

Moreton Bay Regional Council

Economic Update www.moretonbay.qld.gov.au/business

July - December 2020



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SOURCES AND ACKNOWLEDGEMENTS

* Moreton Island is contained within the same statistical area as Redcliffe and therefore some stats reported include values from Moreton Island. For context, 0.6% of population is attributed to Moreton Island. Values contributed by Moreton Island for the purposes of the Economic Dashboard are considered negligible. Suburbs located on Moreton Island have not been listed.

Information from this document has been obtained from the following sources: ABS, Australian Government Budget 2019-2020, Commercial Property Guide, MBRC various documents, Queensland Government Budget 2019-2020 Regional Action Plan, Queens land Treasury, Queensland Rail Travel, Real Estate Institute of Queensland, REMPLAN, Savills Australia and The State of Queensland reports. For further details on document sources, contact economic@moretonbay.qld.gov.au.



Welcome

The economic climate has changed dramatically since our last economic update in January.

As the world grapples with the health and economic impact of the coronavirus pandemic,
many families and businesses in the Moreton Bay Region are doing it tough through no fault of their own. I'm firmly of
the belief that it's the responsibility of government to step up to the challenges this pandemic presents and stand by
our community.

Moreton Bay Regional Council has acted swiftly to provide locals with some certainty at this uncertain time. Since February we've delivered \$32.9 million in assistance to deliver a comprehensive range of COVID-19 stimulus measures that are helping to keep our Region on track. In April, we partnered with Moreton Bay Region Industry & Tourism (MBRIT) and 17 of the region's biggest businesses, to launch the Moreton Bay Tough campaign. The positivity campaign encouraged local support, innovation to adapted to restrictions, and shared uplifting good news stories to foster community togetherness. Times are tough, but we've showed Moreton Bay is tougher!

In June we adopted the 2020-21 Budget, a \$685 million undertaking. The \$220 million capital program alone is anticipated to support 3,000 local jobs in the year ahead. Additionally, Council will recruit 130 new staff across all facets of service delivery to the community. Best of all, our 'Local Preference' policy is helping to ensure as many Council contracts as possible are awarded to local firms. In July, we launched Moreton Bay, Minutes Away in partnership with MBRIT, our \$240,000 destination campaign aimed at supporting the businesses hit hardest by COVID-19 related closures including our local tourism, retail and hospitality businesses. Our message is reminding South-East Queenslanders that they don't need to look far for their next perfect holiday; it's just minutes away, in Moreton Bay. The delivery of this much needed destination campaign is key to supporting the economic recovery of the Region and our \$1 billion tourism industry.

We want to hear from the heart of our community; our residents and businesses to shape and inform our new Economic Development Strategy. We're always looking for new ways to attract and support business development including reducing 'red tape', but this is now an urgent necessity for us in order to have an articulate plan to diversify our economy, develop growth opportunities, attract investment and generate employment. The draft Strategy is available on Council's website and feedback can be provided until 28 August 2020.

There is plenty of work to do and our greatest asset to drive economic recovery is our partnerships. Only together can we bounce back stronger than ever before.

Peter Flannery

Mayor - Moreton Bay Regional Council



Council calls on tech companies to help drive The Mill

The next iteration of works at The Mill PDA will drive a new wave of sustainable energy and data innovation projects, with expressions of interest (EOI) to be released in August.

The first EOI will explore opportunities for a data centre site at The Mill to proactively meet the digital needs of the region, including improved connectivity, faster processing times and high-quality secure data storage services for businesses and our community. The second EOI will investigate opportunities to establish sustainable and commercially viable energy production and distribution at the Mill precinct, such as solar farms, thermal systems, water treatment and re-use, and more.

A data centre strategically placed at the Mill perfectly complements the knowledge and innovation vision for the precinct, and provides an access point to the soon-to-be-completed international undersea cable at Maroochydore.

The EOIs will be released to market from August to September, with Council's review and assessment scheduled for October to November later this year.

New Regional Economic Development Strategy

In May 2020, Council embarked on a project to deliver a new Regional Economic Development Strategy for the Moreton Bay Region, providing short to medium term and longer-term directions to foster economic development in the Region.

The Strategy will help to provide a 20-year economic vision for Moreton Bay, and a blueprint for sustainable economic growth into the future. This new direction for the Moreton Bay Region will drive a bigger region, a bolder identity and a brighter future. The Strategy has four pillars and a range of key initiatives under each pillar that will guide the future economic development efforts of the Region.

The draft Strategy is now available to view and provide feedback on via council's website before 5pm Friday 28 August 2020. Council will also host information sessions to provide an overview of the draft strategy. For more information and to register for a session, visit www.moretonbay.qld.gov.au/Services/Projects

Driving a post-COVID tourism boon

Moreton Bay Regional Council will embark on an ambitious project to make its hinterland region the new must-see destination in South-East Queensland. It's one of a suite of initiatives designed to rejuvenate the tourism sector and attract more private sector investment in the wake of COVID-19, with a focus on developing the drive tourism sector.

Council will invest \$250,000 in a new tourism strategy to:

- investigate the hinterland's tourism potential;
- explore how Moreton Bay can become the most accessible tourism destination in South-East Oueensland; and
- investigate major capital investment required to support the region's growing tourism industry.

Council is seeking to engage an external consultant to develop this body work, with the tender to be released in August via LG Tender Box.

\$1 million design fund accelerates projects

A dedicated \$1 million project design fund will enable Council to accelerate priority projects. The initiative comes in response to calls from local industry and means that future projects can be accelerated allowing planning, design and tender to take place sooner, delivering projects ahead of schedule.

Council is working hard to ensure that additional funds allocated in response to COVID-19 from Federal and State Governments for "shovel ready" projects can be accessed now giving our Region a competitive edge enabling us to have great designs and commence more construction projects sooner.

Council estimates the \$1 million fund will leverage up to \$20 million worth of local projects. Companies based in the Moreton Bay Region are encouraged to register for council tenders to ensure they are in the box seat when it comes to securing design work. For information on how to register for Council tenders turn to page 15.

To register for Council tenders via LG Tenderbox, visit www.moretonbay.qld.gov.au/Council/Procurement/Tenders



Dolphin Stadium Nears Completion

Construction of the northern grandstand at Dolphin Stadium, Redcliffe, is on track for completion in August, delivering an extra 3,107 seats and taking total capacity to over 11,000 spectators. Dolphin Stadium has been jointly funded with Council contributing \$8.5 million to the project.

Dolphins Chairman Bob Jones said the increased seating capacity will open up more opportunities to attract major events to the region. "The chance to host even more national and international events generates massive exposure for our Region through broadcast as well as huge economic benefits from visitor spending".

The completion of the build comes quickly after the announcement that the Dolphins has signed an international agreement that will see New Zealand's up-and-coming talent playing in Moreton Bay. The three year affiliation deal with the New Zealand Warriors will mean that players will travel to the Moreton Bay Region to appear for the Dolphins in the Intrust Super Cup from 2021. There will also be potential for the Warriors to play games at Dolphin Stadium.

Showroom Leads Road to Recovery

Business is bouncing back for a Caboolture company which, after months battling through the COVID-19 shutdown, now has more than \$1 million in contracts.

Aspect Cabinetmakers, in Aerodrome Road, Caboolture, has secured the Queensland Government contracts by tendering through Selected Indigenous Projects. These include supplying the new Caboolture Police Headquarters, Lee Street State Special School in Caboolture and Beenleigh State High School learning centre.

Aspect Cabinetmakers Managing Director and Mandandanji man Steve Hatchman started the business in 2009 and now employs 25 people, including Aboriginal and Torres Strait Islanders.

He says since reopening the showroom, he has been inundated by inquiries. "A lot of people stayed at home (during the shutdown) and are now doing jobs they had been putting off," he explains.

"We started reopening the showroom, by appointment only, and have not seen so many coming in for renovations. I've been up until 11.30 at night getting quotes ready."

Jobs Boost For Narangba Innovation Precinct

The State Government recently signed off on a Temporary Local Planning Instrument (TLPI) to drive economic recovery, business growth and job creation at Narangba Innovation Precinct.

The precinct is a major contributor to the Moreton Bay economy and is one of very few industrial areas in the Region that caters for large-scale, hard-to-locate industries like waste handling, recycling and agricultural manufacturing.

The TLPI allows businesses to build new office or storage space on existing land within the precinct to expand their operations.

Sixth-generation family-owned manufacturers Packer Leather is just one of the businesses in the precinct which can now act on plans for expansion.

"We've been proudly operating for over a century now and want to ensure our manufacturing can continue at the highest standard," owner Lindsay Packer says.

"The first stage of upgrading our operations includes development of a leatherwork hub and makerspace, which will support extensive TAFE Queensland training."

Brendale electronics manufacturer lighting it up through Covid-19

Brendale based electronics manufacturer Elexon Electronics has introduced leading-edge electronics manufacturing equipment and transformed the business into an intelligent Industry 4.0 factory after receiving \$890, 325 from the \$46 million Made In Queensland program last year.

The funding has meant that Elexon purchased a new storage system, jet printer, pick and place machines and soldering systems to update its manufacturing line. This has allowed Elexon Electronics to double its productivity while reducing costs. The company has also put on two new full-time workers, upskilled six existing workers and retained its full workforce.

Elexon Electronics CEO Frank Faller said the company manufactures and exports high-tech electronic products for the defence, medical and mining industries. "This new manufacturing line is a game-changer for us," Mr Faller said. "Its cutting-edge technical capabilities allow us not only to be on the forefront of advanced manufacturing in Australia, but also to compete internationally and allow Queensland businesses to have their high tech-products manufactured locally."

Budget Delivers Record Investment

Moreton Bay Regional Council adopted the 2020-21 budget on 26th June 2020, delivering record investment for the region. Mayor Peter Flannery said Council's \$685 million Budget will put the Moreton Bay Region in a strong position as it recovers from coronavirus.

"That's \$30 million more than last year, which is prudent if we are to re-emerge from coronavirus as a leader in the southeast.

"Moreton Bay Region is already the envy of other councils because of our strong financial position, which is why we're able to invest in programs to support jobs and economic recovery.

"Council is committed to providing certainty at this uncertain time, with \$32.9 million dedicated specifically to coronavirus stimulus and response initiatives.

"We're building our way back to economic success with a \$220 million capital works program. This will provide \$143 million for roads and transport, \$57.8 million for parks, \$49 million for sport and recreation, \$19.3 million for our cultural sector and \$18.4 million to protecting our waterways and coastal areas.

Mayor Flannery says spending in all these areas is up on last year and estimated to support 3,000 jobs. "We will be able to fund a new \$1.8 million environmental land buyback program to protect strategic wildlife corridors, koala habitat and greenspace. We have heard loud and clear that locals want greater environmental protections in the face of a growing population, so Council has decided to take further action to protect strategic environmental land.

"I hope this initiative will provide locals with the certainty that we are protecting our precious native flora and fauna, and that we're putting our money where our mouth is on this important issue.

"One of the most pressing issues for me right now, as Mayor, is to provide certainty around jobs. With our 'Local Preference' policy now in effect, we're already seeing more Council contracts flowing to more local businesses and I again implore business owners to register with our VendorPanel Marketplace."

For more information, visit www.moretonbay.qld.gov.au/budget

2020-21 Budget Highlights



\$143.3m

Road and transport networks



\$57.8m

Parks and the environment



\$53.6m Waste management



\$49m Sport and recreation



\$32.9m COVID-19 response



\$19.3m Libraries, arts and history



\$18.4m
Waterways and coastal areas



\$2mCommunity grants



\$1.8m Environmental land buy-back program



\$100 rebate
New part pensioner
remission



\$250,000 New tourism strategy



NEWEconomic development

strategy



Brisbane Roar Women will have a new home and facilities when they relocate to Moreton Bay Region's new \$18 million state-of-the-art Women's Centre of Excellence and Youth Academy at South Pine Sports Complex (SPSC).

The new football precinct will include a high-performance facility, clubhouse and fields ready for the 2023 season.

Mayor Peter Flannery said the major investment would come just in time for the 2023 FIFA Women's World Cup hosted in Australia and New Zealand and could even be an Olympic venue.

"This facility will support some of Australia's best players in their tilt at World Cup success with the Matildas." he said.

"It's massive news for football lovers across Southeast Queensland and we are particularly excited to bring the Roar women and Queensland's elite youth to our booming region. "By delivering the dedicated facilities our female players deserve, we are strengthening the pathway for young local girls to one day represent their region, state and country."

The announcement is also good news for local businesses who will have a new wave of visitors flocking to the Region for regular youth tournaments and events. "The facilities could be used to host elite sports players and international teams for major events like the upcoming World Cup and if we're successful in a 2032 Southeast Queensland Olympics bid. It's just another way council is driving visitors to our Region to support our local economy." Mayor Flannery said.

Roar Vice Chairman Chris Fong said a dedicated training facility for the Womens team sets another benchmark in women's sport.

"Our women's football team is passionately supported by many people throughout the region. We've had thousands of members and fans visit Moreton Bay Region to support our W-League matches at Dolphin Stadium and this next important chapter will not only strengthen women's football but further unite a community with a hope to share future success together."

For updates about what's happening in the region, visit www.moretonbay.qld.gov.au/news



Since opening in February 2020, USC Moreton Bay has already established its status as an important contributor to a rising Region and has exceeded expectations for student enrolments.

The university campus at Petrie is set to become a regional catalyst for learning, knowledge, research, industry and business growth. By 2030, it is expected to cater for 10,000 students across more than 100 study programs.

USC Moreton Bay currently has more than 1,700 students enrolled across almost 50 jobs-focused degree programs including business, education, nursing, computer science and mechatronic engineering.

Head of USC Moreton Bay and Professor of Management Karen Becker said the Region had previously been the only location of its size in Australia without its own fullservice university campus. "USC will help harness the region's true potential with study programs that have been developed in consultation with local industry and employers to ensure student skills will meet the local market when they graduate," Professor Becker said.

"In an increasingly knowledge-driven world, our graduates and researchers will provide the skills, imagination and ambition needed to support new industries, drive local prosperity and build a strong, sustainable Moreton Bay Region for the future."

USC Moreton Bay will grow every year, introducing another 16 programs over the next two years including game design, environmental management, criminology and justice, nutrition, and sports and exercise science.

The three-floor, state-of-the-art foundation building includes all the services you'd expect from a full-scale university and planning is already underway for future developments on the site at The Mill at Moreton Bay precinct.

Graduate making a mark on the Moreton Bay Region

Straight out of university, urban designer Mitch Tilly of Bribie Island is excited to be helping influence and shape the future of the rapidly growing Moreton Bay Region.

The USC graduate is keen to make a difference for his community using the knowledge and skills from his Bachelor of Urban Design and Town Planning in his role at Moreton Bay Regional Council.

"It is exciting to see so much development in the region, especially with such big catalyst projects coming online such as Caboolture West and the Petrie Mill site, which includes USC's new Moreton Bay campus," said Mitch.

"These developments will become defining moments in the region's history," he said.

USC MORETON BAYOUICK NUMBERS:

2020: Year the Moreton Bay campus opened

1,700+: Current campus enrolments

16,000 sq m: Floor space over three levels

\$15 million: Initial investment in state-of-the-art technology

25,000: USC graduates since 1996

75: Staff at USC Moreton Bay

5: Specialty nursing labs and teaching spaces that simulate real clinical environments

Business short course with a difference

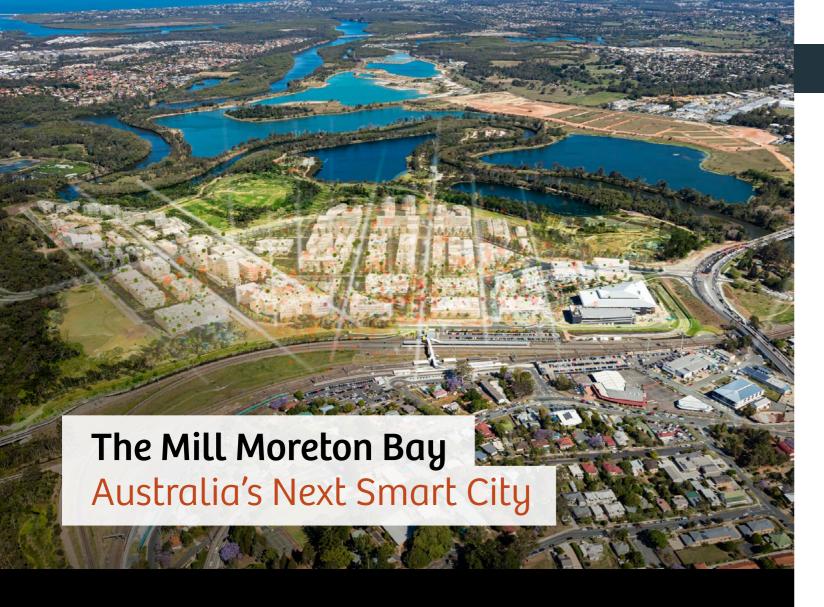
Moreton Bay businesspeople have a new opportunity to hone their management skills with a short course that can be completed within a month, involving just three days on campus. Set across three bite-sized modules, you'll be coached through a range of strategies to guide your team successfully. These modules include: Supervisory and Leadership Fundamentals, Performance Management and Working with Groups, and Boosting Human Capital and Employee Engagement.

Attendees can choose to attend for one or two days, or register for the whole three-day series. Learn in a small class environment and network with participants from a range of industries across the region.

The modules will be run at USC Moreton Bay campus on Friday 18 September, 2 October and 16 October.

The course will be facilitated by Dr John Whiteoak. John is a Lecturer in Human Resource Management and has more than 20 years of practical management experience. He suggests the course is suited to both managers and aspiring managers with at least three years of work experience. Participants who successfully complete the course and undertake an optional assessment will be eligible to receive credit towards a USC Business degree. To enquire or register contact Dr John Whiteoak at whiteoak@usc.edu.au

Visit USC Moreton Bay online at www.usc.edu.au/MoretonBay





Technology at your Fingertips

The latest Smart City technology is unlocking new opportunities for connectivity, productivity and sustainability



Connecting Communities

Connected to Brisbane city and the Sunshine Coast through passenger rail and highway



Environment Matters

Conservation habitat of 110ha, home to one of Australia's only growing urban populations of koala



Leading Innovation Hub

A dedicated knowledge and innovation precinct with opportunities for collaboration with a full-service university



Size and Scale

Investment opportunities across 65ha of developable greenfield land, 50% larger than the Brisbane CBD



USC Moreton Bay

Home to Australia's newest university campus, and 10,000 students in 10 years

Seize Your Opportunity

Looking to invest? Visit mbrc.qld.gov.au/invest or contact the Major Projects Team.

The Mill Moreton Bay Construction Update

Works are nearing completion on the Stage 1 street network that will provide Council with the land and infrastructure to attract key investment opportunities into the knowledge and innovation vision that is the Mill precinct.

Works are also continuing on the new regional park adjacent to Moreton Drive, including refurbishment of the cricket pitch and oval, installation of an outdoor water playground, BBQs, an amphitheatre, picnic shelters for shade and seating, parking, and amenities building. Construction of the integrated adventure play area will also commence shortly with the overall program targeting an opening by the end of 2020.

Revegetation works including the planting of large native trees continues to parts of the old paper mill site following selective weed species removal. This work will also enhance the fauna movement corridors along the North Pine River.

Work has also commenced on the upgrading of Wyllie Park opposite the new Moreton Drive intersection. Wyllie Park is a Heritage listed park and as such its upgrade has been carefully detailed to ensure it is in keeping with its heritage status. The upgrade includes the removal of redundant infrastructure, construction of new parking, pathways and landscaped areas as set out in its approved Heritage Management Plan.

Council continues to work on some exciting components of the project including the future road connection between Mill Central and Dohles Rocks Road along with the lakes precinct that will be preserved for conservation and koala habitat whilst providing the public with an additional recreation space.

Construction on site has continued with successfully managed COVID-19 measures put in place to ensure local work opportunities have been maintained.

For more information, visit www.moretonbay.qld.gov.au/themill

Koala monitoring program

Council recently endorsed Endeavour Veterinary Ecology (EVE) to undertake phase four of the koala monitoring program for The Mill. This program involves fitting koalas with bio-telemetry collars for monitoring, carrying out regular health assessments and providing veterinary treatment in the case of injury or disease.

As at 31 May 2020, 86 koalas have been fitted with telemetry devices for monitoring purposes. In addition, there are 27 dependent joeys that will join the koala monitoring program as they become independent (at approximately 12 months of age).

From July each year, koalas commence their breeding season which means that koalas will be on the move between bushland areas, looking for mates. The recently installed underpass and funnel fencing between The Mill and Wyllie Park will assist wildlife to safely disperse under Gympie Road in an east-west direction. This new underpass complements the existing underpass under the rail line at Yebri Creek.

To further enhance north south wildlife movement, additional fencing along Dohles Rocks Road (north of The Mill) will be installed in the near future. This additional fencing will link to the existing underpass along Dohles Rocks Road, creating a safer environment for both wildlife and road users.





More Council contracts will flow to more Moreton Bay Region businesses following a unanimous vote by the Moreton Bay Regional Council to endorse a Local Preference policy.

The Local Preference policy provides weighted favour towards local business, giving them a competitive edge in Council's tender process. Specifically, this means Council will:

- Award contracts worth \$50,000 or less to local businesses, in the first instance. If the local businesses cannot supply, do not have the capability or do not provide value for money, then contracts may be awarded to non-local businesses.
- For contracts greater than \$50,000, a local preference weighting of 15% will be applied to the tender evaluation scores. This means a local business could get up to 15 additional points added to the tender evaluation score, giving them a 'leg up' in the tender assessment.

Mayor Peter Flannery said tenders would still have to be cost competitive. "In accordance with Council's Procurement Policy tenders are scored against a range of evaluation criteria including price, capability and capacity among others," he said.

"Council will be applying a value for money test, as all tenders, local or otherwise, must deliver value to ratepayers. Council's 'Local Preference' initiative is not about giving local businesses a hand out, but rather a leg up. Hence giving weighted favour towards companies depending on how invested they are in our region. Businesses operating outside southeast Queensland are still encouraged to tender for council contracts but won't receive a local preference score."

The preference towards businesses depends on how invested they are in the Moreton Bay region, for example, whether the business:

- has a registered head office within the region;
- · operates a branch and/or depot within the region, however their registered head office is outside of the region;
- · is based in adjacent regions, such as Sunshine Coast and Brisbane:
- · is in non-adjacent regions, but within South East Queensland, such as Redlands and Logan.

For more information about the Local Preference Policy, visit Council's website www.moretonbay.qld.gov.au/business

Working with Council

Understanding how Council procures goods and services can improve your chances of becoming a Council supplier.

What does Council purchase?

Council purchases a wide variety of goods, services and contracted works across a range of areas, including building materials, vehicles, roads, footpaths, plant and equipment, furniture and office equipment, recreational and community facilities, professional services, utilities and more.

Purchasing Governance

All purchases of goods, services and contracted works must be carried out in accordance with the Local Government Act 2009 and Local Government Regulation 2012. Council must also comply with Sound Contracting Principles which include value for money, open and effective competition, development of competitive local business and industry, environmental protection and ethical behaviour and fair dealing.

How does Council purchase?

The way Council procures goods and services depends on the amount being spent:

Values of goods/services	Procurement Method
Up to \$7,500	Minimum 1 Quote
\$7,500-\$15,000	Minimum 2 Quotes
\$15,000-\$200,000	Minimum 3 Quotes
Over \$200,000	Public Tender Process

How do I become a Council Supplier?

To ensure your business is visible to Council, register with VendorPanel MarketPlace and LG Tender Box.

Local Business Thrives Thanks to LocalBuy

Joining LocalBuy saved Neil and Sonya Newnham from losing everything when the Global Financial Crisis hit in 2007. They had

bought Brendale-based Belco Trailers a few months earlier and realised quickly they had to change their business model to survive. That meant tendering for, and hopefully securing, local government contracts. The move saved their business and provided a platform that has helped them navigate the economic fallout of COVID-19, twelve years later. A year after joining LocalBuy, Belco Trailers secured a contract to replace the trailer fleet for Moreton Bay Regional Council. That ended up totalling 30 trailers, ranging from box trailers to 30-tonne plant trailers. Thanks to visibility through LocalBuy, they now also supply Redlands and Brisbane City Councils, and councils in South Australia as well as Unitywater, SEQwater and many others.

VendorPanel

VendorPanel is the name of the program Council uses to call for quotes. Within this program there are several supplier lists (called panels) which Council has access to. Follow these steps to get started:

- 1. Register on the VendorPanel MarketPlace website www.vendorpanel.com.au/marketplace
- 2. Choose your business category, enter your name and email. You will then be emailed an invitation to join VendorPanel Marketplace
- **3.** Fill in your business profile to complete registration
- 4. Select the categories that you wish to receive quotes for (ensure you select all categories that apply to your business)
- 5. Receive notifications when Council calls for guotes

LG Tender Box

LG Tender Box is an e-tendering solution designed to streamline the tendering process between business and local government in Queensland. Businesses can register with LG Tenderbox to download tender documents, clarify queries using the forum and lodge electronic tender responses. For further information and to register your business, visit www.lgtenderbox.com.au

LocalBuy

LocalBuy is the Local Government Association of Queensland (LGAQ) contracts and tender services company. LocalBuy creates contractual arrangements for goods and services that can be used by all Queensland Councils. To establish a contract with LocalBuy, businesses must register in LG Tender Box and respond to a LocalBuy tender via LG Tender Box. If successful, you will become a LocalBuy preferred/prequalified supplier. For more information about LocalBuy, visit www.localbuy.net.au/suppliers



Free Development Application Pre-Lodgement Advice Service

Council provides a number of ways customers can access development assessment information and advice including online, over the phone, in writing or in a prelodgement face to face meeting. All of these services are free and available to anyone looking to lodge a development application in the Moreton Bay Region.

Council's Website

You can find code templates, forms, a fee calculator and electronic lodgement tools on Council's website.

PD Online

PD Online provides customers with the ability to track the progress of development applications from lodgement through to decision. This online tool enables you to search, view and print property information, mapping and the district planning schemes.

Development Explorer

Development Explorer is a mapping solution providing access to development applications for properly made applications lodged from 1 February 2016. Filter and search based on application types and access application documents.

Access both PD Online and Development Explorer through the Building and Development area of Council's website.

Telephone

Council's Planning team can answer simple questions over the phone, for example whether you need a development application, what information you need to include with your application, what fees may apply and what you can expect during the process.

Request for written information

If you are intending to lodge a development application with Council, you can request written advice on matters including:

- site-specific planning interpretation (eg category of development and assessment)
- confirmation of applicable codes the potential application will be assessed against
- responses to specific questions you have about your potential application

Pre-Lodgement Meeting

Council offers a free pre-lodgement meeting service where applicants can meet with a Council officer to discuss complex proposals. These meetings can help to identify and address potential issues for a development proposal before you lodge it.

Meetings are usually scheduled within ten days of the request and can take place in person or virtually.

Before attending the meeting, you will be asked to provide all relevant information so the Planning team can be well prepared to provide advice in the meeting.

It's important to remember that although Council can assist you through the process, it is generally recommended to engage an industry expert or consultant to help with complex applications.

More information or help



www.moretonbay.qld.gov.au/ Services/Building-Development



3205 0555



mbrc@moretonbay.qld.gov.au



Moreton Bay Jobs Platform Key to Recovery

Moreton Bay Jobs is an employment website that links businesses in the Region looking for staff with local job seekers. It's an initiative of Regional Development Australia (RDA) Moreton Bay, launched in January 2019, and Director Nette Griggs says more people are using it now than ever before.

"The number of people visiting the Moreton Bay Jobs website has increased by nearly 300% since April 2020 and the platform has gathered a Facebook following of over 20,000. It's not even 18 months old and these numbers are already impressive. You can see the trajectory has been increasing consistently," Nette says.

"Much of the increase is new people looking at it. They're unemployed people but also people looking for opportunities in the region."

Moreton Bay Jobs is a free service for job seekers and employers. Businesses can upload vacant positions and job seekers can apply via the website. There are instructional videos, for both parties, to make the whole process quick and easy.

The Moreton Bay Jobs team also searches for and manually uploads jobs they see advertised for positions in the region. This has been a way to increase the "critical mass" of jobs available to stimulate organic growth of positions available and job seekers searching.

Moreton Bay Jobs offer a full range of positions from unskilled and entry-level jobs to professional positions. Moreton Bay Regional Council also advertise vacancies on the site.

Big companies are looking for people and have been advertising right across the state. As a result, Moreton Bay Jobs has relaxed its search boundaries, so these positions can be included. It now includes jobs just to the south of the Region and just to the north.

"We want to help people get jobs and want to assist employers to find quality people in our region. We also want to see people find a career and a career path," Nette says.

Employ Locals Using Moreton Bay Jobs

- 1. Post local job vacancies on moretonbayjobs.com.au
- **2.** The vacancy will be posted to the Moreton Bay Jobs Facebook and Instagram channels
- 3. Jobseekers can apply for the vacancy via the website
- 4. Elect to have applications emailed directly to your inbox
- **5.** View all applications on your dashboard on the website

For more information or to view or upload a vacancy, visit **moretonbayjobs.com.au** or **facebook.com/moretonbayjobs**



Regional Development Australia (RDA) is a national network of 55 communities made up of local leaders who work with all levels of government, business and community groups to support the economic development of their regions. RDA Moreton Bay is focused on promoting business and jobs growth, collaboration, innovation, international trade and entrepreneurship.

How can we support your business?

- Identify and assist access to government grants
- Connect to government agencies and programs
- A free jobs platform connecting local employers with local job seekers
- Practical assistance for businesses in our Region in achieving and maintaining sustainability
- Provide business and regional data and information
- A directory of supply chain businesses in the region

Visit www.rdamoretonbay.org.au for more information



When times got tough, Moreton Bay Region got tougher

It was the war cry of a Region that wouldn't say die, no matter how hard the fight.

The Moreton Bay Tough campaign was a call to arms launched in early April 2020 by Moreton Bay Region Industry & Tourism (MBRIT) and Moreton Bay Regional Council, in partnership with 17 of the region's biggest businesses.

When the COVID-19 global pandemic struck, it had unprecedented impacts on the world, including Moreton Bay Region and the financial pressures of the crisis were felt by local families and business like neverbefore.

However, in the face of the crisis, the region and its locals demonstrated grit, determination and innovation – giving Moreton Bay a glimmer of hope in what was a dark, difficult time.

Times were tough, but Moreton Bay Region was tougher!

Businesses and organisations across the Moreton Bay Region were forced to adapt to ever-changing trading conditions to survive and thrive. By being forced to think outside the square, many businesses fought hard to keep their doors open and their employees in a job – and those businesses deserved to be celebrated.

In this spirit, the Moreton Bay Tough campaign was launched to promote stories of innovation, resilience and community spirit, and to inspire more to do the same.

The campaign launched Moreton Bay Tough's website and Moreton Bay Tough Facebook group, sharing heart-warming tales of community-spirit, creative business ideas, stories of resilience, mateship, collaboration and some good old fashion kindness.

Businesses, organisations and the community as a whole got behind the Moreton Bay Tough movement by pledging their support online, joining the conversation on social media and the most important thing the community did – support local, think local and shop local.

Tough times bring out the best.

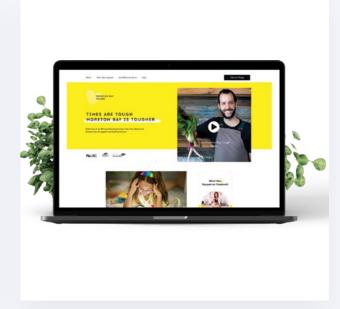
Visit moretonbaytough.com.au to read about how businesses and community groups across the Moreton Bay Region were forced to pivot and adapt to ever-changing trading conditions to survive and thrive

Keγ Campaign Activities

- ✓ Launch of Moreton Bay Tough website
- ✓ Outdoor billboard campaign
- ✓ Social media advertising campaign
- ✓ Moreton Bay Tough video
- ✓ Moreton Life takeover
- ✓ Print advertising campaign
- Radio campaign







Proudly Supported By:







































Moreton Bay Reminds SEQ it's just minutes away

A major new tourism campaign has reminded South East Queenslanders that their perfect holiday destination is just minutes away, in Moreton Bay.

Moreton Bay Region Industry & Tourism (MBRIT) is spearheading the campaign, in partnership with Moreton Bay Regional Council, in a bid to stimulate the region's tourism economy.

MBRIT CEO Shane Newcombe says the delivery of this muchneeded destination campaign and ongoing partnership with Council is key to supporting the economic recovery of the region.

"Tourism is worth more than \$1 billion to our economy and drive tourism is the most important component of that," Mr Newcombe explains.

"Through our partnership with Council, in early July we launched Moreton Bay, Minutes Away, our \$240,000 destination campaign aimed at supporting the businesses hit hardest by COVID-related closures including our local tourism, retail and hospitality businesses.

"The sliding-doors aesthetic to this campaign is deliberately unique to cut through the influx of destination and airline marketing.

"Our message is a bit tongue-in-cheek, ambitiously encouraging South East Queenslanders to trade those cheap plane tickets and lengthy travel journeys, for a convenient holiday to Moreton Bay, where the road-trip is part of the fun.

"Don't waste a day travelling, when just minutes from your front door is a world-class holiday experience in Moreton Bay!"

Mayor Peter Flannery said the Moreton Bay, Minutes Away campaign would encourage every South East Queenslander jumping in their car to point the steering wheel towards Moreton Bay Region.

"Drive tourism has always been our region's strength and we saw an influx of visitors to the region when the 50km radius restriction came into play back in April," Mayor Flannery said.

"This campaign will showcase our diversity of attractions to entice our regulars as well as new tourists to discover the hidden gems around Moreton Bay Region - like our pristine beaches and stunning national parks, an abundance of fresh local produce from the bay to the farms, and a range of incredible tours and experiences to suit every traveller.

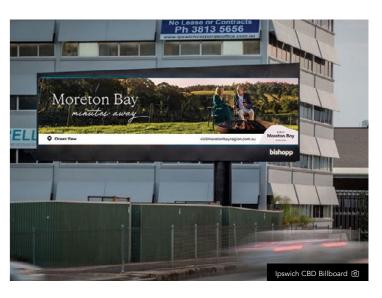
Now is the time to remind our drive market that their next long-weekend or quick getaway is only minutes away from their front door.

"Getting tourism back on track is one of the best ways to get our economy back on track, so Council has enthusiastically partnered with MBRIT on this campaign."

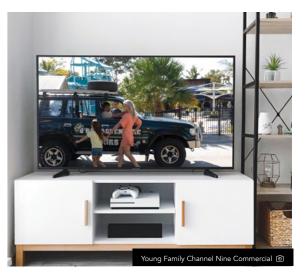
Moreton Bay, Minutes Away campaign will run across television, billboards, print, digital and social media, focusing on driving visitation to its relaunched Visit Moreton Bay Region website.

With personalised itineraries at the core of the website relaunch, the new user experience will encourage potential visitors to search for travel inspiration based on their preferences.









Key Activities

- ✓ Television commericals across Nine Network
- ✓ Outdoor billboard campaign across North Brisbane, Brisbane CBD, Ipswich and Toowoomba
- ✓ Demographic-based Social Media video campaign running on Facebook and Instagram
- ✓ A relaunch of destination website, including personalised guidance and itineraries
- ✓ An audit of current visitor experiences, included updated imagery and content for local tourism operators

Campaign Goals

1.

Brand position to convey destination that is convenient for day trips and overnight stays

-3

Maximise audience market share over other destinations

5.

Inclusion and promotion of itineraries and guides to encourage dispersal across region 2

Showcase high-value food and beverage offering as a visitor experience

4.

Bookings for accommodation providers, tours and experiences

6.

Increase traffic and engagement with Visit Moreton Bay Region digital platforms

Discover Moreton Bay, Your Way – visitmoretonbayregion.com.au

Moreton Bay Regional Council **Economic Update**



Business Moreton Bay Region is the official digital resource centre, tasked with empowering the region's businesses and leaders by providing free and easy-to-access updates, communications and resources.

The website is tailored to support businesses in all stages of their lifecycle with information and resources specific to the five stages including: intending, starting, running, growing and finally selling/closing a business in Moreton Bay Region.

Stay in the loop by subscribing today at businessmoretonbayregion.com.au









Keep up to date with the latest local, state and federal news and announcements Discover local training and professional development opportunities and resources

Connect with key stakeholders and networks in the region

Engage and secure tickets to a diverse calendar of business events

Key Projects

Business Support Module Series

From July 2020, Business Moreton Bay Region in collaboration with Moreton Bay Regional Council, Regional Development Australia – Moreton Bay, and Innovate Moreton Bay has launched a series of free business support modules available online.

Developed as a COVID-19 recovery support program, over 90 modules have been launched to assist business owners and leaders to develop and grow their business across all stages of its lifecycle, along with their personal knowledge and skills.

Support modules will consist of informative videos delivered by industry experts, downloadable resources, and transcripts that can be accessed online. Modules will also be available via podcast to allow listeners to access at their leisure.

Module topics will include:

- Basic business finance and accounting
- Grants and funding

- Building a sustainable business

+ Many more

Business marketingSocial media tips

- Cybersecurity and protection
- Managing your staff
- Strategic business planning
- Public speaking

An initial 'Business Recovery Series' will be available from late-July 2020 to help businesses in their recovery from COVID-19.

Further modules will be a released throughout August and September 2020.

For more information and to view these modules visit businessmoretonbayregion.com.au

Business Workshops

Small business owners, their staff and working professionals are strongly encouraged to take advantage of the free and low-cost opportunities to take their business knowledge and skills to the next level.

What business workshop topics can you expect to see in 2020:

- Basics of Google My Business

- Digital marketing ROI

- Marketing on a shoestring budget

- How to build a profitable, environmental-friendly-business

- How to pitch like a pro

+ Many more



Can't attend a workshop?

Business Moreton Bay Region presented workshops are all livestreamed, recorded and available to watch online at a time that is convenient to you. Download the full workshops calendar and preview our library of recorded workshops at <u>businessmoretonbayregion.com.au</u>

Business workshops are proudly presented by Business Moreton Bay Region, Regional Development Australia Moreton Bay and Innovate Moreton Bay, and supported by Moreton Bay Regional Council.

Business Events

Business Moreton Bay Region hosts and promotes an extensive range of world-class business events, networking and professional development opportunities.

View the full calendar of events and secure your tickets online at businessmoretonbayregion.com.au

Business Networking Lunch with Ita Buttrose

Date – Tuesday 27 October

Venue - Grand Ballroom, Eatons Hill Hotel

This very special business lunch event will feature legendary media trailblazer, businesswoman, best-selling author, committed community and welfare contributor and former Australian of the Year, Ita Buttrose. Guests will enjoy a keynote delivered by Ita Buttrose, two course lunch with drinks and access to the exclusive networking function.



2020 Recovery Moreton Bay Region Business and Jobs Expo

Date - Thusday 29 October

Venue – The Hope Centre, 18 Buchanan St, Rothwell 4022

The 2020 Recovery Moreton Bay Region Business and Jobs Expo will provide a platform for local businesses to network, learn and, of course, generate business. In a region first, the expanded program will include the Moreton Bay Jobs Expo and Innovate Precinct, offering guests access to presentations and workshops all designed to help them grow their business.

Thanks to the partnership with Moreton Bay Regional Council, there are a limited number of subsidised stands available to local businesses that have been financially impacted by shutdown restrictions. To learn more and apply visit businessmoretonbayregion.com.au



Moreton Bay

Innovate Moreton Bay is a program with a tailored approach to connect local efforts, harnessing existing strengths and building regional capability within the innovation ecosystem. Innovate Moreton Bay is focused on positioning the region as the location of choice for entrepreneurs, innovators, exporters and investors.

Backed by Advance Queensland's Advancing Regional Innovation Program (ARIP), the intention is to build networks of innovative communities across the state that reflect the diversity of the innovation ecosystem that draws people together while boosting grassroot activities to support local economies to create jobs for regional Queenslanders and aims to turn regions into hubs for innovation and enterprise.

For more information on any of the below key projects and initiatives visit innovatemoretonbay.com.au



USC Research Project

Innovate Moreton Bay, supported by Advance Queensland's Advancing Regional Innovation Program (ARIP), and its key partners have implemented various initiatives from 2018 to 2020 to stimulate the local innovation ecosystem and turn the Region into a hub for innovation and enterprise. This research project therefore analyses entrepreneurial activity within Moreton by:

- Identifying support connection points (nodes) for entrepreneurs and founders by developing a visual Moreton Bay innovation ecosystem map, which shows active nodes providing support to entrepreneurs and local small business owners
- Inspiring readers through showcasing how Innovate Moreton Bay supported educational initiatives to develop entrepreneurial skills among the youth, based on an experiential entrepreneurship model
- Engaging the local business community through focus groups to determine owner/mangers perceptions of the business support available, its usefulness and how digital trends influence their industries and businesses
- Assess and provide recommendations to strengthen and develop Moreton Bay's innovation and entrepreneurship ecosystem



Business Resilience Webinar Series

In partnership with USC, Innovate Moreton Bay has developed a 3-part Business Resilience Webinar Series. Videos are available to view online.

Part 1 -

Moreton Bay Business Community: A principled approach

Part 2 -

The Entrepreneurial Community: Who is part of it, why it matters, and what's my role

Part 3 -

Business Resilience in the Moreton Bay Region



Podcast Series

Innovate Moreton Bay launched a podcast series in which presenters chat with strategic program partners, founders and entrepreneurs within the Moreton Bay innovation ecosystem.

Find out more about Innovate Moreton Bay's podcast series by visiting www.innovatemoretonbay.com.au/blog/podcast



Monthly Social Catchup

Innovate Moreton Bay hosts a monthly social catch-up on the third Wednesday of each month from 3pm – 5pm at North Lakes Sports Club. This is a perfect environment for anyone looking to connect with likeminded entrepreneurs, startups, business owners and investors operating within the region

Innovate Moreton Bay is supported by the following Program Partners:

























25

Moreton Bay Regional Council **Economic Update**Moreton Bay Regional Council **Economic Update**

BUSINESS WORKSHOP CALENDAR

AUGUST

04

TUESDAY

HOW TO BUILD A SUSTAINABLE ENVIRONMENT-FRIENDLY BUSINESS - PART 1

9.00am - 11.00am

05 WEDNESDAY

10.00am - 11.00am

BUDGET MARKETING ON A SHOESTRING

11

18

KNOWING YOUR NUMBER: MARKETING ROI

3.00pm - 4.00pm

17

MONDAY

RETHINKING YOUR WORKFORCE

10.00am - 11.00am

THURSDAY

TUESDAY

HOW TO PITCH LIKE

10.00am - 11.30am

A PRO

25

FRIDAY

HOW TO BUILD A SUSTAINABLE ENVIRONMENT-FRIENDLY BUSINESS - PART 2 9.00am - 10.00am

SEPTEMBER

01

TUESDAY

MENTAL HEALTH **AWARENESS**

9.30am - 10.30am

03

THURSDAY

ANALYTICS 101

10.00am - 11.00am

10

GEO-FENCING - A NEW MARKETING FRONTIER

10.00am - 11.00am THURSDAY

17

THURSDAY

10.00am - 11.00am

ADAPTING TO CHANGE

WEDNESDAY

02

WEDNESDAY

THE IMPORTANCE OF HAVING A MARKETING PLAN AND **HOW TO WRITE ONE**

3.00pm - 4.00pm

09

WEDNESDAY

HOW TO BUILD A BRAND (BASIC TIPS, DOS AND DONTS)

10.00am - 11.00am

16 WEDNESDAY **LINKEDIN - YOUR SECRET BUSINESS** WEAPON

30

WHAT ELEMENTS ARE MISSING **IN YOUR BUSINESS**

1.00pm - 2.00pm

FOR THE FULL PROGRAM OR TO REGISTER **VISIT BUSINESSMORETONBAYREGION.COM.AU**









BUSINESS WORKSHOP **CALENDAR**

OCTOBER

06

TUESDAY

LEADING THROUGH STRESSFUL TIMES

9.00am - 1.00pm

08

THURSDAY

HOW TO DEVELOP A DIGITAL MARKETING STRATEGY

10.00am - 11.00am

14

WEDNESDAY

FACEBOOK MESSENGER MARKETING

3.00pm - 4.00pm

13

TUESDAY

MONDAY

19

80

THURSDAY

STRATEGIES TO ENHANCE YOUR RESILIENCE

9.30am - 11.30am

10.00am - 11.00am

KEY ELEMENTS TO A SUCCESSFUL

WEBSITE (DIY VS EXTERNAL)

PROTECT YOUR BUSINESS AND

KEEP YOUR CUSTOMERS LOYAL

11.00am - 12.00pm

22

HOW TO FIND A MENTOR AND WHY A MENTOR CAN BENEFIT YOU

THURSDAY

10.00am - 11.00am









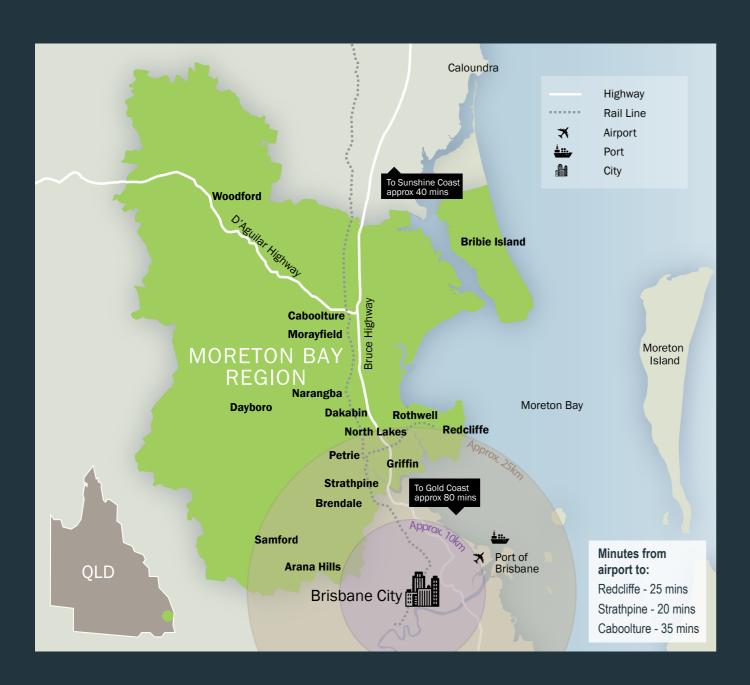








REGIONAL SNAPSHOT



Economy

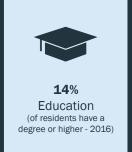
Our Region is a diverse economy and a hive of opportunity. The local areas are hubs of innovation and industry, and home to an existing skilled labour force.











Resident Workforce

The Region is home to leading manufacturers in construction, machinery, agribusiness and beyond. Moreton Bay currently provides access to local jobs for 63% of working residents.













Property

Significant property development and land release will continue to create demand for businesses wanting to establish a base to service local, state, national and international markets.

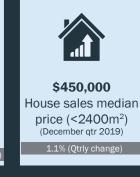












For sources and acknowledgements please refer to the inside cover.

^{*} Year ending March 2020.

Regional Profiles

	Caboolture	Redcliffe ⁺	North Lakes
Economy			
Population as of 30 June 2019	75,000 Avg annual growth rate 2.4%	63,000 Avg annual growth rate 0.9%	87,600 Avg annual growth rate 6.2%
Median age	33.7 years	45.9 years	31.8 years
Number local jobs	24,610	19,870	16,660
Gross revenue generated	\$6,890 million	\$5,480 million	\$4,690 million
Education (bachelor or higher - 2016)	8%	13%	16%
3+ Vehicle Households	22%	15%	17%
Daily Vehicle Movements	33,000 Morayfield Road (2018)	19,800 Anzac Avenue (2017)	49,600 Anzac Avenue (2018)
Daily Train Patronage	2,006 Caboolture Station	1,161 Kippa-Ring Station	1,050 Mango Hill Station
Daily Bus Patronage	798 Caboolture Station	595 Kippa-Ring Station	763 North Lakes Central Station
Resident Workforce			
Employment Rate	89%	93%	94%
Weekly Personal Income (2016)	\$560	\$600	\$750
Resident labour force	32,700	27,900	46,600
Most common employment by industry	Health care and social assistance (3,460)	Health care and social assistance (3,700)	Health care and social assistance (4,600)
Most common occupation	Labourers (4,580)	Professionals (4,030)	Professionals (5,740)
Businesses with turnover greater than \$2M	281 +24% (30 June 2017-2019)	252 +11% (30 June 2017-2019)	138 +19% (30 June 2017-2019)
Property			
Average residential sale price	\$349,500	\$448,000	\$426,000
Median sale price of new houses	\$385,000	\$528,000	\$525,000
Median sale price of residential vacant land	\$197,000	\$324,900	\$287,000
Average advertised sale price - industrial (\$/m²)	\$1,730	\$1,580	\$2,200
Zoned for Industry Use / Vacant Industrial Land	804 ha / 690 ha	96 ha / 16 ha	180 ha / 116 ha
Average advertised sale price – retail (\$/m²)	\$2,620	\$2,870	\$3,720
Zoned for Centre Use / Vacant Centre Land	115 ha / 13 ha	100 ha / 15 ha	202 ha / 109 ha
Total existing Retail Building Footprint in Centre Zone	316,480m²	210,000m ²	198,490m²
Average advertised sale price – commercial (\$/m²)	\$3,320	\$2,070	\$2,850

	Strathpine	Brendale	Petrie
Economy			
Population as of 30 June 2019	39,600 Avg annual growth rate 0.8%	13,500 Avg annual growth rate 2.1%	8,900 Avg annual growth rate -0.1%
Median age	36.1 years	36 years	37.2 years
Number local jobs	21,630	15,450	1,830
Gross revenue generated	\$7,220 million	\$5,720 million	\$440 million
Education (bachelor or higher - 2016)	12%	11%	16%
3+ Vehicle Households	20%	18%	21%
Daily Vehicle Movements	36,900 Gympie Road (2018)	24,700 South Pine Road (2017)	28,500 Anzac Avenue (2018)
Daily Train Patronage	1,358 Strathpine Station	1,358 Strathpine Station	1,947 Petrie Station
Daily Bus Patronage	524 Strathpine Station	27 Services for the Brendale Industrial Precinct	254 Petrie Station
Resident Workforce			
Employment Rate	90%	87%	93%
Weekly Personal Income (2016)	\$670	\$640	\$730
Resident labour force	21,500	7,100	5,200
Most common employment by industry	Health care and social assistance (2,300)	Health care and social assistance (760)	Health care and social assistance (550)
Most common occupation	Clerical and administrative (2,980)	Clerical and administrative (950)	Clerical and administrative (770)
Businesses with turnover greater than \$2M	355 +13% (30 June 2017-2019)	294 +16% (30 June 2017-2019)	15 +25% (30 June 2017-2019)
Property			
Average residential sale price	\$420,000	\$412,500	\$430,000
Median sale price of new houses	\$497,500	\$498,500	\$440,500
Median sale price of residential vacant land	\$290,000	N/A	N/A
Average advertised sale price - industrial (\$/m²)	\$1,700	\$1,840	N/A
Zoned for Industry Use / Vacant Industrial Land	515 ha / 203 ha	471 ha / 195 ha	N/A
Average advertised sale price – retail (\$/m²)	\$2,800	\$2,840	\$2,250
Zoned for Centre Use / Vacant Centre Land	165 ha /74 ha	66 ha / 7 ha	74 ha / 66 ha
Total existing Retail Building Footprint in Centre Zone	152,020m²	N/A	12,020m²
Average advertised sale price – commercial (\$/m²)	\$2,800	\$2,630	\$2,420



2020 RECOVERY

MORETON BAY REGION BUSINESS & JOBS EXPO

THURSDAY 29 OCTOBER

EXPANDED PROGRAM INCLUDES

- Huge networking and business development opportunities
- Business expert presentations
- Employment workshops

- Innovate Precinct panel presentations and workshops
- ✓ Moreton Bay Regional Council presentations

Fully and partially subsidised stands available

Applications close August 31 - Apply today at www.smallbusinessexpos.com.au









