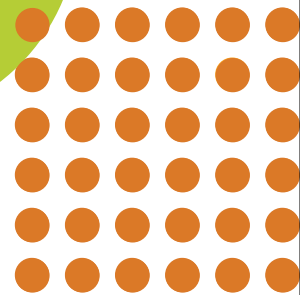
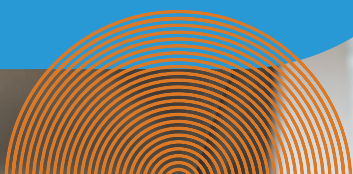


Our Progressive Economy



USC student.



Our Goal:

By 2033, our Moreton Bay will have a progressive and robust economy that capitalises on its unique competitive advantages, partnerships and technology.

Snapshot

A snapshot of our economy today



\$17.7 billion

local economy
(NIEIR 2020)



29,945

local businesses
(ABR 2021)



139,819

local jobs
(NIEIR 2020)



Largest industry (by employment) is health care and social assistance with 22,178 people employed, followed by retail trade (19,244), construction (18,254), education and training (18,561) and accommodation and food services (13,561)
(NIEIR 2020)



\$50,627

median personal income (excluding Government pensions and allowances) compared to the national average \$51,389
(ABS 2019)



4.1 million

day and overnight visitors each year, generating \$949 million in local economic activity
(TRA 2019)



Major events sponsored by council is driving tourism recovery and additional economic activity



80%

of local jobs are filled by local residents (employment self-sufficiency)
(NIEIR 2020)



60%

of local residents have a post-school qualification, with 52% of these having a diploma or higher degree
(ABS 2016)

Key services we deliver

- Local Business Support
- Investment Attraction
- Major Project and Opportunity Identification
- Major Event Attraction
- Commercial Leasing
- International Relations
- Strategic Industry Partnerships
- Digital Industry Transformation
- Trade Connections

What we want to achieve together

Our outcomes

- 01 We have a thriving local economy that builds our business reputation and supports our investment credentials.
- 02 We provide a supportive environment to grow local businesses, industry and jobs and help them realise opportunities in the circular economy.
- 03 We are a top 10 Australian regional knowledge and innovation hub.
- 04 We are nationally recognised as the engine room of the South East Queensland (SEQ) economy.
- 05 We are a key contributor to achieving State significant projects such as the 2032 Brisbane Olympics and Paralympics.
- 06 We have strong industry leadership and collaboration that harness our collective strength.

Our focus for the next five years

Our strategy and key plans

- **Economic Development Strategy** - Continue to deliver our Regional Economic Development Strategy (known as the REDS) to guide the achievement of our aspirations for a progressive economy over the next 20 years and beyond and set a framework for driving sustainable industry and business growth and job generation creating a bigger, bolder, brighter future for our communities.
- **Trade and Investment Plan** - Develop and deliver a new Trade and Investment Plan to establish a trade and investment profile and investment framework, including the information, advice and services to businesses, industry and governments that will be delivered to progress our Moreton Bay's economic interests.
- **Food and Agribusiness Plan** - Develop and deliver a new Food and Agribusiness Plan to develop programs and resources to address challenges, opportunities and global trends in order to strengthen the industry's position and to capitalise on opportunities for growth.
- **Advanced Manufacturing Plan** - Develop and deliver a new Advanced Manufacturing Plan to develop programs and resources to address challenges, opportunities and global trends in order to strengthen the industry's position and to capitalise on opportunities for growth.
- **Major Events and Sports Plan** - Develop and deliver a new Major Events and Sports Plan to develop programs and resources to address challenges, opportunities and global trends in order to strengthen the industry's position and to capitalise on opportunities for growth.
- **Tourism Opportunities Plan** - Develop and deliver a new tourism plan to address challenges, opportunities and global trends in order to strengthen the industry's position and to capitalise on opportunities for growth.
- **Knowledge, Innovation and Entrepreneurship Plan** - Develop and deliver a new Knowledge, Innovation and Entrepreneurship Plan to develop programs and resources to address challenges, opportunities and global trends in order to strengthen the industry's position and to capitalise on opportunities for growth.



Our key initiatives

Growing Local Industry

Support key industry sector growth through capacity building, coordinated workforce development and strengthening business-to-business (B2B) connections.

Securing Infrastructure

Support the delivery of region building projects including The Mill at Moreton Bay, SEQ Northern Freight Terminal, Wamuran Irrigation Scheme, North Harbour Priority Development Area, and Scarborough Harbour Masterplan through evidence-based advocacy and policy design to realise infrastructure and business investment and contribute to the REDS goals.

Investment Attraction Opportunities

Grow inward trade and investment and our Moreton Bay's reputation as a desirable business and investment destination through targeted investment attraction campaigns, sound business friendly processes and improved digital infrastructure, with a focus on knowledge-based industries.

Knowledge and Innovation Hub

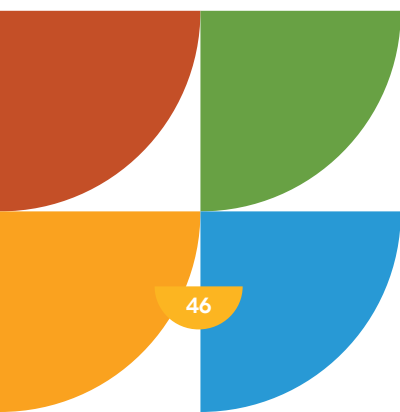
Establish an entrepreneurial hub targeted at businesses with high growth ambitions and foster local entrepreneurial capabilities by enhancing and supporting our existing local innovation ecosystem and enhancing a culture of innovation and entrepreneurship.

Embracing Shared Leadership

Cultivate and harness industry and community leadership to drive collaboration with and across government, streamline advocacy efforts and strengthen our Moreton Bay's business identity.

Leveraging the Olympics Opportunity

Position our Moreton Bay to play a key role in the lead up to and delivery of the 2032 Olympic and Paralympic Games by securing new sporting venues and tourism experiences and relevant industry development investment. Continue to support the attraction and delivery of key festivals and major events to build the reputation of our Moreton Bay economy.



How we will know we succeeded

Our measures of success

- 01 Increased local business retention and attraction.
- 02 Increased major event attraction.
- 03 Increased inward investment.
- 04 Improved use of our assets to support the local economy.
- 05 Increased investment in region building projects.
- 06 Achievement of top 10 ranking as a knowledge and innovation hub.
- 07 Strengthened regional business identity.
- 08 Increased attraction of our Moreton Bay as a tertiary study destination.

What our communities can do to contribute

Community contribution

- Support local businesses by attending local events, performances and experiences and buying locally wherever possible, #Backalocal.
- Plan a staycation to discover the hidden treasures and great adventures available within our Moreton Bay.
- Use #TeamMoretonBay and tell the world why you love living, working and playing in our Moreton Bay.

Business contribution

- If you are a business support #TeamMoretonBay by procuring locally, celebrating your successes publicly, and showcasing your excellent employees and their capability, so as to promote our credentials and raise the profile of your industry and our Moreton Bay.
- Become a state or national award winner enabling you to be an 'employer of choice' and help to attract and retain top talent, investment and jobs for our economy.
- Celebrate and showcase that you are located in our Moreton Bay rather than referencing a Brisbane North address.
- Invest locally, create and support local supply chains and employ local residents which are great ways to support our communities and our Moreton Bay as a whole.
- Join or feed your ideas into the Regional Economic Development Strategy Taskforce who provide advice and guidance to us on its implementation.