



Moreton Bay Regional Council

Economic Update

www.moretonbay.qld.gov.au/business

November 2020

Contents

Welcome 3

Key Announcements 4

Around the Region..... 6

Regional Economic Development Strategy 8

Moreton Bay Supply Chain Directory
Connects Local Business..... 9

USC Moreton Bay Campus Helping Region to Rise..... 10

Is Your Business Disaster Ready?..... 12

Council Backs Local Businesses
(Local Preference Policy) 14

Working with Council 15

Free Development Application Pre-Lodgement
Advice Service 16

Regional Development Australia (RDA)
Moreton Bay Update 17

Visit Moreton Bay Region Update 20

Business Moreton Bay Region Update 22

Innovate Moreton Bay Update 24

Regional Snapshot..... 28

Regional Profiles..... 30

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, Queensland 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



What will life look like on the other side of the coronavirus pandemic? It's the question that's front-of-mind for governments worldwide, but Moreton Bay Regional Council isn't waiting for an answer. We're already charting our way towards success.

Our new draft Regional Economic Development Strategy (REDS) outlines the roadmap to making Moreton Bay bigger, bolder and providing a brighter future over the next two decades.

Bigger: By building a \$40 billion economy.

Bolder: By attracting and supporting 16,000 new businesses.

Brighter: By creating 100,000 new local jobs.

At the core of this strategy is collaboration. Developed by more than 300 local businesses and stakeholders, the strategy encompasses an examination of our region's economy, its trends and competitive strengths. And to drive its success, we've created the role of Chief Economic Development Officer to partner with our businesses, chambers and industry groups. An expanded team of economic development, trade and investment professionals will help unlock Moreton Bay's full potential.

No idea is too small and nothing is off the table as we build our way back to economic success. In fact, Council recently agreed to put three of its own landholdings - in Redcliffe, Samford and Caboolture - out to the private market via an Expressions of Interest process, seeking economic and community building ideas with the power to create local employment opportunities.

Longer-term we know that we need to work smarter and look to new technologies and innovation in order to secure the jobs of the future here in our region, so we also appointed the independent MILLovate board to realise the full potential of the Mill priority development area (PDA) project.

Technology and innovation investment at The Mill PDA will differentiate our region from all others in South East Queensland and help drive economic recovery on the other side of COVID-19. This includes exploring opportunities to establish a data centre site within The Mill to proactively meet the digital needs of our region, including improved connectivity, faster processing times and high-quality secure data storage services for businesses and our community.

We're also embracing sustainability, adding our voice to the chorus of 125 councils across Australia committed to tackling climate change by signing up to the Cities Power Partnership.

Living with COVID-19 is the new normal for our world, so it's time to get on with the job of making this an exciting chapter for the Moreton Bay Region. I want to thank you for being part of our journey as we build a bigger, bolder and brighter future.



Peter Flannery
Mayor - Moreton Bay Regional Council



Key Announcements

Millovate Board appointed

The inaugural Board of Directors for MILLlovate Pty Ltd, the beneficial enterprise established by Council to lead the vision and development for the Mill Priority Development Area at Petrie, has been appointed.

MILLovate will oversee the successful development and activation of this landmark precinct including making the vision a reality that drives economic and community benefit well beyond the Moreton Bay Region.

The inaugural board consists of seven individuals with experience across precinct development, marketing, investment promotion, tourism, law, finance, innovation and banking.

Around 187 applications were received for positions including 22 for the position of chair. The role was awarded to Nigel Chamier who has specialist skills in property and major infrastructure projects, together with several decades experience as a chair and company director. Other Board members appointed include:

- Nigel Chamier AM
- John Aitken
- Sarah Zeljko
- Toni Thornton
- Patrice Sherrie
- Jim Walker
- Greg Chemello (CEO of MBRC)

Council accelerates initiatives to tackle climate change

Moreton Bay Region has added its voice to the chorus of 125 councils across Australia committed to tackling climate change by signing up to the Cities Power Partnership (CPP). The CPP is a national program led by the Climate Council to accelerate Australia’s transition to a renewable energy future.

Moreton Bay Regional Council will immediately investigate five priority actions to reflect this new commitment:

- Identify where solar power and battery storage can be installed on Council buildings.
- How Council can better support community facilities to access renewable energy - through incentives or grants.
- Provide support to local groups advocating community energy initiatives.
- Encourage sustainable transport use such as public transport, walking and cycling through Council transport planning and design.
- Set up meetings and attend events to work with other cities on tackling climate change.

Council-owned land on offer to attract new investment in Moreton Bay

Aiming to be the easiest Council in Queensland to do business with, Moreton Bay Region is offering up its own land holdings to private investors. A nation-wide search is underway for break-out business ideas to help transform the local economy and create local employment opportunities.

Complementing the draft Economic Development Strategy, Council is looking to facilitate new investment to add value to the region’s economy, generate local employment, create fresh new public spaces for residents and visitors, and better position Moreton Bay as a unique business investment opportunity.

Submitters will be able to bid through a competitive Expression of Interest (EOI) process, within parameters that reflect the aspirations of the local community, existing businesses, and Council to transform these spaces in-line with the MBRC Planning scheme.

To date, three opportunities have been identified at Redcliffe, Samford Valley and Caboolture. It is anticipated that more Council land holdings will be released to market, subject to Council approval.

Moreton Bay Regional Profile Now Available

Businesses and the general public can access accurate and up to date profiles of the region’s economy and community thanks to a new partnership between Moreton Bay Regional Council and .id Community.

The **Community Profile** provides valuable insights into the local community. It includes information about the region’s population such as age, migration, family types, education, work, housing and relative well-being.

The **Social Atlas** supports the community profile tool by providing demographic information in the format of maps. Visually presenting the information, is another way to help investors, planners, students, new residents and the general public better understand our local community and how it is changing.

The **Economic Profile** provides information on the region’s economy such as Gross Regional Product, local businesses, employment, population, building approvals, industry structure, journey to work and much more.

Access the Moreton Bay Regional Profile for free on Council’s website www.moretonbay.qld.gov.au/Community-and-Economic-Profiles



Aspen Medical Ramps Up Production

Brendale healthcare manufacturer Aspen Medical will be at the frontline to ensure 25% of the Personal Protective Equipment purchased by the Queensland Government is made in Queensland.

Aspen Medical has received government support and produces two million face masks a month, with plans to lift production capacity to four million masks a month by mid-October.

Aspen Medical founder and executive chairman Glenn Keys says the company made more than a million “other type” masks in June and has recently ramped up production. “Our Queensland facility will produce PPE to the highest Australian standards and ultimately source all raw material from within Australia,” Glenn says.

The company has invested approximately \$2 million to purchase cutting-edge machines to produce three-ply and N95 face masks. Fitting out the factory and commissioning machinery will not only support Queenslanders, but also help contain the spread of COVID-19 in some of the worst-affected areas.



North Harbour PDA Guaranteed

Council’s campaign to have a Priority Development Area (PDA) declared at North Harbour has been successful, thanks to both Labor and the LNP confirming their support ahead of the state election.

The project will include the creation of a new marine industry to support a brand-new 400-berth marina, a Mixed Industry and Business Area (MIBA) centred around the marina village that includes local retail, tourism and entertainment uses. There are also plans for 600 new apartments and 600 detached homes as part of the marina village and 800 dwellings in a canal estate. There will also be an extensive 319 hectares of recreational and regional open space, the largest publicly accessible riverfront parkland in South East Queensland.

North Harbour Project Director Bryan Finney said the PDA is projected to inject a massive \$707 million into the Moreton Bay Region every year. “A PDA would pave the way for North Harbour to become a state-of-the-art marine industry hub, attracting a significant portion of Australia’s \$68 billion marine industry to the region and lending itself to a multitude of tourism and recreational opportunities.”



New Clinic For Bribie

A brand new emergency care health clinic and day hospital will be built on Bribie Island following approval from Moreton Bay Regional Council in mid October.

Mayor Peter Flannery said Council had agreed to defer development charges for the private developer, so that construction could start sooner rather than later. “This is a practical way for us to get tradies on the tools in Bribie to unlock ongoing employment opportunities at the medical centre across a range of fields from dentistry and radiography, through to reception, cleaning and even retail,” he said.

The development application provides for specialist consultant rooms, office spaces and a 335 square metre central plaza with food and drink outlets on the ground floor. The facility will be built at Lot 8 Bongaree Avenue, close to the bus interchange for accessibility and behind the Bribie Island Shopping Centre for convenience.

For further detail on the plans of the approved hospital development, visit:
www.moretonbay.qld.gov.au/Services/Building-Development/Application-Tracking

Moreton Mums Blitz Awards

Moreton Bay business women scooped the pool in the 2020 AusMumpreneur Awards, a nationally recognised awards program that recognise and acknowledge success in business, product development, innovation and customer service.

Product Innovation

- 1st Mandy Schultz, Luvaberry
- 2nd Sarah Kottmann, North Lakes Homeopathy
- 3rd Lyla Tuwhangai, Mamako

Food and Beverage

- 1st Karen Lindsay, Little White Goats Cheese
- 3rd Mandy Schultz, Luvaberry
- Finalist Jamie Brailak, Yajambee Farms
- Finalist Lory Sandilands, Mallory’s Tocino

Big Idea

- 1st Karen Lindsay, Luv Handles

Making a Difference (Health & Wellbeing)

- 1st Leesa Watt, Anxiety Coach

Making a Difference (Children’s Education)

- 1st Fiona Holmstrom, STEM Punks

Women Will Change the World

- 3rd Melissa Redsell, A Brave Life

Multicultural Business Excellence

- 3rd Claire Devine, The New Devine

Rising Star

- 2nd Fiona Holmstrom, STEM Punks

Digital Innovation

- 3rd Fiona Holmstrom, STEM Punks



To keep up to date with Council news, visit www.moretonbay.qld.gov.au/News or follow Council on Facebook

Regional Economic Development Strategy

Bigger. Bolder. Brighter.

A new direction for economic development

Council has embarked on setting out a 20-year vision and blueprint for sustainable economic growth in the Moreton Bay Region. This new direction will drive a bigger, bolder and brighter future for the residents in our region over the next twenty years:



The vision, attitudes and aspirations of our community leaders in the public and private sectors have been captured to capitalise on new and exciting opportunities for the region. 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:

	Leadership, Collaboration and Identity
	Industry Advancement
	Trade and Investment
	Innovation & Entrepreneurship

The strategy focuses on four priority industries that are high value adding, export focused and will enable the diversification and evolution of the local economy into the bigger, bolder and brighter future:

- Advanced Manufacturing
- Food and Agribusiness
- Tourism, Sport and Major Events
- Innovation and Entrepreneurship

This Strategy has been developed by local business, industry and local government leaders with input from a variety of partners. It encompasses a thorough examination of the regional economy, its trends and competitive strengths. The development of the strategy harnessed the insights of more than 300 local businesses and stakeholders.

At the core of this strategy is collaboration

There are a large number of important stakeholders that combined can deliver the bigger, bolder and brighter future. A new delivery framework has been designed to harness the collective strength of key economic development stakeholders and provide a platform for a unified and collaborative “Team Moreton Bay” approach to economic development. An Action Plan for the first year identifies specific measurable activities required to implement the strategy.

An annual economic scorecard will be developed to track progress towards the identified 2041 goals. This will be included in Council’s Economic Update. This economic scorecard will also capture a variety of annual changes and other trends across the Region and across the economy.



Moreton Bay Supply Chain Directory Connects Local Business

The Moreton Bay Region Supply Chain Directory was created by Regional Development Australia (RDA) Moreton Bay in mid-2019 with the aim of making it easier for businesses to find local suppliers in the Moreton Bay Region.

Moreton Bay Region Mayor Peter Flannery said supply-chains are more important than ever in a COVID-19 impacted world. “We need to see more manufacturing come back on-shore and into Moreton Bay specifically, where we have the industry and capability to help make Australian goods at cost-effective prices,” he said.

“RDA Moreton Bay’s supply-chain directory is a really useful and practical step for companies to take when looking to shore up and connect with their supply chains. I encourage our local business community and companies seeking great Australian made products to give it a go.”

RDA Moreton Bay Director Nette Griggs says the directory lists businesses at all stages of the supply chain and is free and easy to use. “The directory has been established to enable local businesses to connect with other local businesses to meet their business needs. The directory also provides good opportunities for retail customers, enabling them to find what they need not far from home.”

“It provides dynamic information for prospective and existing exporters and major businesses as well as capability for RDA to interrogate the database to identify potential supply chain gaps to inform business attraction efforts,” she says.

The growth of the Moreton Bay Region Supply Chain Directory is one of the tools provided to assist in local recovery through the COVID recovery period, because it is focused on local business and connecting businesses and customers.

View the Draft REDS at www.mbrc.qld.gov.au/regional-economic-development-strategy

To add your business to the Supply Chain Directory or search for a listing, visit www.rdamoretonbay.org.au/supplychain



USC Moreton Bay Campus Helping Region to Rise

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 full-service 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 BAY

QUICK 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

USC helps small business owners plan for success

A free USC workshop series will give small business owners and managers in the Moreton Bay region the chance to learn how to future-proof their success while earning credit towards a Business degree and joining a research project to monitor their progress.

Head of USC’s Caboolture campus Dr Wayne Graham, a Senior Lecturer in Management, will present short sessions over six Fridays from 16 October to 27 November.

At the end of the Moreton Bay Business Planning Workshops, each participant will give their own half-hour business pitch to a panel of experts.

Dr Graham said the business planning workshops would give participants a clear understanding of the key factors underpinning their prosperity and ensuring their long-term survival. “The workshops offer a platform for owners to strengthen their businesses by learning and implementing strategic management principles,” Dr Graham said. “This includes the development of a customised business plan designed to source funds from banks and investors or through grant applications.”

The workshop series is a joint initiative of Moreton Bay Regional Council, Moreton Bay Region Industry and Tourism (MBRIT) and Regional Development Australia Moreton Bay.

For details visit www.usc.edu.au/search and type “business planning” in the search bar.

MoretonAlert

Keep informed



MoretonAlert

Make sure you are registered for MoretonAlert, Council's free SMS, email and voice alerting system to receive information including:

- Severe weather and bushfire warnings
- Council planned burn notifications
- Potential flash flooding incidents
- Planned dam releases within the region

Register for MoretonAlert at
www.mbrc.qld.gov.au/moretonalert

Disaster Portal

The Moreton Bay Disaster Portal provides up to date information about sandbag locations, warnings and flood maps, emergency contacts, evacuation centres, power outages and road closures. www.mbrc.qld.gov.au/disaster-portal

Tune into warnings

Monitor emergency information on radio ABC 612AM, 101.5FM or 99.7FM. You can also follow updates on Council's Facebook page.

Is Your Business Disaster Ready?

Severe weather events and natural disasters can impact your business in several ways including damage to buildings, equipment or assets, extended power outages, impact on staff and customers' ability to access your premises and supply chain or production disruptions.

There are some simple steps you can take to help your business be prepared and reduce the impact of natural disasters so you can continue operating. For more detailed information about preparing your business, visit Council's website www.moretonbay.qld.gov.au/Prepare-Your-Business



Know your risk

There are a number of tools that can help identify risks specific to your location.



- Council's Local Disaster Management Plan provides important information on the risk environment, potential hazards and how Council will respond to disaster events
www.mbrc.qld.gov.au/disaster
- Council's Flood Viewer provides mapping which indicates the possible extent of a flood or storm tide event. You can also download a free Flood Check report for your address
www.mbrc.qld.gov.au/flooding
- The Rural Fire Service provides a location specific mapping tool showing the potential for a bushfire to take hold, spread and do damage if one started in the area www.ruralfire.qld.gov.au/BushFire_PostCodeChecker

Make a plan

Business Continuity Planning helps businesses prepare for disasters by developing a practical plan for how your business can prepare for, and continue to operate, after a crisis. Download a Queensland Government Business Continuity template from www.getready.qld.gov.au/queensland-businesses-resources



Prepare your staff

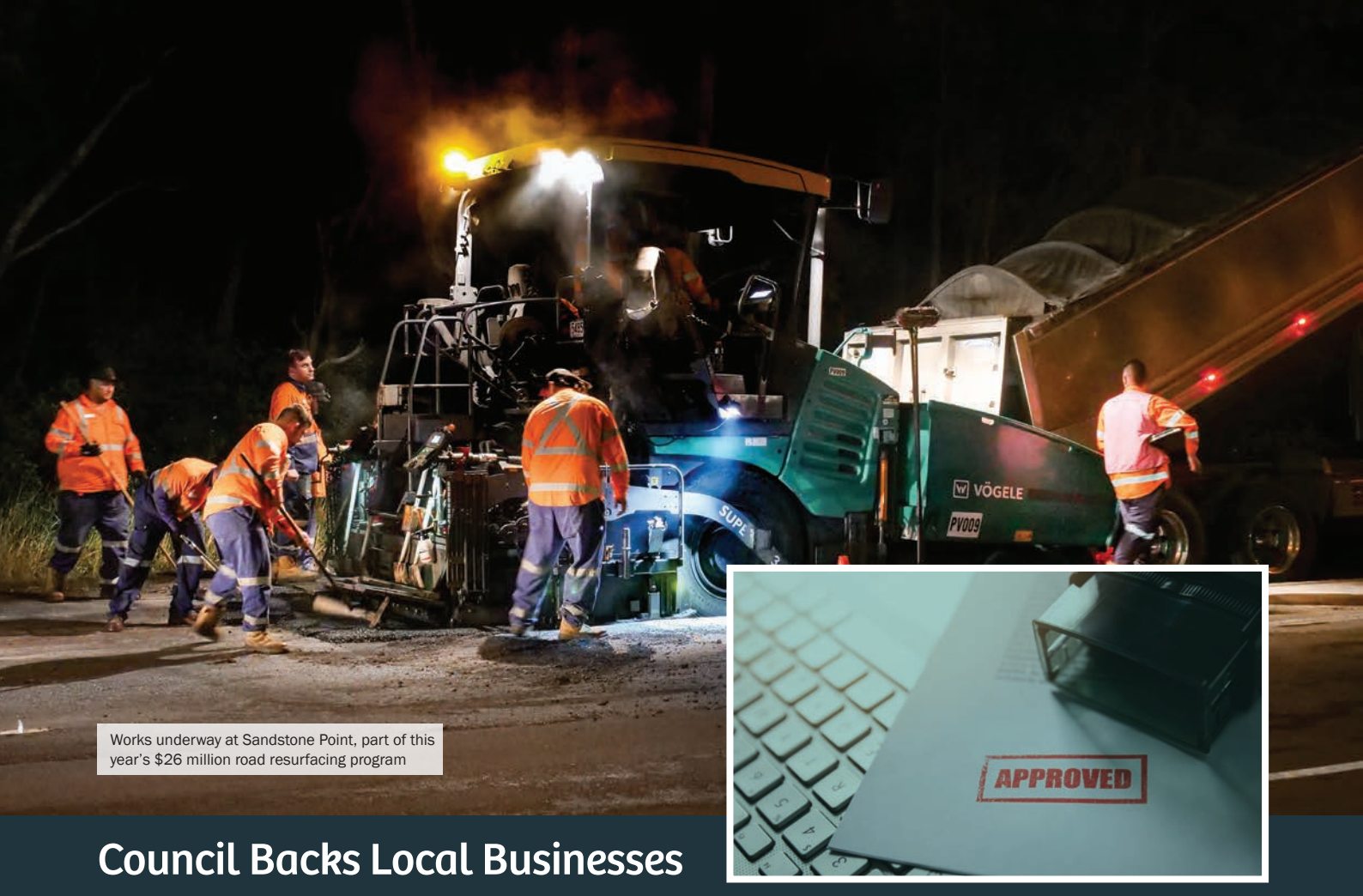
Ensure your staff are trained in evacuation and first aid procedures and discuss the business continuity plan with them. Have a list of allocated tasks for staff to carry out before, during and after a disaster event.



Prepare an emergency kit

Prepare an emergency kit in case you need to evacuate quickly. Key items to include is your Business Continuity Plan, Evacuation Plan, Building Site Plan, contact lists for employees, customers and suppliers, stock and equipment inventory along with insurance policies. Your kit should also have some safety items such as torch, first aid kit and personal protective equipment.





Works underway at Sandstone Point, part of this year's \$26 million road resurfacing program

Council Backs Local Businesses

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 quotes

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/pre-qualified supplier. For more information about LocalBuy, visit www.localbuy.net.au/suppliers



Mayor Peter Flannery with Neil & Sonya Newnham from Belco Trailers, Brendale

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 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



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 much-needed 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.

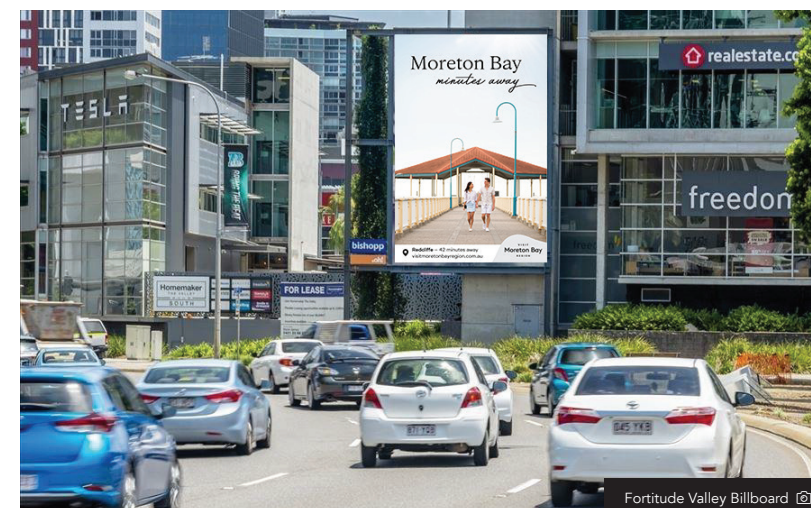
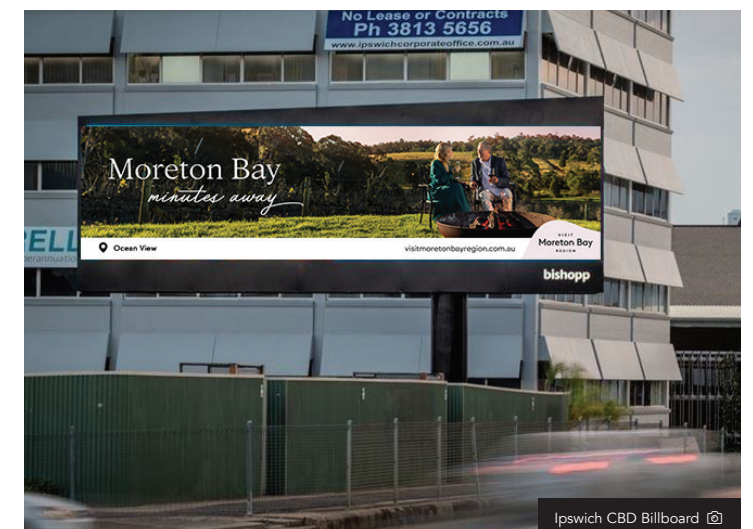
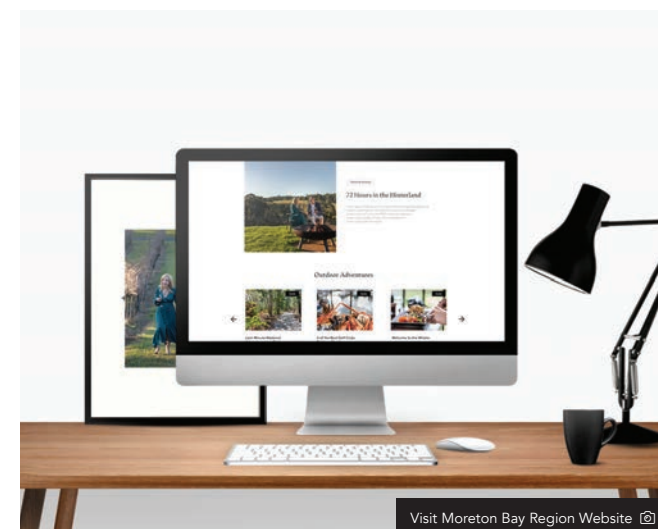
"This campaign will showcase our diversity of attractions to entice our regulars as well as new tourists to discover the hidden gems around Moreton Bay Region - like our pristine beaches and stunning national parks, an abundance of fresh local produce from the bay to the farms, and a range of incredible 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 commercials 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
2. Showcase high-value food and beverage offering as a visitor experience
3. Maximise audience market share over other destinations
4. Bookings for accommodation providers, tours and experiences
5. Inclusion and promotion of itineraries and guides to encourage dispersal across region
6. Increase traffic and engagement with Visit Moreton Bay Region digital platforms

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



Empowering our region's businesses.

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

Business Workshops

Business Moreton Bay Region hosts a range of free business workshops aimed to help small business owners, their staff and workshop professionals take their business knowledge and skills to the next level.

Can't attend a workshop?

Business Moreton Bay Region presented workshops are all recorded and available to watch at a time that is convenient to you. Access our library of recorded workshops today at businessmoretonbayregion.com.au



Grow your business knowledge

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 that business owners and working professional can access online now.

SUPPORT MODULE TOPICS

The following range of topics are now available:

Digital Marketing For Business

- Email marketing 101
- How to re-engage, re-purpose and retain your customers
- Google analytics 101
- Social media selling
- Creating a content calendar
- How to choose the right social media platforms for your business
- Facebook ads for beginners: Campaign types
- What is SEO and how to manage it yourself

Small business finance & accounting

- Small business accounting 101
- Understanding and analysing financial statements
- Strategic business planning
- Financing your business
- Profit improvement
- Preparing to exit a business
- Business insolvency
- Identifying grant and funding opportunities
- Tips for writing a grant application

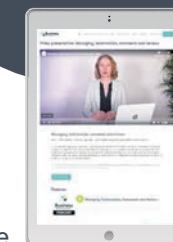
Protecting your business online

- Anti-spam
- Consumer protection
- Managing testimonials, comments and reviews
- Understanding copyright law
- Website ownership basics
- Privacy for small business

Managing your staff

- Maximising your workspace
- Rethinking your workforce
- What does your return to work plan look like?
- Hire slow, fire fast
- How to become a more inclusive business
- Managing performance in the workplace

Business Support Modules



Marketing your business

- Marketing on a shoestring budget
- How to create content online and offline
- How to use Zoom, and speak on camera with confidence
- How to make connections in business: The benefits of networking
- How to make connections in business: Adding value to your business and networks
- Using company data to grow your business
- The importance of having a marketing plan
- How to build a brand
- Market your business through storytelling
- Tips for writing blogs
- How to write a media release

A guide to business awards

- How to write a successful business awards submission
- How to leverage business awards to promote your business

Entrepreneurship

- How to validate your product or service

Health and Wellbeing

- Managing your mental health in the workplace (a guide for small business)
- Taking care of your mental health (strategies for wellness)

Tourism

- Resilience strategies for tourism businesses

Working with council

- Doing business with Moreton Bay Regional Council
- Local Buy
- LG Tenderbox
- VendorPanel



Listen via podcast

search Business Moreton Bay Region on your preferred podcast platform

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Innovate 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 reflects the diversity of the innovation ecosystem that draws people together while boosting grassroots activities to support local economies to create jobs for regional Queenslanders and aims to turn regions into

For more information on any of the below key projects and initiatives visit

innovatemoretonbay.com.au

Entrepreneurial Talent & Capacity Development in the Moreton Bay Ecosystem.

Innovate Moreton Bay in partnership with USC researchers have completed a research project that analyses entrepreneurial activity within the Moreton Bay Region by:

Identify: 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;

Inspire: inspiring through showcasing how educational initiatives supported by Innovate Moreton Bay develop entrepreneurial skills among the youth, based on a experiential entrepreneurship model;

Engage: Engaging the local business community through focus groups to determine owner/managers' perceptions of the business support available, its usefulness and how digital trends influence their industries and businesses.



Stay connected with your Innovation Ecosystem!

Identify - News
- Videos
- Podcasts
- Learning

Inspire - Events
- Awards
- Funding

Engage - Networks & Hubs
- Groups and Meetups
- Subscribe

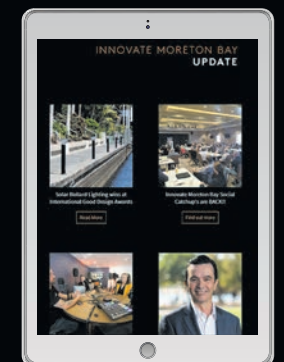
Start connecting today
InnovateMoretonBay.com.au

Monthly Social Catch-ups

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.

Encourage Subscription to our EDM

"Subscribe to Innovate Moreton Bay Today and never miss out on exclusive opportunities, events or key projects into the future"



Innovate Moreton Bay is supported by the following Program Partners:



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.



* Year ending March 2020.

For sources and acknowledgements please refer to the inside cover.

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 (\$/m ²)	\$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 (\$/m ²)	\$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	316,480m ²	210,000m ²	198,490m ²
Average advertised sale price – commercial (\$/m ²)	\$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 (\$/m ²)	\$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 (\$/m ²)	\$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	152,020m ²	N/A	12,020m ²
Average advertised sale price – commercial (\$/m ²)	\$2,800	\$2,630	\$2,420

MoretonAlert

Sign-up for free severe weather alerts and bushfire
mbrc.qld.gov.au/moretonalert

