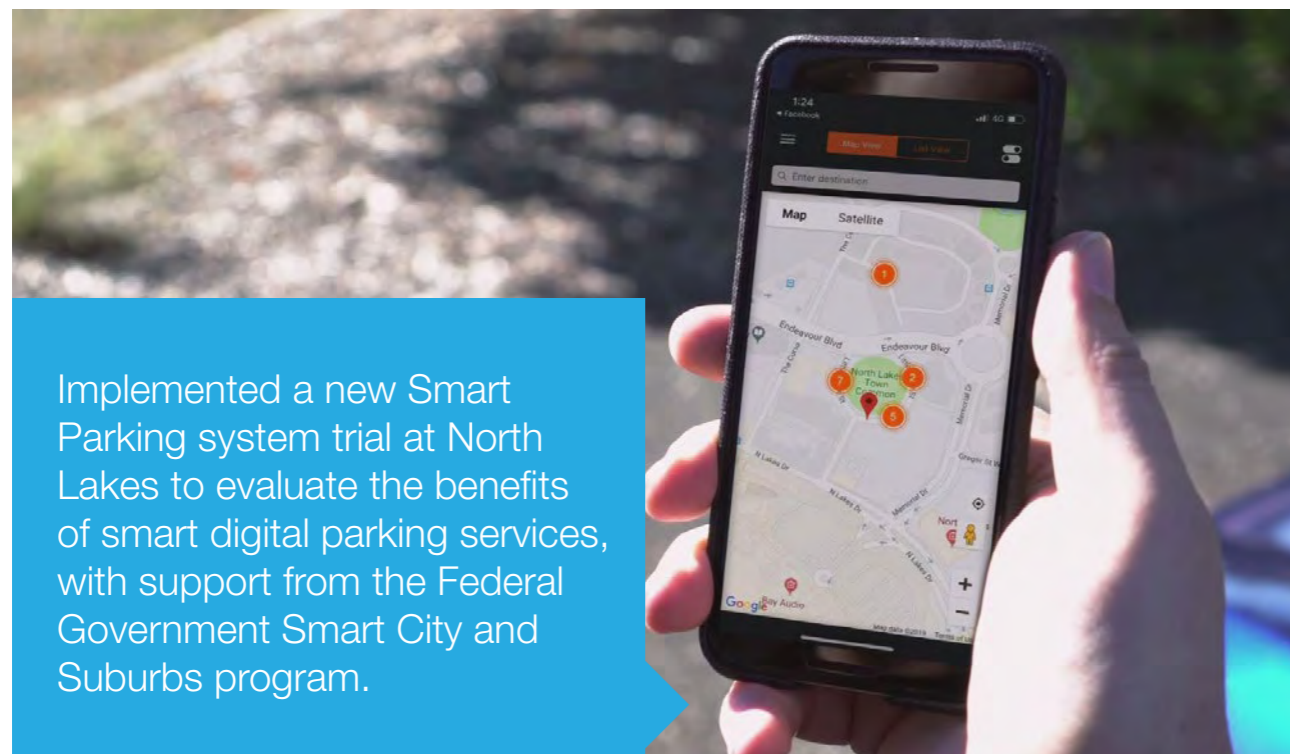


A DIGITAL REGION

| Strategy | Strategic actions |
|--|---|
| Develop, support and incentivise a digital region. | <ul style="list-style-type: none"> Implement a regional technology strategy to identify and enhance the region's digital capabilities. |

Our Success

- Became one of the first local governments in Australia to use artificial intelligence to improve accuracy and timeliness of response to customers who submit a request via the MBRC Request smartphone app.
- Commenced installation of new LED warning signs, monitoring stations and flood gauges to bolster community safety during natural disasters. The new technology will enhance council's flood warning system with live information notifying nearby motorists of flooded roads.
- Digitised Deception Bay's heritage trail with a new mobile-friendly platform designed to enrich the recreational experience with historical audio and visuals.
- Commenced design of an open pit and pipe network to facilitate ultra-high speed internet access at The Mill at Moreton Bay site in Petrie.
- Commenced designs for the installation of around 150 smart street lights at The Mill at Moreton Bay site in Petrie.
- Collaborated with the Massachusetts Institute of Technology (Norman B. Leventhal Centre for Advanced Urbanism) to inform policy on Regional Economic Clusters through emerging smart technologies and specialised spatial planning.
- Began testing smart technologies like sensors that detect public rubbish bin levels and garbage truck cameras that detect potholes.



Implemented a new Smart Parking system trial at North Lakes to evaluate the benefits of smart digital parking services, with support from the Federal Government Smart City and Suburbs program.

AN INNOVATIVE AND THRIVING ECONOMY

| Strategy | Strategic actions |
|---|--|
| Develop a sustainable, innovative and thriving economy that creates valuable employment for residents, protects the region's high quality of life and provides a prosperous future for residents. | <ul style="list-style-type: none"> Deliver facilities and initiatives which support local business to grow and prosper. Partner with stakeholders to attract investment to the region. Partner and deliver facilities, major events and initiatives which provide quality regional economic development outcomes. Deliver economic development opportunities through council-owned and managed properties. |
| Develop projects which deliver strategic opportunities for the Moreton Bay Region. | <ul style="list-style-type: none"> Deliver strategic economic development and employment opportunities through projects such as The Mill at Moreton Bay. |

Our Success

- Continued to support local employment through investment attraction, with an estimated 2,700 additional businesses setting up shop in the region, contributing to the 118,800 local jobs.
- The region welcomed more than 3.6 million visitors, spending almost \$1 billion with local businesses.
- Continued collaboration with the University of the Sunshine Coast to establish a new Moreton Bay campus on the former Petrie Mill site, including commencement of construction on the USC Foundation building.
- Operated caravan parks at Beachmere, Bongaree, Clontarf, Donnybrook and Toorbul, hosting more than 56,000 overnight stays.
- Completed a \$390,000 upgrade to the Bongaree Caravan Park cabins.
- Hosted more than 2,000 functions, business meetings, seminars and conferences at the Caboolture Hub, attracting more than 33,000 attendances.
- Partnered with Sports Marketing Australia to attract and support 15 significant sporting events including State and National tournaments to the Moreton Bay Region, injecting an estimated \$6.3 million into the local economy. This includes the 2018 Touch Football State of Origin and the 2018 Halibut Ultimate Frisbee Championships.
- Commenced an EOI process for market operators to grow the Redcliffe Markets into a destination attraction that people from South East Queensland will travel to enjoy.
- Welcomed a new AquaSplash inflatable waterpark at Pelican Park, Clontarf, as part of the Redcliffe Foreshore Master Plan. The water park attracted more than 27,500 visitors during its first operating season.
- Developed an Economic Dashboard for the region which provides the latest economic statistics to attract investment to the region and to assist businesses to establish and expand.

Launched the Moreton Bay Region Scholarship program at North Lakes with local school principals and the Queensland Minister for Education, The Hon. Grace Grace MP.





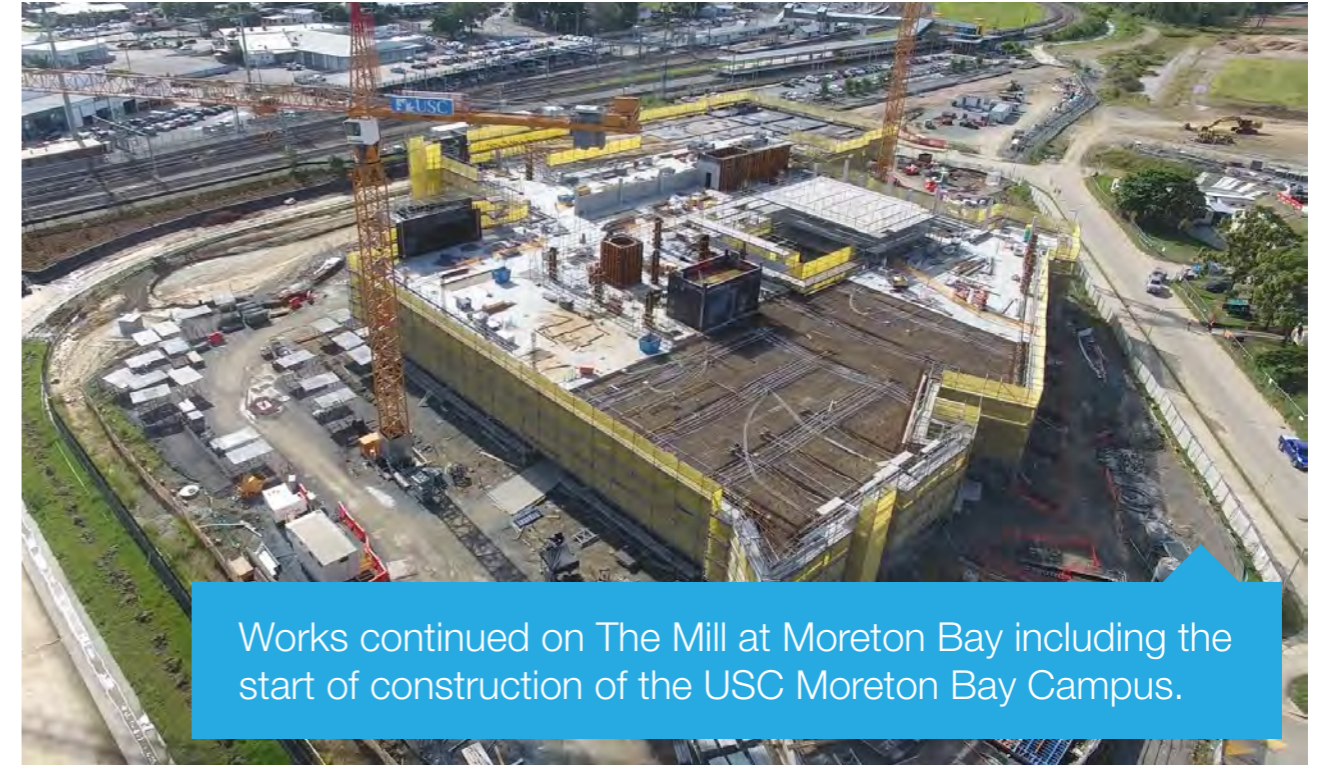
Redcliffe Kite Fest was one of the first places in Australia to host the Baby Shark by Pinkfong stage show, with more than 35,000 people attending the festival.

- Developed regional profiles highlighting leading Moreton Bay Region industries to assist in attracting investment and business development.
- Participated in business delegations to Taiwan and North America to expand engagement with international trading and investment attraction. These delegations focussed on Smart City infrastructure, the biomedical industry and attracting investment in the region to create more local jobs.
- In partnership with MBRIT, council supported campaigns and initiatives aimed at visitor attraction including the development of an annual Visitor Guide which was distributed across Australia.
- Partnered with MBRIT to deliver world-class events in Moreton Bay, showcasing the region to national and international audiences, and supporting tourism growth and economic benefit for local businesses. Highlights included Redcliffe Kite Fest, Moreton Kids Fest, and the inaugural Moreton Bay Food and Wine Festival.
- Partnered with MBRIT to support development of a regional events calendar, and to support the attraction

of major events and activations that provide tourism and economic benefit to Moreton Bay.

- Supported four major business events with keynote speakers including Queensland Chief Entrepreneur and Shark Tank expert Steve Baxter, former Australian cricket captain Michael Clarke and Body Hack's marketing expert Todd Sampson.
- Business Moreton Bay Region provided a range of support and professional development to local businesses. This included a regular communication platform showcasing business news, grant and funding opportunities; a regional business listing; and professional development workshops across the region. This is an initiative of council, MBRIT and Regional Development Australia Moreton Bay.
- Council continued to support the Advancing Regional Innovation Project - Moreton Bay, which supports the region's innovators and entrepreneurs, and coordinates regional participation at major events including the QODE Brisbane technology event. The program is co-funded by the Queensland Government and delivered by MBRIT.

Council supported the 2018 Business Excellence and Innovation Awards, showcasing the region's high performing and innovative businesses and professionals. Flock Eatery was named the 2018 Business of the Year at a sold out gala event.



Works continued on The Mill at Moreton Bay including the start of construction of the USC Moreton Bay Campus.

- Launched the Moreton Bay Pop-Up Program to activate public spaces with mobile entertainment and food vendors.
- Council partnered with MBRIT to deliver major regional and precinct destination campaigns aimed at promoting tourism to the Moreton Bay Region. This included:
 - ▶ Summer Sorted Campaign which was viewed more than 1.26 million times online and resulted in 15% increase in tourism product enquiries
 - ▶ Welcome to the Whales campaign, supported by the Queensland Government, promoted the region's whale watching season
 - ▶ Launched Taste of Moreton Bay and The Forkies campaigns which aim to highlight the region's food and produce, in partnership with major media outlets, to audiences across South East Queensland.
- Moreton Bay hosted the Greater Brisbane Annual Volunteer Forum, showcasing local venues, operators and attractions to tourism volunteers from across South East Queensland.
- Continued to support the attraction of events and activations which provide tourism and economic development benefit to Moreton Bay.
- Welcomed a delegation from Miyakonojo, Japan to explore business opportunities at The Mill at Moreton Bay, Petrie.
- Began preparation of guidelines to support the development of The Mill at Moreton Bay.
- Showcased the Moreton Bay Region to international science and technology investors at the 2019 BIO International Convention in Philadelphia.
- Made new business and investment connections at the Asia Pacific City Summit. More than 1,400 government, business and emerging leaders from 140 cities attended the 2019 event.

Every dollar council invested in tourism generated \$609 in economic activity for businesses, tourism operators and accommodation partners.