

A PROGRESSIVE ECONOMY

THE MORETON BAY REGION

Regional Economic Development Strategy 2020-41

The next 20 years will see a reduction in reliance on population-driven industries and focus on high value-adding industries, exports, and innovation, while balancing the lifestyle that locals expect.

Goals for a progressive economy



BIGGER
\$40 billion economy



BOLDER
100,000 new jobs



BRIGHTER
Top 10 Regional Innovation Hub

Our strategy



1. Leadership and identity

- Demonstrate strong leadership and collaboration across government, industry and community
- Coordinate an advocacy program
- Cultivate community leaders
- Develop a business responsive culture
- Develop a recognised regional business identity



2. Industry advancement

- Build local business capacity
- Support business retention and expansion
- Encourage B2B connections
- Create pathways to employment through coordinated workforce development
- Maximise expenditure locally



3. Trade and investment

- Assertively pursue region-building projects
- Market and promote the region as a business and visitor destination
- Facilitate business investment into the region



4. Knowledge, innovation and entrepreneurship

- Support the local innovation ecosystem
- Establish an entrepreneurial hub
- Develop the entrepreneurial capabilities of 18-30-year-old residents
- Develop a reputation for entrepreneurship and innovation

Priority industries



Advanced manufacturing



Food and agribusiness



Knowledge, innovation and entrepreneurship



Tourism, sport and major events





700,000 people

(est. 2041)



3rd largest

local government area in Australia



5th fastest growing

local government area in Australia






3rd largest

number of residential dwellings in Australia



Aspirational goals program and impact focus areas

GOALS	 BIGGER \$40 billion economy	 BOLDER 100,000 new jobs	 BRIGHTER Top 10 Regional Innovation Hub
PROGRAM AREAS	<ul style="list-style-type: none"> • Advocacy plan • Business responsiveness • Competitive regional business identity • Regional investment prospectus and investment attraction • Destination marketing 	<ul style="list-style-type: none"> • Local business capacity and capability • Business retention and expansion • Buy local opportunities • Business marketing and business development • Business to business connections 	<ul style="list-style-type: none"> • Entrepreneurialism • Business mentoring • Business engagement • Knowledge-based industry attraction • Business access to State and Federal funding, programs and awards
TRACKING OUR PROGRESS	<ul style="list-style-type: none"> • Gross Regional Product (GRP) • Reduced loss of existing local jobs • Additional new capital expenditure • Increase in media reach and positive sentiment • Increased visitor yield 	<ul style="list-style-type: none"> • Lower unemployment rates • More new local jobs created • Increased retention of talent • Increased employment self-containment • Net increase in business numbers • Decrease in total domestic imports 	<ul style="list-style-type: none"> • Strengthened regional innovation • More business start-ups • Increased worker productivity • Increase in business recognition: locally, nationally and internationally • Increased regional profile for innovation