

Small Business Friendly Council Program

Moreton Bay Regional Council Year 1 Outcomes

Programs and Services



8 business groups received \$58,131 through a **Regional Economic Development Grants program** funding membership drives, upskilling workshops, website rebuilds and strategy planning.



A Small Business Data Club was set up to meet bi-monthly to share business trends, critically review Council data sets and to facilitate networking with other data-driven business operators.



Moreton Bay joined the ASPIRE circular economy/waste exchange program and 37 businesses have been on-boarded to the platform, diverting 16 tonnes of waste from landfill, off-setting 11 tonnes of carbon emissions and providing over \$15,000 of revenue from waste products.



12 Moreton Bay Region Business Excellence & Innovation Awards were presented to local businesses out of 146 nominations in front of 480 attendees at a gala event in November 2021.



Sponsored Moreton Bay Business and Jobs Expo
220 expo stands were pre-sold and 7 workshops delivered to 700+ attendees.



New Knowledge and Innovation Services
Council signed a \$300,000+ contract with Innovate Moreton Bay to provide knowledge, innovation and start-up business support for the next 3 years.



A 'Disaster Proof your Business' flip book/ digital PDF was created
to assist businesses to achieve business continuity during disasters. A 20 page guideline to 'Flood Smart Buildings' was also printed and distributed to impacted businesses throughout the region.



A \$750,000 Flood Rates Relief Rebate was announced by Council for the community, including owner-operator small businesses in the region along with an extension to rate payments terms and an expanded financial hardship policy.



Communications and Support



19,628 businesses

were provided with Council Covid-19 and Flood Recovery fact/help sheets.



A 6 week 'Back a Local' marketing campaign

in response to Omicron impacts reached 80,000 people.



A Caboolture Made business confidence campaign helped celebrate the Caboolture business community, dispelling negative perceptions and building local pride.



The 'Invest Moreton Bay' brand was launched nationally to bolster investment attraction, business expansion and grow regional identity with 6 local businesses profiled as **video case studies**.



A dedicated Economic Development YouTube playlist was created with 10 'Local Business Spotlight' videos produced to launch it.

moretonbay.qld.gov.au/reds

Business Improvement Initiatives



Council sponsored events generated \$17 million

in economic impact and 450,000 plus visitors. A highlight was Moreton Daily Stadium hosting the first standalone NRL Women's Grand Final.



23,000 submissions were received from businesses and residents

as part of a comprehensive **Local Laws Review**. The review includes 15 business related topics/processes looking to be streamlined.



99 Hospitality and Residential Construction processes/permits

were onboarded to the Qld 'Business launchpad' platform with all Council hospitality permit forms were taken online (previously paper forms) during the Business Launchpad onboarding process to make the application process faster and easier.



25 sites across the region are bookable

via the **Moreton Bay Pop Ups program** (for food trucks etc) with a revised application process including simplified templates for all required paperwork.



A new Working With Council web page was created

including a video of 'Doing Business With Council' to explain what Council buys and how to become a Council supplier.



685 local suppliers

(38.4% of total suppliers) were used by Council (21/22) injecting approximately \$150 million into the local economy.



Council's Local Preference Policy

was further updated with an **explainer video** and a new **Local Preference Matrix** detailing the changes which reward businesses based in Moreton Bay as well as points for the percentage of the contract being sourced locally.



Regional Economic Development Strategy
Bigger. Bolder. Brighter.