



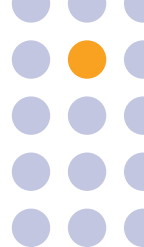
Regional Economic Development Strategy

2023 - 2024 Action Plan



Leadership and Identity

Action	Council Role	Timeframe	Measure/Target
1.1	Deliver & Partner	Ongoing	Identification of major or high-performance sporting events and/or elite training camps to be hosted in Greater Brisbane in the lead into 2032 (first version by mid-2024).
			Development of capability documentation to promote the region by end 2024.
			Completion of supply-chain opportunity assessment for 2032 by end 2023.
			\$1.5 million national media coverage (ASR) and reach of regionally hosted high performance sporting content, yearly, by end of 2024.
1.2	Deliver & Partner	Medium-term	Regional business identity campaigns are in key markets 20 days per year, and reach an audience of 250,000, and an engagement of 2,500 people.
			Six (6) positive content pieces per year by high profile business identities from the region that have national reach.
1.3	Deliver & Partner	Short-term	Indigenous business community representatives are invited to 100% of all REDS Stakeholder engagement activities.
			Growth in the number of indigenous owned businesses that participate in the Moreton Bay regional economy through Council led procurement opportunities and business profiling initiatives.
			A minimum of 10 Indigenous owned businesses receive support directly from Economic Development or a funded partner.
1.4	Deliver	Ongoing	Easy to Do Business Council is fully implemented by 1 July 2024.
			200 businesses engage with the Easy to do Business program per year. Delivery of 'Business Hotline' by mid- 2024.
			Hotline operates 365 days per year with 95% response rate within 30 minutes.
			A minimum of five small business friendly programs or process improvements are initiated each year, in addition the 'Easy to do Business' program and 'Business Hotline'.
1.5	Deliver & Partner	Short-term	A 'Welcome to Moreton Bay' packaged is developed by 30 June 2023. 100% of local chambers of commerce and industry groups distribute the 'Welcome to Moreton Bay' content through their websites and membership drives.
			80% 'usefulness' satisfaction rating is achieved from distributors and recipients of the Welcome to Moreton Bay package.



Industry Advancement				
Action		Council Role	Timeframe	Measure/Target
2.1	Develop leading clusters and centres of excellence aligned to our regional competitive advantages in the four priority industries.	Partner & Advocate	Medium-term	Locations are confirmed for a minimum of two industry clusters / centres of excellence by end 2023 and remaining by end 2024.
				100% of industry clusters / centres of excellence have an affiliation with an anchor enterprise or institution and model governance arrangements.
2.2	Strengthen and deepen local supply chains to create business resilience through events and programs that connect local businesses to each other.	Deliver & Educate	Medium-term	Two events and initiatives focusing on identified supply chain gaps delivered by end 2024.
				100+ local businesses participate in supply chain development events and initiatives with a program satisfaction rating of 80%+.
2.3	Support exchanges between business/ industry and training providers to ensure workforce has local future career pathways and priority industries are supported with training and funding.	Educate & Advocate	Ongoing	The first local government led virtual work experience program implemented in 2023.
				Five Advanced Manufacturing Gateway School arrangements established in the region by 2024.
				An annual Jobs Forum delivered in 2023 and 2024.
				EcDev attends a minimum of 80% of meetings for the: Federal Government Local Jobs, Taskforce, Somerset Region o School of Business and Creative Industry Academic Advisory Committee.
2.4	Deliver annual procurement opportunities showcase associated with the capital works program to assist local businesses with tendering opportunities.	Deliver & Educate	Ongoing	An annual Procurement Opportunities Showcase delivered in 2023 and 2024.
				Growth in share of local businesses tendering for council projects.
2.5	Deliver Indigenous procurement, employment and economic development initiatives through a true model of meaningful consultation and engagement that is underpinned by the values of self-determination and community led.	Deliver	Ongoing	Targeted consultation with identified Indigenous business leaders occurs at the conceptual stage of all relevant program design.
				Program implementation is informed by the economic priorities of local Indigenous business leaders through a true model of meaningful consultation and engagement.
				Outcomes to be informed by the voices of Indigenous business leaders with joint development of approaches to monitor and increase satisfaction with programs implemented.
2.6	Implement actions in REDS priority industry plans including working with our local and State partners to build capacity and opportunity for local businesses and promote local industry.	Deliver	Medium-term	Timelines and commitments within industry action plans are fully adhered to.
2.7	Promote the establishment of renewable energy initiatives that raises the region's profile as a leading market for innovative climate change solutions and maximises resource use efficiency and minimise waste.	Partner & Advocate	Medium-term	Two projects that maximise resource use efficiency and minimise waste supported by Council.
				Two projects that grow the local supply chain and demonstrate how to scaleup solutions are delivered.
				20% year on year increase in Aspire registrations.



Trade and Investment

Action		Council Role	Timeframe	Measure/Target
3.1	Develop an International Engagement Plan to ensure that future partnerships enable mutual growth and opportunity and are aligned to Brisbane 2032 Olympic and Paralympic Games legacy opportunities.	Deliver	Short-term	International Engagement Plan developed by September 2023.
				A minimum of two mutual growth partnership initiatives established by December 2024.
3.2	Implement domestic and international marketing activities to support reputational change, positioning the Moreton Bay Region as an emerging destination for business, trade and investment.	Deliver	Ongoing	Findings from the UniSC Regional Reputation Study implemented as they become available.
				Year on year growth in investment leads from offshore investors.
				Year on year growth in the number of business visitors to the region.
				International marketing activities are in key markets 20 days per year, and reach an audience of 250,000, and have an engagement of 2,500 people.
3.3	Support local business in successfully building opportunities in interstate and international markets.	Deliver	Ongoing	By December 2024, 100 businesses participate in international trade missions/expos supported by Council.
				30 local businesses showcase their products or services to interstate and/or international buyers at Australian based trade events/opportunities.
				30 businesses are assisted to access trade and export support programs delivered by state and national agencies.
3.4	Leverage the growing reputation of The Mill at Moreton Bay to support business attraction, job creation and research and development partnerships.	Partner	Ongoing	Annual engagement program implemented to promote The Mill at Moreton Bay investment opportunities.
3.5	Advocate for key transport projects that improve connectivity between Moreton Bay Region and key infrastructure across South East Queensland (e.g. Brisbane Airport/ Port of Brisbane) and support jobs growth and investment.	Advocate	Medium-term	REDS stakeholder groups share common views on the type and order of key transport infrastructure priorities for the region.
				Use of bi-annual 'Leadership Summit (next one May 2023) to secure commitment to region building transport infrastructure.
3.6	Secure major investment into Moreton Bay's region building projects.	Advocate	Medium-term	100 major investment leads per annum with a potential CAPEX of \$500M+ and 1000+ jobs potential.
				Attract at least one significant private investment to a region building project per annum.



Knowledge and Innovation				
	Action	Council Role	Timeframe	Measure/Target
4.1	Enhance Moreton Bay's reputation as a desirable region to establish a high-growth knowledge-based business.	Partner	Medium-term	Implementation of findings from market research/ feedback on development/enhancement of Moreton Bay's regional reputation.
4.2	Establish an entrepreneurial hub in the Moreton Bay Region targeted at businesses with high-growth ambitions and cultivate and attract relevant industry talent, preferably in the knowledge-based industries.	Partner & Advocate	Medium-term	Regional talent mapped to knowledge and innovation opportunities by mid-2024.
				Entrepreneurial hub secured by end of 2024 and have an affiliation with an anchor enterprise or institution and model governance arrangements.
4.3	Promote links between the University's research capabilities and local industry.	Partner & Advocate	Ongoing	Annual symposium between industry and the University delivered with satisfaction of 80%+ by attendees/participants.
4.4	Facilitate the development of more affordable commercial spaces through direct investment and planning mechanisms, including specialised spaces such as wet labs and research infrastructure and promote co-working facilities as a way for Moreton Bay Region resident staff to work for national/ international-based companies.	Advocate	Medium-term	Study conducted in 2023 to identify need, locations and commercialisation opportunities.
				Finding presented to industry at two industry events.
				At least five quality leads generated that can progress the opportunity(ies).
4.5	Provide coordinated support for Moreton Bay's innovation, entrepreneurship and start-up ecosystem, including international enterprises, to encourage business development and capacity building. This includes supporting and fostering business and industry innovation events through Innovate Moreton Bay.	Deliver & Partner	Ongoing	Delivery of Innovate Moreton Bay program on time and budget.

