A PROGRESSIVE ECONOMY

THE MORETON BAY REGION
Regional Economic Development Strategy
2020-41

The next 20 years will see a reduction in reliance on population-driven industries and focus on high value-adding industries, exports, and innovation, while balancing the lifestyle that locals expect.

Goals for a progressive economy

$40 billion economy by 2041

BIGGER
$40 billion economy

BOLDER
100,000 new jobs

BRIGHTER
Top 10 Regional Innovation Hub

Our strategy

1. Leadership and identity
- Demonstrate strong leadership and collaboration across government, industry and community
- Coordinate an advocacy program
- Cultivate community leaders
- Develop a business responsive culture
- Develop a recognised regional business identity

2. Industry advancement
- Build local business capacity
- Support business retention and expansion
- Encourage B2B connections
- Create pathways to employment through coordinated workforce development
- Maximise expenditure locally

3. Trade and investment
- Assertively pursue region-building projects
- Market and promote the region as a business and visitor destination
- Facilitate business investment into the region

4. Knowledge, innovation and entrepreneurship
- Support the local innovation ecosystem
- Establish an entrepreneurial hub
- Develop the entrepreneurial capabilities of 18-30-year-old residents
- Develop a reputation for entrepreneurship and innovation

Priority industries

Advanced manufacturing
Food and agribusiness
Knowledge, innovation and entrepreneurship
Tourism, sport and major events

moretonbay.qld.gov.au/REDS
### Aspirational goals program and impact focus areas

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<thead>
<tr>
<th>GOALS</th>
<th>BIGGER $40 billion economy</th>
<th>BOLDER 100,000 new jobs</th>
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</thead>
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| PROGRAM AREAS | • Advocacy plan  
• Business responsiveness  
• Competitive regional business identity  
• Regional investment prospectus and investment attraction  
• Destination marketing | • Local business capacity and capability  
• Business retention and expansion  
• Buy local opportunities  
• Business marketing and business development  
• Business to business connections | • Entrepreneurialism  
• Business mentoring  
• Business engagement  
• Knowledge- based industry attraction  
• Business access to State and Federal funding, programs and awards |
| TRACKING OUR PROGRESS | • Gross Regional Product (GRP)  
• Reduced loss of existing local jobs  
• Additional new capital expenditure  
• Increase in media reach and positive sentiment  
• Increased visitor yield | • Lower unemployment rates  
• More new local jobs created  
• Increased retention of talent  
• Increased employment self-containment  
• Net increase in business numbers  
• Decrease in total domestic imports | • Strengthened regional innovation  
• More business start-ups  
• Increased worker productivity  
• Increase in business recognition: locally, nationally and internationally  
• Increased regional profile for innovation |