

CREATING OPPORTUNITIES

A REGION OF OPPORTUNITY FOR ALL

Our Vision

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

Our Strategic Priorities

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

Achieving Our Success

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



Creating a bright future

Throughout 2017/18 council continued to invest in Moreton Bay's future with projects, initiatives and partnerships that support a thriving and sustainable regional economy with local employment opportunities.

To guide this vision, council launched its inaugural Economic Development Action Plan 2017-2022 with a focus on investment attraction, business development, tourism, education and international engagement.

Initiatives including council's Incentivising Infill Development Policy and the award-winning Redcliffe Peninsula Rail Corridor investment prospectus helped to guide growth and support new opportunities for investment, local employment and services around public transport hubs.

This was supported by investment in the region by major brands including Super Retail Group, The Sebel and University of the Sunshine Coast (USC).

Work continued on The Mill at Moreton Bay, a world-class innovation and knowledge precinct that is expected to support 6000 jobs, 10 000 university placements and \$950 million in economic activity by 2036.

The site will be anchored by a new USC Moreton Bay Campus, with construction to commence in the next financial year.

Meanwhile, the region's ongoing partnership with Moreton Bay Region Industry and Tourism (MBRIT) paid dividends with an independent report highlighting Moreton Bay's booming tourism economy.

Since 2010 the number of visitors has almost doubled to 3.6 million, with visitors also spending more than ever before. In just three years, visitor expenditure grew 30 per cent with almost \$1 billion spent on local tourism operators, businesses and cafés.

Increasing expenditure has also supported growth in the number of tourism-related businesses over this period (from 1000 to more than 3000), which are now supporting more than 13,000 local jobs.

Underpinned by council's ongoing support of MBRIT and the region's major tourism events, destination promotion and business support - growth in visitor numbers, and the associated economic and employment benefits, is projected to continue with the region forecast to welcome 4.5 million annual visitors by 2025.

The future is bright for Moreton Bay.

Concept image: The Mill at Moreton Bay.

A SUSTAINABLE AND WELL-PLANNED COMMUNITY

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

Our success

- Implemented the region's first Local Government Infrastructure Plan which identifies the trunk infrastructure necessary to support future growth across Moreton Bay.
- Council continued planning for the future of the region's emerging communities with structure plans completed, or under way, for Morayfield South, Narangba East, Joyner and Burpengary East.
- Finalised the region's first major land supply report, with data revealing the region is well-equipped to meet demand for residential and industrial land over the next 25 years.
- Commenced work on the region's first Coastal Hazard Adaptation Strategy which will help to identify and mitigate impacts of climate change on the region's coastal communities.
- Almost 107,000 searches were conducted through council's My Property Look up search, an easy tool which showcases how the planning scheme applies to local properties.
- The state government continued to assess council's first amendment of the regions planning scheme. This included changes to requirements for sheds and carports, new mapping to identify future road connections and identified the emerging communities of Caboolture West and Warner to meet the state government's housing supply and population requirements under the new South East Queensland Regional Plan.
- Finalised detailed planning for a major cycling and pedestrian bridge over Kedron Creek, Ferny Hills. The project will link Lanita Road with Samford Road, supporting a new cycling link to Samford Village which was recently completed by the Queensland Government.
- Completed preliminary planning works for a number of proposed future projects that will positively contribute to the region's lifestyle and environment, including stage one of the Griffin Sports Complex, expansion of the indoor sports complex at the South Pine Sporting Complex; and construction of wetlands surrounding Bells Creek, Redcliffe.

- Launched the Koala Management Plan for The Mill at Moreton Bay, in collaboration with some of South East Queensland's top koala experts. The plan builds on the success of council's industry-leading koala monitoring program and lists key actions to be undertaken over the next several years to ensure the protection of koalas on the site.
- Council endorsed the Redcliffe Foreshore Master Plan and Activation Strategy following extensive consultation with residents, visitors and local businesses. It aims to increase visitation to, and activation of the Redcliffe peninsula's foreshore parklands by creating new opportunities for entertainment, food and tourism ventures.
- Planning commenced on the transformation of the former waterfront Department of Primary Industries and Fisheries research centre at Deception Bay into a new recreation, environmental and community precinct.
- Commenced works on the Caboolture to Wamuran Rail Trail project. Set to be completed in stages and will deliver a 10.5km long cycling and walking link extending from Beerburrum Road, Caboolture to Atwood Street, Wamuran attracting cyclists, walkers and runners alike.
- Transformed Caboolture's James Street into a new recreation and entertainment space with new sandstone seating and open green space, creating new opportunities for event activation and food trucks.
- Extended the Mount Mee lookout and installed a shelter over the existing seating.
- Council successfully transitioned its systems and processes to reflect new requirements outlined in the Planning Act 2016, which commenced on 3 July 2017.

Transformed Caboolture's James Street into a new recreation and entertainment space with new opportunities for local events.



Image: Caboolture's James Street hosted a number of weekend food truck activations.

Council continued to rollout its MB+ initiative, helping to streamline assessment of some applications via accredited consultants.



- Council maintained its commitment to streamline development applications and provide timely services.
- Processed a total of 2051 development applications relating to Material Change of Use, Reconfiguring a Lot and Operational Works.
- Issued 992 decisions in relation to post-approval applications.
- Endorsed 4738 new lots across the Moreton Bay Region.
- Issued 84 health licenses and 254 planning certificates.
- Council responded to 558 requests for pre-lodgement advice for information and services including land use, lot reconfiguration and planning advice. This resulted in 253 pre-lodgement meetings.

- Major development applications included:
 - ▶ Super Retail Group, Brendale
 - ▶ Foundation Facility for University of Sunshine Coast Moreton Bay Campus
 - ▶ Laguna, North Lakes
 - ▶ RSL Care Redevelopment, Caboolture
 - ▶ The Sebel, Margate
 - ▶ Capestone Lake, Mango Hill
- Council launched an Incentivising Infill Development Policy which supported eight new development projects including a redevelopment of RSL Care at Caboolture, Aged Care Facility at Strathpine and a seven-storey apartment tower at Lawton.
- Responded to 7368 development complaints, primarily relating to illegal building structures and illegal land uses.
- Undertook 25,706 domestic and commercial plumbing inspections and approved 5324 applications.
- Responded to more than 30 unlawful budget accommodation complaints in partnership with Queensland Fire and Rescue Service to ensure providers met safety fire standards and planning requirements.
- Conducted more than 298 onsite inspections to ensure swimming pool fencing met Queensland Government safety standards.
- Facilitated educational seminars to bring building certifiers up-to-speed with requirements for carports in the council's planning scheme.
- Acted as representative to the Queensland Government's Building and Plumbing Industry Consulting Group, Building and Development Dispute Resolution Committees and the Services Trade Council.
- Promoted electronic application lodgement to industry with widespread uptake by private building certifiers to improve the efficiency of council's building and plumbing service.

A DIGITAL REGION

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

Our Success

- Joined Open and Agile Smart Cities (OASC) to connect with hundreds of international and national companies and unlock innovative opportunities for the region.
- Council actively embraced the opportunities that Smart City approaches provide. Work commenced on the roll-out and trial of a number of initiatives including:
 - ▶ Roll out of smart lighting and smart city network technology services at The Mill at Moreton Bay, Petrie.
 - ▶ Smart parking trial at North Lakes CBD to help manage parking demand. The initiative received \$450,000 support from the Australian Government.
 - ▶ Implementation of a Smart City Data Platform, allowing council to improve operational efficiencies by embracing new generation sensor technology.
 - ▶ Working with the state government on an Electronic Vehicle (EV) charging strategy, identifying suitable EV charging locations.
 - ▶ Established an Internet of Things (IoT) network in partnership with Sigfox to support innovations such as AbiBird, a motion sensor that provides support for elderly and their families.
 - ▶ Partnered with SigMap to identify mobile phone black spots across the region to improve coverage with the support of telecommunication companies and the Federal Government.
- Expanded council's Open Data Portal including the launch of Moreton Explorer, allowing data to be used in a more user-friendly way through a range of useful online mapping programs including:
 - ▶ My Street - explore council projects and development applications happening near you
 - ▶ Development explorer - discover how the planning scheme applies to your property.
 - ▶ Past to present - comparing aerial imagery from 1958 to 2015
 - ▶ Hazards, Flood Views and other disaster management tools
- Partnered with a range of technology providers to explore a range of opportunities to improve and enhance customer experiences with council online.
- Launched free Wi-Fi in council libraries providing more than 90,614 unique users with more than 119,607 hours of internet access.



Council launched free Wi-Fi in local libraries.

AN INNOVATIVE AND THRIVING ECONOMY

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

Our Success

- Launched a five-year Economic Development Action Plan focused on five key areas including Investment Attraction, Business Development, Tourism, Education and International Engagement.
- Awarded the best interactive, multimedia campaign at the 2017 National Economic Development Awards for Excellence for council's innovative use of digital media to target strategic economic growth along the Redcliffe Peninsula Rail Corridor. The custom designed investment portal uses interactive mapping and 3D fly-throughs to showcase a future vision to encourage economic development and investment. It can be viewed at mbrc.communityanalytics.com.au
- Council continued to support local employment through investment attraction, with 17 new businesses setting up shop in Moreton Bay, creating more than 340 local jobs. This included the headquarters of major brands including TJM and Super Retail Group.
- Tourism continued to kick goals for the region, with a record 3.6 million visitors spending \$1 billion with local businesses. Visitor growth has increased 45.5 per cent in just eight years, with tourism now supporting 13,000 jobs.
- In partnership with MBRIT, council supported a number of marketing initiatives to support tourism attraction including development of the Visitor Guide and Wedding Guide showcasing the region's top attractions, printed and distributed across Australia.
- Every dollar council invested in tourism in 2017 generated \$609 in economic activity for businesses, tourism operators and accommodation providers.



Mango Hill East 23ha unique transit-oriented development

Council's award-winning, custom-designed investment portal features interactive mapping and 3D fly-throughs. View it online at mbrc.communityanalytics.com.au

- Council partnered with MBRIT to deliver world-class events in Moreton Bay, showcasing the region to national and international audiences, and supporting tourism growth and an economic boost for local business. Highlights included:
 - 2018 Rugby League Commonwealth Championships
 - Redcliffe Festival of Sails
 - KiteFest
 - Caboolture Family Fun Day
 - Moreton Kids Festival
- Council announced a five-year extension to its partnership with MBRIT which will continue to deliver destination marketing and economic development outcomes through an expanded calendar of major events, tourism and business activities. The partnership will grow visitor expenditure in the Moreton Bay Region to \$1.3 billion and visitor numbers to 4.3 million per annum by 2023.



Image: KiteFest 2017 attracted more than 40,000 people.



- Supported four MBRIT Business Conference Series events with keynote speakers including Bernard Salt and The Honourable Julia Gillard. More than 1100 local business people attended the conference series and associated professional development workshops.
- Council partnered with MBRIT for the inaugural Business Excellence and Innovation Awards, highlighting the achievements of the region's outstanding businesses and individuals. The 2017 Business of the Year was Kallangur Dental Surgery.
- Formalised council's membership with the Massachusetts Institute of Technology (MIT) to partner and collaborate on research and urban planning projects such as Positioning Moreton Bay for 2050.
- Operated caravan parks at Bongaree, Clontarf, Donnybrook, Toorbul providing more than 22,000 overnight stays.
- Completed a \$240,000 upgrade to the Bongaree Caravan Park's camp kitchen and playground, with a further \$230,000 upgrade to amenities at the Toorbul Caravan Park.
- Caboolture Hub's Learning and Business Centre hosted more than 2500 functions, business meetings, seminars and conferences, attracting more than 38,000 people.
- The Mill at Moreton Bay secured top honours at the 2017 National Planning Excellence Awards including Australia's Best Planning Idea - Large Project, identified as being an ambitious and bold project that would be a game changer for South East Queensland.



Image: Bernard Salt highlights the region's need for higher education at a business conference series event.

- The Mill at Moreton Bay was declared a Priority Development Area by the Queensland Government in August 2017 - the region's first-ever PDA. Once complete, the PDA is expected to generate \$950 million annually for the Queensland economy and features:
 - ▶ 460 hectares of land spanning Petrie, Kallangur and Lawnton
 - ▶ Urban village surrounding university and a revitalised and active Petrie town centre
 - ▶ New USC Moreton Bay Campus at its core expected to open in 2020, providing 10,000 study opportunities by 2036 growing to 20,000 at capacity
 - ▶ Approx. 204,000m2 of commercial, retail, industry and mixed-use floor space
 - ▶ New community facilities including a public library
 - ▶ 100 direct construction jobs per year during university construction and more than 6,000 ongoing jobs by 2036 generated by the PDA, mostly in knowledge based fields
 - ▶ New regional parklands, sporting facilities and shared pedestrian and cycle pathways
 - ▶ Convenient transport linkages with proximity to Petrie and Kallangur train stations encouraging travel via public transport
 - ▶ 110 hectares of koala and wildlife conservation land, including 16 hectares of lakes for the former Paper Mill site.

The Mill at Moreton Bay was voted Australia's Best Planning Idea - Large Project at the 2017 National Planning Excellence Awards.

The Mill at Moreton Bay will include:



Year 2020
USC campus expected to open



6,000
ongoing jobs



10,000
university students by 2030



100 courses by 2030
Health, science, engineering and more



\$950 million
economic benefit



Smart City
network technology



Concept image: The Mill at Moreton Bay.