The Regional Economic Development Strategy (REDS) provides the blueprint for Council, industry and the business community to collaboratively build a $40 billion economy by attracting and generating 16,000 new businesses and 100,000 new jobs by 2041. To support the achievement of the REDS’ BIGGER, BOLDER, BRIGHTER goals, the first REDS Action Plan sets out 28 actions to be undertaken by year’s end 2022.

Over the past two years, the collaborative effort of REDS stakeholders has delivered progress against all 28 actions and strong growth in GRP, business numbers and local jobs. This Report Card highlights the achievements to date towards a BIGGER, BOLDER, BRIGHTER regional economy. Implementation of a new Action Plan, developed with the REDS (Industry) Taskforce and our REDS Stakeholders, will commence in 2023 to keep the momentum going!

The Moreton Bay Region extends through Jinibara, Kabi Kabi and Turrbal traditional Country. Council respectfully acknowledges the Traditional Custodians of the land and pays its respect to all Aboriginal and Torres Strait Islander peoples.

State of the Moreton Bay Regional Economy

- **GRP ($M) 2020/21**
  - Moreton Bay Region: $18,703
  - Annual Change IN GRP: 5.3%
    - Greater Brisbane: 3.3%

- **Local Jobs 2020/21**
  - Moreton Bay Region: 143,448
  - Annual Change in Local Jobs: 3.3%
    - Greater Brisbane: 19%

**Investment Attraction 2020-22 Highlights**

- 6 investments secured delivering $770.7M capex
- 930 new jobs
- 209 Investment Leads
- 6,371 Jobs Potential
- $2,470M Capex Potential

The Moreton Bay Regional Council won the 2022 GovHack Award for Best Government Participation - Local Government.
## Industry Advancement 2020-22 Highlights

**Food and Agribusiness Network**  
Virtual Work Experience  
Creative Industries Demo Day  
TechStars Start-Up Weekend  
Grovhack  
Business Walks Program  
Moreton Money  
Ask Morty  
Eco Tourism Funding  
Queensland Small Business Friendly Council  
Manufacturing Network  
APRIS Circular Economy Platform  
Caboolture Made  
Event Sponsorship Program  
Govhack  
Mayors Telstra Innovation Awards  
Moreton MoneyMayors Telstra Innovation Awards  
Moreton Money

<table>
<thead>
<tr>
<th>Businesses Served</th>
<th>4,761</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Events Hosted/Supported</td>
<td>104</td>
</tr>
<tr>
<td>Satisfaction Achieved</td>
<td>93%</td>
</tr>
</tbody>
</table>

### Action Plan Activities and Outcomes 2020-22 Highlights

#### Leadership, Collaboration and Identity

1.1 Economic leadership taskforce up and running

1.2 Advocacy plan delivered and actioned

1.3 40 business and community leaders enlisted as mentors. 19 grants awarded to business groups

1.4 17 Queensland leading business responsiveness initiatives delivered

1.5 207 days of competitive regional business identity campaigns, reaching 10+ million people

#### Industry Advancement

2.1 70 capacity and capability events delivered to 3624 businesses

2.2 600 businesses supported with growth; competitiveness; retention or expansion

2.3 550+ businesses participated in Small Business Road Shows and business forums

2.4 249 businesses assisted with 328 connections and 188 with business profiling

2.5 391 local businesses nominated for Moreton Bay Business Excellence and Innovation Awards

2.6 139 businesses supported to apply for funding and 48 to access government programs

2.7 41% (869) council suppliers were local businesses in 2021/22, up from 39.8%. Moreton Money launched.

2.8 8 virtual work experience units launched. Federal Jobs Program options accessed

#### Trade and Investment

3.1 Invest Moreton Bay, investment collateral and Hotel Investment Guide launched

3.2 Hotel demand study completed, AHICE targeted, Tourism Opportunity Plan developed

3.3 209 leads generated, 6 investments, $770.7 million capex and 930 new jobs secured

3.4 7.7m visitors, 4.2m nights. 51 sponsored events generated $17.9m, 95,375 visitor nights

3.5 Investment prospectus and website launched. Investment attraction policy reviewed

3.6 Investment Incentives Policy implemented, 12 investments supported through invest program

3.7 EOIs for land in Caboolture and Samford put to market, commercial projects selected

3.8 Youngs Crossing funding secured, Supernode secured, North Harbour study progressed

3.9 16 leads for Mill site, incl. data centre and advanced manufacturing centre of excellence

#### Knowledge, Innovation and Entrepreneurship

4.1 USC study reveals region’s reputation for business has become ‘overwhelmingly positive’

4.2 8 businesses pitched at Creative Industries Demo Day, 16 pitched at Innovations Day

4.3 53 local teams participated in Govhack, the largest hackathon in Southern Hemisphere

4.4 100 young entrepreneurs in Create Your Future Career, 45 in Mayor’s Telstra Innovation Awards

4.5 45+ state, national and international awards have been won by Moreton Bay businesses

4.6 UniSC & TAFE expanding education and training programs at local campuses

### Thank you

Moreton Bay Regional Council would like to thank the REDS Taskforce, the Queensland and Australian Governments and their respective Departments/Agencies, peak bodies including Property Council Australia (PCA), Urban Development Institute Australia (UDIA), the Food and Agribusiness Network (FAN), business, and academic sectors involved in the delivery of the REDS and acknowledge the valuable contribution they have made in its outputs/outcomes and the continued growth of the Moreton Bay Region economy.