





Creating opportunities

Our vision is for a region of opportunity for all.

A place where:

- Residents, business and industry enjoy the benefits of a strong, growing and diverse economy.
- People of all ages have easy access to education and training opportunities.
- Housing and infrastructure supports our growing population and enhances our lifestyle.

Local jobs for residents

By 2021 our vibrant and sustainable business and industry sectors will be employing well-trained and suitably qualified local residents.

Currently there are approximately 78,000 jobs within the region.¹ As our region's population grows into the future, greater numbers of people will be looking for local jobs. Working close to home is more convenient for people and reduces the amount of time spent travelling to and from work. Latest information from the Australian Bureau of Statistics shows that 57 per cent of employed residents work outside the region and 43 per cent work within the region.²

Continued growth in business and commercial activity will provide more opportunities for people to work in the region. Specific growth opportunities have been identified in the following sectors:³

- Building product manufacturing.
- Machinery and equipment manufacturing.
- Food and beverage manufacturing.
- Professional services.
- Transport and logistics.

Residents will also benefit from easy access to relevant training and skill development opportunities. This will increase the likelihood that residents will secure local employment.

¹ Moreton Bay Regional Council (2009), *Redcliffe – Dakabin Corridor Skills Formation Strategy, Initial Research Report*, p. 15.

² Moreton Bay Regional Council (2010), *Economic Development Strategy Report*, p. 10.

³ Moreton Bay Regional Council (2010), *Economic Development Strategy Report*, p. 14.

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Continue to provide opportunities for local businesses to grow...

More localised employment centres to decrease the flow of commuters out of the region...

Provide high level education and learning opportunities for all age groups...

(Community survey responses, March 2011)

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Target 1

Increase the overall value of the regional economy

Measure:

- Gross Regional Product (size or net wealth generated by the regional economy)

Source:

- Moreton Bay Regional Council's economy.id publication⁴



Lead agencies:

- Industry and business
- Department of Employment, Economic Development and Innovation
- Regional Development Australia Moreton Bay
- Moreton Bay Regional Council
- Chambers of Commerce and business groups

Opportunities:⁶

- Strong projected population growth resulting in high demand for key industry sectors
- Proximity to major export infrastructure including ports and airports
- Diverse business and industry base
- Increase land supply for business and commercial purposes
- Investigate the potential for tourism to become a growth industry in the regional economy

Risks:⁵

- State of the domestic and overseas economies
- Varying demand for new industry and business sectors
- Availability of suitably qualified workers



First steps:

- Moreton Bay Regional Council's Economic Development Strategy

Baseline data:

- Headline gross regional product (size of the local economy before taxes and dividends) 2009/10: \$9,817M

Reporting progress:

- Report on headline gross regional product each year from Moreton Bay Regional Council's economy.id publication

⁴ This is Moreton Bay Regional Council's economic profile that describes the underlying economic structure of the local area and how it is performing.

⁵ Risks refer to community trends that may adversely affect progress towards community targets.

⁶ Opportunities refer to community trends that may assist in achieving progress towards community targets. Opportunities may also refer to benefits from the achievement of community targets.

Target 2

Increase the number of Moreton Bay Region residents working in the region

Measure:

- Self containment (the proportion of the regional workforce who are residents)

Source:

- Moreton Bay Regional Council's economy.id publication

Risks:

- Available job opportunities in the region



Baseline data:

- Self containment 2006: 43 per cent



Reporting progress:

- Report on self containment using census data sourced from Moreton Bay Regional Council's economy.id publication

Lead agencies:

- Industry and business
- Department of Employment, Economic Development and Innovation
- Australian Government Department of Education, Employment and Workplace Relations
- Moreton Bay Regional Council
- Regional Development Australia Moreton Bay

Opportunities:

- Strong projected population growth resulting in high demand for key industry sectors
- Diverse skilled labour force living in the region
- Regionalisation of State Government jobs
- Employment growth in the social services industry

First steps:

- Moreton Bay Regional Council's Economic Development Strategy



Target 3

Three out of four Moreton Bay Region residents will hold trade, training or tertiary qualifications⁷

Measure:

- Non-school education levels by age (proportion of 25-64 year olds with a Certificate III or higher)

Source:

- Australian Bureau of Statistics Census of Population and Housing

Risks:

- Availability of suitable education and training opportunities in the region
- The ageing of the population

Opportunities:

- Partnerships between industry and education
- Professional or working ambitions of residents
- Opportunities to continue studying beyond compulsory schooling



Reporting progress:

- Report on the level of qualification using census data sourced from Moreton Bay Regional Council's economy.id publication

Lead agencies:

- Department of Education and Training
- Australian Government Department of Education, Employment and Workplace Relations
- Queensland University of Technology - Caboolture campus
- Brisbane North Institute of TAFE - Caboolture and Redcliffe
- Australian Technical College - Scarborough

Baseline data:

- Proportion of 25-64 year olds with Certificate III or higher 2006: 43 per cent



First steps:⁸

- Moreton Bay Regional Council's Economic Development Strategy
- Career information and training referral services
- Industry engagement projects
- Training for the building and construction industry
- Supporting student literacy, numeracy and science outcomes
- Projects to improve participation in education and training

⁷ Adopted from Queensland Government, *Toward Q2: Tomorrow's Queensland 2020* 'Smart Target'.

⁸ With the exception of the Moreton Bay Regional Council's Economic Development Strategy, these first steps have been implemented by the State Government throughout Queensland as described in <http://www.towardq2.qld.gov.au/tomorrow/smart-qld/training-qual.aspx>

Well-planned growth

By 2021 our residents will live in places that maintain the balance between a sense of community, growth, environment and lifestyle.

We live in one of the fastest growing regions in Queensland. Over the next 10 years it is expected that the region's population will increase by approximately 20 per cent from 390,204 to an estimated 467,860 in 2021.⁹ Population growth is good for the region. It strengthens our business and commercial sectors which creates employment opportunities for local residents. Population growth also presents challenges. It increases demand for housing and infrastructure and puts pressure on the natural environment. Effective planning by all levels of government, business and the development industry will enable us to maximise the benefits, and respond to the challenges of population growth.

Effective planning for population growth is about aspiring to achieve the following:

- Diverse urban, rural and coastal places.
- A network of healthy and resilient natural areas.
- A vibrant, sustainable and knowledge-driven economy that attracts investment.
- Many valuable employment and business opportunities for residents to choose from without having to travel outside the region.
- Productive and economically viable rural areas.
- Well-designed and responsive infrastructure networks.

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A place that is sustainably managed balancing the growth of the area with strong environmental outcomes.

Infrastructure to match the pace of growth in the area....

(Community survey responses, March 2011)

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Effective planning for population growth also includes:

- Built form that is well designed, functional and safe while existing development is progressively adapting to reflect our climate and lifestyles.
- Communities with places that create opportunities for participation in community life.
- Residents with improved access to facilities that support healthy lifestyles and life-long learning.
- All modes of transport provide for people, goods and services to move within and between our suburbs, towns and villages using an integrated and responsive transport system.



⁹ OESR (May 2011), Population and Housing Profile – Moreton Bay Regional Council.

Target 4

Promote affordable living and diversity of housing choice

Measure:

- Mortgage stress (low income households¹⁰ paying more than 30 per cent of income on mortgage repayments)¹¹
- Rental stress (low income households paying more than 30 per cent of income on rent)¹²
- Dwelling approvals by type (houses, units and townhouses)
- Standard lot registrations by size

Source:

- Moreton Bay Regional Council's atlas.id publication¹³
- Office of Economic and Statistical Research (residential land and dwelling activity profile)

Baseline data:

- In 2006 8.7 per cent of households purchasing their dwellings experienced mortgage stress
- In 2006 30.7 per cent of households renting experienced rental stress
- Dwelling approvals by type (houses) 2010: 2,053 (61 per cent of total)
- Dwelling approvals by type (units) 2010: 490 (14 per cent of total)
- Dwelling approvals by type (townhouses) 2010: 832 (25 per cent of total)
- Standard lot registration by size (140m² to 450m²) 2010:¹⁴ 1,003 (36 per cent)

First steps:

- Standard maximum infrastructure charges commencing 1 July 2011
- Preparing the new region-wide planning scheme
- Preparing local area plans

Lead agencies:

- Australian Government Department of Families, Housing, Community Services and Indigenous Affairs (Housing Affordability Fund)
- Development Industry (Urban Development Institute of Australia)
- Moreton Bay Regional Council
- Moreton Bay Regional Housing and Homelessness Network

Risks:

- Increased development costs
- Land supply does not meet growing demand
- Cost of living increases
- Availability and capacity of essential infrastructure
- Increased mortgage and rental stress for low income households

Opportunities:

- Provision of a greater diversity in dwelling types and sizes
- Infill and new development can be created around public transport corridors and activity centres

Reporting progress:

- Report on mortgage/rental stress using census data sourced from Moreton Bay Regional Council's atlas.id publication
- Report on dwelling approvals by type and lot sizes using data sourced from the Office of Economic and Statistical Research (residential land and dwelling activity profile)

¹⁰ Low income households are defined as households in the lowest 40% of equivalised incomes (income adjusted using equivalence factors to remove the effect of household size on income) across Australia. For more information on the use of equivalised income, please see the ABS Census Dictionary (2901.0).

¹¹ National Centre for Social and Economic Modelling.

¹² National Centre for Social and Economic Modelling.

¹³ The community atlas website includes key socio-demographic characteristics for the Moreton Bay Regional Council area based on data from the Census of Population and Housing (Australian Bureau of Statistics).

¹⁴ Predominant lot size for Moreton Bay Regional Council in 2010 - other lot sizes will be reported as per the categories outlined in the Office of Economic and Statistical Research (residential land and dwelling activity profile).

Target 5

Improve regional planning and development outcomes

Measure:

- Progress towards the completion of a region-wide planning scheme
- Moreton Bay Regional Council's Community Attitude Survey

New question:

How would you rate Council's performance in the standard of planning and development outcomes for the region?

Source:

- Moreton Bay Regional Council's planning and development information
- Moreton Bay Regional Council's Community Attitude Survey

Lead agencies:

- Moreton Bay Regional Council



Risks:

- Liveability is adversely affected in communities that are not well planned
- Unplanned growth puts pressure on transport, energy and the environment

First steps:

- Develop a region-wide strategic framework
- Develop and implement an approved program of local area plans/master plans across the region
- Develop a region-wide planning scheme and consistent development provisions

Baseline data:

- Regional planning scheme consolidation project initiated July 2011
- Moreton Bay Regional Council's Community Attitude Survey: *Baseline data to be sourced from the next survey*

Opportunities:

- Creates economic growth
- Provides appropriate locations for government investment in public transport, health, education and other community facilities
- Integrates land use and transport to support walking, cycling and public transport
- New and existing communities can become more resilient to climate change
- Work in partnership with State agencies to ensure that sustainable water use and air quality is considered when planning for population growth and new communities
- Community engagement in developing the region-wide planning scheme

Reporting progress:

- Report on the progress of the regional planning scheme consolidation project in Moreton Bay Regional Council's Operational Plan
- Report on survey results each time the Community Attitude Survey is conducted

Target 6

Aim for new dwelling targets as stated in the South East Queensland Regional Plan

Measure:

- Number of new dwellings through infill and redevelopment per year
- Number of new dwellings through other development per year¹⁵

Source:

- Department of Local Government and Planning Growth Management Program

Risks:

- Infill and redevelopment is not consistent with the existing local area
- Market conditions adversely affect dwelling approvals



Baseline data:

- South East Queensland Growth Management Program Annual Report 2010, new infill dwelling approvals (1 July 2006 to 30 June 2010): 2,412 per year
- South East Queensland Growth Management Program Annual Report 2010, all new dwelling approvals less all new infill dwelling approvals (1 July 2006 to 30 June 2010): 1,718 per year

Lead agencies:

- Department of Local Government and Planning
- Moreton Bay Regional Council

Opportunities:

- Infill and redevelopment reduces the extent of urban sprawl over time
- Maximises the use of land and services
- Masterplanning of new greenfield developments



First steps:

- Narangba East local area development plan
- Moreton Bay rail corridor
- Caboolture West development

Reporting progress:

- Report against requirements of the South East Queensland Regional Plan:¹⁶
- 1,400 annual infill additional dwelling target
 - 1,960 annual other development dwelling target

¹⁵ Balance areas and/or additional in existing urban area.

¹⁶ Department of Local Government and Planning Growth Management Program, *Annual Report 2010*, p. 83.

Digital literacy and commerce

By 2021 our households and business will be part of a global network using the very latest digital technology

Computer and internet use in households has increased rapidly over recent years. At the state level in 2008/09, 73 per cent of Queensland households had home internet access. This compares with 15 per cent in 1998.¹⁷ The most recent figures at the regional level are from the 2006 Census. These figures show that 62.6 per cent of Moreton Bay Region households had an internet connection compared with 59 per cent for Queensland.¹⁸

Both households and businesses also see the benefits of high speed internet. In a council survey of internet users across the region in 2008/09:¹⁹

- 62 per cent and 23 per cent of survey respondents wanted a faster internet connection through ADSL or a cable internet connection respectively.
- 58 per cent of business respondents indicated that broadband had improved their business practices and 36 per cent indicated that broadband had a large impact on their business.

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Internet access needs to be faster.

(Community survey responses, March 2011)

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¹⁷ Australian Bureau of Statistics (2008/09), *Household use of information technology 8146.0 2008/09 Chapter 2*, p. 8.

¹⁸ Regional Development Australia Moreton Bay Qld (2010), *Regional Roadmap*, p. 74.

¹⁹ Moreton Bay Regional Council (2009), *Moreton Bay Region Broadband Users Survey December 2008 – June 2009*.

Target 7

Increase the number of households with a broadband internet connection

Measure:

- Percentage of households in the Moreton Bay Region with a broadband internet connection

Source:

- Moreton Bay Regional Council's profile.id publication²⁰

Risks:

- Timing of the rollout of the national broadband network in the region
- Cost of broadband services



First steps:

- Smart Regions Broadband Project (Council's infrastructure design standards to assist developers provide broadband infrastructure)



Lead agencies:

- Australian Government Department of Broadband, Communications and Digital Economy
- NBNCo Ltd
- Broadband Today Alliance
- Regional Development Australia Moreton Bay

Opportunities:

- All new greenfield sites (greater than 100 lots) in Queensland from July 2011 are required to have a pit and pipe network for NBNCo to provide fibre to the premises
- Promote household internet use and telecommuting within the region

Baseline data:

- Households with a broadband internet connection 2006: 40 per cent of households



Reporting progress:

- Report on household internet connection using census data sourced from Moreton Bay Regional Council's profile.id publication

²⁰ The Moreton Bay Regional Council's Community Profile includes results from the 2006, 2001, 1996, and 1991 Censuses of Population and Housing. It is designed to inform community groups, investors, business, students and the general public.

Target 8

Increase the online web presence of local businesses

Measure:

- Moreton Bay Regional Council's Business Confidence Survey
- New questions:
- Has your business established an online web presence?
 - How often does your business transact over the internet with customers, suppliers or other businesses?

Source:

- Moreton Bay Regional Council's Business Confidence Survey

Risks:

- Timing of the rollout of the national broadband network in the region
- Cost of broadband services
- Local business owners do not consider a web presence relevant to their operations

Opportunities:

- Enables businesses to participate in the global market
- Improved access to online business opportunities
- Potential to grow income, increase productivity and improve customer service



First steps:

- Moreton Bay Regional Council's business workshops about online search engine optimisation and social media

Lead agencies:

- Industry and business
- Australian Government Department of Broadband, Communications and the Digital Economy
- Regional Development Australia Moreton Bay
- Department of Employment, Economic Development and Innovation
- Chambers of Commerce and business groups



Baseline data:

- Moreton Bay Regional Council's Business Confidence Survey: *Baseline data to be sourced from the next survey*

Reporting progress:

- Report on survey results each time the Business Confidence Survey is conducted



Target 9

Increase the number of households using broadband internet to transact and engage with Moreton Bay Regional Council

Measure:

- Number of online transactions conducted with Moreton Bay Regional Council
- Moreton Bay Regional Council's Community Attitude Survey

Questions:

- Have you visited the council website within the past 12 months?
- How often do you use / visit the council website?

Source:

- Moreton Bay Regional Council's online transactions information
- Moreton Bay Regional Council's Community Attitude Survey

Risks:

- Use of the internet by residents
- Timing of the rollout of the national broadband network in the region
- Cost of broadband services

Baseline data:

- Number of online transactions 2010/11:²¹37,008
- Moreton Bay Regional Council's Community Attitude Survey 2009:
 - 28.9 per cent of survey respondents had visited Council's website within the last 12 months
 - 26 per cent of survey respondents had accessed the website once in the last three months

Lead agencies:

- Moreton Bay Regional Council



Opportunities:

- Save residents time and effort by replacing traditional paper-based processes with online applications
- Reduce costs, increase customer satisfaction and promote innovation
- Increases resident's digital confidence and digital literacy
- Online engagement and collaboration with residents to improve service delivery or provide input into policy and regulatory matters

First steps:

- Moreton Bay Regional Council's eServices eg. online payments, customer service requests
- Moreton Bay Regional Council's 'Think Out Loud' online community engagement program

Reporting progress:

- Report on the number of online transactions with Moreton Bay Regional Council each year
- Report on survey results each time the Community Attitude Survey is conducted

²¹ Moreton Bay Regional Council's ePathway financial and non-financial transactions.