

SBF Program Showcase

City of Moreton Bay - Innovations Day



Innovations Day showcase event held at Kallangur, City of Moreton Bay

Showcase snapshot

- City of Moreton Bay's Innovations Day connects local business innovators with potential customers through a showcase event. Selected businesses deliver a short pitch to a tailored audience of large government and industry followed by networking activities.
- A significant focus of the event design is curating attendees. Research and careful consideration ensure key stakeholders, influencers and senior Council managers from different departments, in alignment with Council's local preference procurement policies are invited to participate and attend.
- The day results in meaningful conversations, valuable connections and shared learning among the 100+ participants. Plus, new contract and supply opportunities directly attributed to the positive exposure created at the event.



Introduction

Unearthing and showcasing local innovative businesses to a room full of potential customers was the objective of City of Moreton Bay's Innovations Day, delivered under Council's Innovate Moreton Bay program.

Drawing on extensive networks and partnerships, a call to action was circulated to potential businesses to invited them to participate in the program.

Fifteen (15) high quality local businesses were selected following an overwhelming response to the EOI. A bespoke program was then designed to include pitch coaching and customised support in the lead up to the event. Personalised invitations were circulated to a curated list of key stakeholders and influencers across government, industry and business who could be likely future customers of the products and services.

The successful event included five-minute pitches by each business to the 100+ attendees. Scheduled breaks provided a dynamic platform for networking, knowledge exchange, and showcasing local capability.

The showcase event also facilitated new connections, sparked collaborative opportunities, and opened pathways for potential investment and job creation within the City of Moreton Bay.

Feedback from participants underscored the event's tangible value. Many reported the benefits of gaining new insights, forming fresh contacts (including new procurement leads) and reconnecting with existing networks. There was a strong appetite for post-event engagement and activities to further nurture relationships and translate them into long-term outcomes.

Outcomes

The objective of the initiative was to showcase local capability within the local government area and then to accelerate innovation and opportunities by fostering purposeful connections between local businesses - ranging from startups through to established enterprises - with key decision makers across the public and private sectors.

The event also served as a platform for Council to identify and spotlight local talent and future procurement opportunities including participation in initiatives aimed at strengthening the City of Moreton Bay's innovation ecosystem:

- **15 businesses** were showcased to **100+ attendees**.
- The audience was a specifically curated list of **key decision makers**.

Engagement and feedback from the event were extremely positive. Almost 50% of attendees completed the post-event survey, with a significant number reporting new connections and valuable contacts. In addition, 99% of respondents found the event relevant, informative, and worthwhile.



Insights

Pre-event

The Expression of Interest (EOI) campaign raised awareness of available programs and support from Council for startups, micro-businesses and SMEs. This enhanced Council's reputation as a key contributor to the development of a thriving innovation ecosystem across the City.

Post-event

Survey insights revealed increased awareness of local business talent and expertise, establishment of valuable new contacts, and useful information gained by all respondents.

Longer term tracking of commissioned supply and/or contracts as a result of the event is ongoing. However, increased evidence reflects the significant commercial impact of the event in addition to the positive showcasing of participating local businesses.

Further information

Event showcase online information: [Innovations Day - Innovate Moreton Bay](#)

To learn more about this showcase, please contact:

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