

# City of Moreton Bay

## Annual Report 2023-24

### Member information

Details	
Organisation name:	City of Moreton Bay
Main address:	220 Gympie Rd Strathpine 4500
Main email:	economic@Moretonbay.qld.gov.au
Main phone:	07 3205 0555
Main website URL:	www.moretonbay.qld.gov.au
ABN:	92967232136
Charter signing date:	26/05/2021

### Authorised representatives

The nominated staff members will take on the responsibility for Small Business Friendly (SBF) activities, which includes participation in SBF meetings. They will be the primary contact for receiving program details, updates, and inquiries.

Authorised SBF representative details	
Full name:	Blair Brown
Position:	Principal Lead Food & Agribusiness
Email:	
Phone:	
SBF Proxy details	
Full name:	Anne Lawrence
Position:	Head of Industry Advancement
Email:	
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### Report information

Details	
Report date:	25/09/2024
Prepared by:	Grant Ferry, Local Business Support Officer
Stakeholders consulted:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Report published:	Yes <input type="checkbox"/> No <input type="checkbox"/> <b>Intend to Publish</b>
Report URL (if online):	

# Charter performance

## Actively communicate and engage with small businesses

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Actively engage and be mindful of small businesses, their issues and priorities when making decisions. (e.g., create a business advisory group).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Communicate clearly in a timely manner both formally and informally. (e.g., working at all levels to exceed your customers' expectations).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Engage with statewide partners where appropriate on matters affecting small businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Publish clear service standards stating what small businesses can expect from us. (e.g., in service charter, economic strategy, annual plan, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Summary of key activities and achievements in relation to this element:

- Between 1 July 2023 and 30 June 2024, Council had 4,727 business development and direct support engagements with 2,227 businesses through 80 events and 1,483 one-on-one service activities.
- 25 customer satisfaction surveys for programs and events delivered resulted in 438 respondents (48% response rate) showing an annual average satisfaction rating of 88% while 94% of customers identified one or more benefits as a result of receiving the service.
- The local business community has a notably increased perception of the City's business identity, according to the latest multi-year UniSC study of what helps and hinders an area's business reputation. Between 2022-2024 the overall rating of the City of Moreton Bay as a place to do business increased from 71.6% to 76.8%. Key contributors to this change included:
  - entrepreneurial support (up from 67.9% to 74.1%)
  - technological readiness (from 67.7% to 72.9%), and
  - integrity of institutions (from 64.5% to 70.1%).
- Economic Development continued a bi-monthly Moreton Business Connect newsletter, with 1,241 business subscribers, an average open rate of 48.2% and average click through rate of 10.1%. This compares to the 2024 Government and Politics industry benchmarks of: open rate (40.55%) and click through (4.58%).
- Council continued to invite the Regional Economic Development Strategy (REDS) stakeholders to participate in a monthly online "Economic Update" which facilitates a two-way exchange of information, including upcoming programs, challenges and opportunities to support stakeholders and the wider local business community and involves inviting guest speakers to present on relevant topics for chamber/industry groups and other government contacts. This is supplemented by two face-to-face events each year including guest speakers and opportunities to share information.
- During the local law review process Council consulted with the small business community about their experience with the local laws and opportunities for improvement. Early consultation aimed

to gather meaningful input to inform law drafting, a step above and beyond the statutory requirements for law making. Consultation was supported by resources to explain the scope and function of Local Laws.

- Engagement by City of Moreton Bay more broadly (inclusive of businesses) includes:
  - 169,955 customer requests lodged through Council’s customer request portal.
  - 52,200 visitors to the Your Say Moreton Bay online community engagement platform with 138,662 page views.
  - Answered 214,363 customer enquiries with an average wait time of 89 seconds.
  - Nearly 2 million users visited City of Moreton Bay’s website, up 5% from the previous year.
- City of Moreton Bay LinkedIn:
  - Number of followers on 30 June 2024: 27,611
  - Average number of posts per week: 3 (last 90 days)
  - Average engagement rate: 5.52% (last 90 days)
- City of Moreton Bay Facebook:
  - Followers on June 30: 76,172
  - Average engagement rate: 4.83% (last 90 days)

Council also distributed a range of media releases and stories about Council activities such as Supplier Briefings, major events and others were featured in local media and in some cases national media including a range of promotional activities during Qld Small Business Month in May 2024.

## Raise the profile and capability of small business

Commitments		Performance self-assessment			
		● Not yet	● In progress	● Achieved	● Very well achieved
a)	Publicly recognise and value the importance of small businesses to our community and local economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b)	Encourage campaigns to promote small business and local spending (e.g., buy local).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c)	Help small businesses develop networks, access education, and increase their capabilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d)	Assist small businesses to access government, business and industry programs and resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- **Grant Booster Program:** In addition to hosting a dedicated and free funding finder Moreton Bay portal for aggregated grant information for businesses, in May 2024, Council partnered with GrantGuru to deliver a program offering introductory grant research and writing courses until May 2025. This is available to every business across City of Moreton Bay. Council is also providing access to a specialist consultant for expert advice on completing the course. Thirty-one (31) businesses have registered thus far.
- **Small Business Hub:** In partnership with DESBT, the Small Business Hub launched in the Caboolture Library during the reporting period. The hub is designed to support small and micro businesses with specialised one-on-one sessions with business facilitators, and alternates between North Lakes and Caboolture Libraries bi-monthly.
- **EnABLED Business Program:** Over 145 businesses engaged in a pilot program delivered by Spinal Life Australia, designed to attract, employ, and retain people with disabilities to enhance accessibility and inclusiveness in regional workplaces. City of Moreton Bay was one of 36 businesses that actively participated in the pilot in addition to key stakeholders such as Moreton Bay Region Industry and Tourism, Department of Youth Justice Employment Small Business and Training, and RDA Moreton Bay.
- **Businesswomen of Moreton Bay Leadership Conversation Event Series:** Council hosted two events to celebrate and strengthen the network of business leaders, particularly women, with these events promoting connection and collaboration across a range of themes.
- **The Innovate Moreton Bay program** is a multi-year comprehensive innovation ecosystem program supporting startups, scaleups, high-growth and innovative businesses which resulted in 12 networking events with 425 attendees, multiple signature events including a successful series of Founders Month workshops. Assisted 27 new start-up founders to progress their business ideas. The workshops included expert facilitators providing in-depth advice and guidance. Two Open Mic Night pitch events were also delivered, with 51 attendees and over 20 businesses pitching their businesses for investment and new opportunities.
- **Ultimate Pitch Workshop** on 18 October 2023 was at full capacity with 80 registrations and 53 daily check-ins. Representatives from multiple sectors attended, including #TeamMoretonBay past delegates, social enterprise, secondary education, Innovate Moreton Bay community champions, manufacturers, Business and Innovation Awards representatives, and Startup Weekend and Sustainability Demo Day participants.
- **Creating Your Future Job Moreton Bay** is a specialist program for disengaged youth to help support self-employment. Fifteen students from TSA Lawnton, PCYC Pine Rivers and North Lakes State College have been planning new business ventures, setting goals, looking into seed funding, and receiving individualised mentoring support from program partners ASE Group.
- A newly created co-working space at UniSC co-funded by City of Moreton Bay was launched in early 2024, targeting high-growth businesses from interstate/internationally which need a launching pad in the city: Called 'The Launch Pad' the custom built co-working space allows businesses to base operations alongside research leaders and the next wave of skilled university graduates.
- **Queensland Chief Entrepreneur Julia Spicer** visited Moreton Bay in August 2023 for a series of events coordinated by Council under the Innovate Moreton Bay program. Forty (40) businesses attended an industry breakfast on "Innovative ways to grow your business and experience

offering”; a working lunch with a small group of key influencers and decision-makers; and the broader ecosystem at the Innovate Moreton Bay Social Catchup.

- Digital Leap is a new bespoke technology mentoring program, pairing technology leaders with small businesses seeking support and guidance. The first cohort of participants (with 30+ technology mentors and business mentees) graduated from their 12-week program with great success. Learnings have been captured in preparation for the second cohort starting in July.
- City of Moreton Bay’s Telstra Innovation Awards 2024: 25 teams participated in this annual program which challenges high school students to come up with an idea for a new technology or a fresh and creative use of an existing technology. The top 10 teams were chosen to pitch their ideas to judges.
  - Bray State High School won three of the four awards, while other schools included Albany Creek State High, Genesis Christian College, St Benedict's College, and North Lakes College. The winning team, LAM, created a website using an AI chatbot to encourage teenage males to seek help and direct them to real-world support services.
- Council’s ongoing partnership with ASPIRE, a circular economy and waste exchange program, resulted in 46 businesses onboarded to the platform during September 2023 - August 2024, providing over \$100,930 of revenue and savings from waste products across the supply chain, diverting over 125 tonnes of waste from landfill and saving 119.3 tonnes of embodied carbon.
- Advanced Manufacturing Business Networking Events are Council supported events rotated around multiple local leading manufacturing premises, including tours of their premises. More than 50 businesses attended the first networking event for 2024 at MMD Australia in Narangba. The second networking event in July 2024, at UniSC Moreton Bay attracted over 60 attendees who were treated to a facility tour, including the robotics department with robotic arms and robot dogs.
- In July 2024, Council hosted Minister for Regional Development, Manufacturing and Water, Glen Butcher MP, Shane King MP, Nikki Boyd MP and the broader team from the Department of Regional Development, Manufacturing and Water at The Mill and UniSC Moreton Bay. The day focused on the opportunity to showcase our thriving manufacturing sector and resulted in the Minister announcing new investment in a new role at the Department, to service City of Moreton Bay businesses.
- Food and Agribusiness Network (FAN) is Australia’s leading food industry cluster with hundreds of members, and multiple nodes around South-East Queensland: Council signed a new agreement with FAN for the period 2024-2027. Council supported the Moreton Bay Farm Trail event in 2024 which showcases smaller scale producers through direct-to-consumer connection.
- Boardroom Roundtable with Queensland Chief Entrepreneur: On 15 May 2024, Council and UniSC hosted a Boardroom lunch in collaboration between research and industry including business leaders across multiple fields. There was significant interest in this topic, with 25 industry leaders and researchers attending.
- Council Connecting Leading Local Businesses with UniSC researchers: Mesh & Bar has partnered with UniSC researchers to become Australia's most carbon-friendly reinforcing facility. The partnership includes carbon assessments, audits, IT integration, process engineering, and electrification of the vehicle fleet, with the aim of establishing a long-term relationship.

#### Indigenous Business Support:

- Black Coffee Australia Moreton Bay: Council continued supporting Black Coffee Australia events in partnership with Regional Development Australia Moreton Bay. More than two dozen representatives from Indigenous businesses, employment and support agencies and inter-government agencies attend to yarn and collaborate at the first two events, hosted at Caboolture Sports Complex during the reporting period.
- Council sponsored the Regional Development Australia Moreton Bay/Sunshine Coast (RDA MBSC) Indigenous Business Month Luncheon. More than 100 Indigenous business owners, non-Indigenous business allies, stakeholders, and supporters gathered at Caboolture Sports Club to learn about future market opportunities from keynote speaker Darren Godwell, while showcasing local Indigenous business success through First Nations business leaders Mel Syron and Ramone Close. The event provided an opportunity to support and promote First Nations business, enabling Council's commitment to a diverse and representative economy as outlined in the REDS and Reconciliation Action Plan. Council will sponsor another business luncheon hosted by RDA Moreton Bay and Sunshine Coast at the end October 2024 that will feature leading indigenous businesspeople about their journey and ongoing opportunities.
- The Economic Development team spearheaded Council's newly established Supply Nation membership in partnership with Council's procurement team to support Indigenous business in our supply chain.
- Continued proactive approach towards ensuring first nations businesses are invited and feel welcome to attend all Council's events and programs, resulting in representation at multiple events.

Examples of programs delivered by Chambers and Business Groups using economic grants provided by City of Moreton Bay:

- BPW Business Expo: Council supported Business and Professional Women (BPW) Caboolture through the REDS grant and Moreton Money grant to deliver the BPW Expo, which showcased 75 businesses.
- BPW social media and marketing workshop: 51 businesses attended an educational marketing workshop by Prue Aranovitch, supported by Council and Moreton Money.

- Navigate the Legal Maze of Industrial Relations: Council supported and collaborated with Pine Rivers, North Lakes, Redcliffe, and Greater Caboolture Chambers for this breakfast event with 77 business attendees on 21 May 2024 .

## Promote and showcase small businesses

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Encourage and promote small business engagement via marketing and communication channels (e.g., engaging with local small businesses, collaborating with local chambers of commerce, industry groups etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Create awareness by promoting the Small Business Friendly Councils (SBFC) program (e.g., using the SBFC identifier online, in marketing collateral and in communication materials).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Sharing successes, ideas and learnings with other Small Business Friendly Councils and other stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Allow the Queensland Small Business Commissioner to promote our Small Business Friendly Council activities and achievements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- The 2023 Moreton Bay Business Excellence and Innovation Awards received 170 nominations from 117 businesses, the largest number of applications since COVID (26% increase from 2022). 620 guests attended the Gala Awards on 7 July 2023 at St Columban's College Caboolture. 95% of program participants indicated they were satisfied or very satisfied with the awards program.
- 32 Trends Towards 2032: The November 2023 Business Conference Series was a resounding success, with 297 guests learning about the latest demographic trends from leading demographer Simon Kuestenmacher, co-founder of The Demographics Group. Simon took a deep dive into key demographic changes in City of Moreton Bay and the world and how they will impact exports, innovation, industry advancement, and new investments. Businesses took away action steps on future opportunity areas.
- Over 400 people attended the February 2024, International Women's Day lunch, at Eatons Hill which focused on leadership, diversity, and inclusion. The event featured Olympic athletes including Cathy Freeman and highlighted the City of Moreton Bay's commitment to fostering empowerment and leadership among women in business and sport.
- Moreton Bay Region Industry and Tourism (MBRIT) is the region's Local Tourism Organisation funded by Council and in addition to their promotion of our destination they delivered multiple events and programs:
  - Seven (7) industry networking events for tourism operators to explore best practice initiatives and deepen local supply chain connections.



- Twenty-one (21) industry development initiatives such as workshops and mentoring for tourism operators.
- Moreton Bay Tourism Champions network recognises operators as Moreton Bay Tourism Champions for their dedication to tourism excellences. The program has 43 active participants.
- The Best of Queensland Experience Program recognises tourism operators for their commitment to quality and exceptional visitor experiences. There were 60 active operators participating in the program in 2023/2024.
- The 2022 Advance Queensland funded Regional Action Plan workshops identified Moreton Bay Food Provenance Development as one of the area's key needs. In response, FAN delivered content and images for 30 producer storyboards - 600mm x 900mm corflute boards telling the stories of our local producers. Producers have received all images and content in a marketing toolkit. City of Moreton Bay businesses, Matchsticks Digital and The Sign Cellar designed the boards.
- Council supported the Business Jobs Expo in July 2023 to help grow local supply chains and expand recruitment opportunities. There were 111 exhibitors and 610 attendees. Exhibitors reported an average of eight leads per exhibitor, with 16 reporting more than 20 leads. Projected income from the leads ranged from \$1,500 - \$20,000. Three reporting leads generated more than \$30,000.
- Sustainability Demo Day: Eight local businesses and a wildcard participant pitched to 85 attendees at the 2023 Moreton Bay Sustainability Demo Day on 28 September 2023. The panel of judges connected participants with invaluable contacts to foster and support their business development.
- Moreton Money Phase 2: Promoting Local Business. A significant media-buy and social media campaign showcased local businesses enrolled in the buy local gift card program. Marketing was delivered across social media, Meta and LinkedIn adverts, print magazines, digital what's on platforms and radio advertising. More than 660 local business mentions were made across the campaign.
- Manufacturers of Excellence Program showcased leading local manufacturers to gain interstate and international market share. Seven (7) manufacturing-related businesses attended as #TeamMoretonBay delegates at Australian Manufacturing Week in Sydney from 17-19 April 2024, alongside 7,000 attendees, resulting in 75 leads and supply chain opportunities.
- Economic Development created a research-based compendium to profile 25 local business champions across Moreton Bay. These businesses exemplify the stellar leadership and innovation on offer in the city, with the compendium serving as a resource for Council to promote, platform and engage with these champions.
- A range of additional Invest Moreton Bay achievements were recognised as part of the Council's support to small businesses including:



- 179 new investment leads generated - with 18 of these potential development projects progressing through the investment attraction program with the potential to stimulate \$1.37 billion in CAPEX investment.
- New capital spends of \$1.37 billion would stimulate \$1.71 billion in supply chain spending with local businesses and support an additional 5,809 local supply chain jobs.
- Major social media investment announcements that directly and/or indirectly support local business through construction phase, ongoing operations and supply chain opportunities.

#### International engagement:

- Supported workshop/visit by six businesses as part of a New Zealand Trade and Enterprise visit connected to Asia Pacific Cities Summit 2023. Council hosted the businesses in Strathpine allowing them to pitch their products and outlining how Council procurement (typically) operates in Qld. Networking to introduce small business to one another compliments this activity. A similar activity took place in August 2024 for nine (9) New Zealand businesses.
- City of Moreton Bay Mayor Peter Flannery and Sanyo-Onoda Mayor Goji Fujita from Japan met via Zoom on 18 August 2023 and again on 6 August 2024 to reaffirm the 32-year connection between the cities and showcasing business capabilities.
- Significant global engagement through an EOI process focusing on two property opportunities has influenced and messaged our city's proposition across critical markets, including USA, UK, Singapore, Middle East, Japan and New Zealand.
- Visit by North American TIQ Trade Commissioner Viki Forrest on 9 October. Viki and her team visited The Mill at Moreton Bay and Pixel Zoo, an internationally renowned animation business based in North Lakes. They finished the day at Lifesize Plans, a new business in the North Lakes area that allows designers, builders, and others in that space to view plans and drawings at scale before beginning work. Twenty-five (25) key regional innovators joined Viki and the Mayor at this well-received networking event.

## Develop and promote place-based programs for small business

Commitments	Performance self-assessment			
	● Not yet	● In progress	● Achieved	● Very well achieved
a) Identify, develop, promote and deliver at least two existing or new place-based programs to support businesses to start, grow and become more resilient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

#### Summary of key activities and achievements in relation to this element:

- Council developed and delivered a new resilience program titled, 'Disaster Proof Your Moreton Bay Business' which was launched during Qld Small Business Month in May 2024. The program features an informative talk-show style webinar and a series of case studies of how different businesses have handled business continuity through adversity (disaster and other incidents). The initiative also featured expert advice from UniSC which delivers training in this area for the Qld Government. The program will be re-activated in October 2024 in time for disaster preparedness steps at tail end of the year.
- City of Moreton Bay focused its placed based initiatives on achieving Sustainable Destinations Silver Certified status as a tourism destination during the reporting period. Only the second

Council/locality in Australia to achieve this certification. This certification recognises City of Moreton Bay's vision for sustainable tourism and responsible destination management, in alignment with the vision for Sustainable Olympic and Paralympic Games in 2032. Stakeholders including local businesses, MBRIT and chambers of commerce have been engaged to ensure awareness and involvement in achieving this shared vision. In addition to reporting environmental data, conducting a risk assessment, and establishing an action plan, a core element of the program is to work with relevant stakeholders to ensure the values of the community are embedded in the City's tourism approach. Council is committed to pursuing this program in FY24-25, to practice continual improvement and implementing its set actions, as well as supporting businesses on their sustainability journey.

- Council allocated \$1 million in dedicated small business support funding in its FY2024-25 budget (June 2024) with a number of place-based programs to be rolled out during the financial year and beyond.
- Council supports the needs of business and chamber groups to lead their own place-based solutions for their members through the provision of economic grants to eligible not for profit organisations. Two rounds of the Regional Economic Development Grants program (November 2023 and June 2024) provided \$121,268 to 11 business groups/recipients for 18 projects in total. The successfully funded programs focus on the following themes:
  - Growing customer numbers and loyalty
  - Reducing risks and the cost of doing business
  - Enhancing leadership and strategic skills
  - Enhancing chamber and industry group effectiveness
- 2023-24 REDS Grants Program enhancement: Council developed a new resource to further support eligible REDS stakeholder groups to apply for 2023-24 REDS Grants Program funding. This new REDS Grants Resource Kit assists local chambers of commerce and industry groups with sourcing and compiling the information required for a REDS grant application.
- Chamber of Commerce support: Council is assisting local chambers to develop evidence-based strategic plans by providing data on the strengths of the business profile of their catchment area. Support was provided to five chambers with the provision of tailored data sets to meet their needs.
- Moreton Money buy-local gift card program hosted a Buy Local activation in June 2024 to increase visitation to four business precincts and included a treasure hunt to boost awareness in the community. The multi-location activation took place in Beachmere, Kallangur, Woody Point and Bribie Island with 17 new businesses registering for the Moreton Money program and 62 local businesses being advertised through the place-based activations. The Moreton Money program has confirmed 9 more place making activities to be delivered by December 2024.
- Taste of Moreton Bay Festival (1 Sept-1st Oct 2023) positioned the City as a premier culinary destination, showcasing local farm offerings and the pristine bay. With 20 events, including 17 ticketed ones and two sold-out, the festival engaged over 11,800 food enthusiasts. The festival positively impacted the local economy, showcasing tourism's economic contribution to the City. Visitation data revealed a 29% increase in total visitors for September to 871,227, contributing \$1.8 million to the City of Moreton Bay's economy.
- City of Moreton Bay operate the Moreton Bay Pop Ups program which identifies pre-approved sites for small businesses to operate either food, service or tourist-based activities. The fees are set

at a reduced rate and one application gains access to numerous bookable sites. Since 1<sup>st</sup> July 2024 -30<sup>th</sup> August 2024 there have been 38 Pop up approvals and 955 bookings

- The Kallangur-Dakabin Neighbourhood Planning Project reflects Council's commitment to guiding growth and development while preserving the unique characteristics of the area. After considering community feedback, an informal State Interest Review, and the draft Shaping SEQ 2023 Update, Council endorsed the Future Directions Report in November 2023. This report will help inform updates to the Planning Scheme and guide other Council actions to support the vision and outcomes for the neighbourhood.
- The 'Moreton Bay Place Identity Study' and the 'Townships and Coastal Communities Character Investigation' were both finalised this last financial year under the 'Great places Program' and give small businesses a better understanding of place offering across the City, including businesses in the visitor economy greater clarity and support on destinations with identifiable and authentic character drive economic outcomes.
  - This work augments and supports previous years' initiatives including the 'Your Shopfront Improvement Guideline' and the 'Your Flood Building Guideline' both still in high circulation.
- Update on region-building projects and securing infrastructure: UniSC completed a \$100 million, 12,500 sqm expansion to cater for the growing student cohort at The Mill. Unitywater completed construction on the Wamuran Irrigation Scheme's new distribution network, part of a \$120 million project, and North Harbour sold out its stage one industrial estate, while the Queensland Government released its draft Scarborough Harbour Master Plan.

## Simplify administration and regulation for small business (red tape reduction)

Commitments		Performance self-assessment			
		● Not yet	● In progress	● Achieved	● Very well achieved
a)	Limit unnecessary administration and take steps to ensure continuous business improvement.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b)	Make it easier for small businesses to comply with administrative and/or regulatory requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c)	Administer requirements in a consistent manner in collaboration with key stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d)	Regularly review and streamline administrative and/or regulatory arrangements to reduce red tape. (e.g., digitisation projects, process improvement).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e)	Maintain a simple, timely and cost-effective internal review and complaints management system. (e.g., actioning feedback, reviewing practices).	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- Council delivered two ‘Supplier Briefings’ to help local businesses better access (more easily access) Council procurement opportunities. This includes identifying gaps, needs and how to clearly communicate with Council. More than 200 businesses attended the sessions.
- Council supported a further three (3) ‘Winning Government Business Workshops’ to build business capability around finding and tendering for government business. Each workshop had more than 30 attendees.
- The REDS Action Plan updated 2023/24 actions focused on small business friendly initiatives to help Council be ‘Easy to do business with’. This includes a minimum of five Small Business Friendly programs per year. During the 2023-24 financial year of the 4,727 total businesses supported, 1,014 local businesses received support through Small Business Friendly Council programs.
- Council has developed and delivered a range of resources to start-ups and businesses on an expansion journey via the Data Edge workshop. The resource provides businesses with easy access to 13 free data platforms that can help them be more competitive. This resource has been promoted through Council's Business Connect newsletter and will be incorporated into Small Business Friendly program resources.
- Council introduced new Local Laws in December 2023 streamlining application processes (including scope for self-assessable processes) and creating more flexibility for the commercial use of Council land, the delivery of events and use of temporary signage. Specifically, the new laws are easy to use and application, assessment and approval requirements (where approval is required) can be tailored based on the nature, scale, impacts and risk associated with a commercial use, event or signage (for example, the changes removed generic and mandatory approval conditions).
- Council’s Public Space Permit team continues to drive best practice and is a one stop shop for small businesses to access public land for commercial use providing significant benefit to operators.
- Over \$1 million in infrastructure charges and development application fees waived or deferred over this past financial year, for the development of social and affordable housing built within identified priority areas as part of Council’s Attraction of Social Affordable Housing Policy.

## Ensure fair procurement and prompt payment terms for small businesses

Commitments		Performance self-assessment			
		● Not yet	● In progress	● Achieved	● Very well achieved
a)	Implement a procurement policy that gives small businesses a ‘fair go’ to supply goods and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b)	Help small businesses find local procurement opportunities and make tendering quick and easy.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c)	Pay all valid invoices from small business suppliers within a stated reasonable period (e.g., 20 calendar days from receipt of invoice).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Summary of key activities and achievements in relation to this element:

- Council held two Supplier Briefings:
  - The first Supplier Briefing on 15 August 2023 attracted 140 attendees representing 75 businesses. Content throughout the day provided an insight into working with Council on upcoming projects, including our \$264M capital works program, and equipping local suppliers with an understanding of how to work with government.
  - The second event on 7 March 2024 attracted 210 attendees representing over 130 businesses. The event focused on connecting, collaborating, and creating opportunities for local supply chains. The event additionally focused on the introduction of Council's new Strategic Contracting Framework and changes to doing business with Council which came into effect on 1 February 2024.
- The percentage of Council annual spend with local businesses is 33% against a target of 40%. This is an improvement on 2022-23 results. Council continues to proactively support local business and industry through our Procurement Policy and Local Preference Operational Directive, maximising procurement opportunity to grow and generate employment opportunities within City of Moreton Bay.
- Council responds effectively to the needs of small business with regard to payment terms. Generally, as invoices come in, and are validated, payments will occur in the next payment run, provided there is no hold up in the validation process, payments will typically occur within seven business (7) days.

## Support small business resilience and recovery

Commitments		Performance self-assessment			
		● Not yet	● In progress	● Achieved	● Very well achieved
a)	With support from statewide partners, deliver short, medium, and long-term activities to support small business recovery and resilience following significant business disruption and disasters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b)	Implement policies and practices for managing business disruption (e.g., supporting and working with small businesses to minimise disruption during capital works projects, transformational change etc).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Summary of key activities and achievements in relation to this element:

- Council developed and delivered a new resilience program titled, 'Disaster Proof Your Moreton Bay Business' which was launched during Qld Small Business Month in May 2024. The program features an informative talk-show style webinar and a series of case studies of how different businesses have handled business continuity through adversity (disaster and other incidents). The initiative also featured expert advice from UniSC which delivers training in this area for the Qld

Government. The program will be re-activated in October 2024 in time for disaster preparedness steps at tail end of the year.

- Council commenced a Business Bushfire Resilience Project to help identify potential bushfire impacts on small businesses. Council officers are reviewing implementation requirements and constraints. The project provides tailored information for various industry sectors.
- Economic Development delivers a Small Business Assistance Policy which is designed to help Moreton Bay Small Businesses experiencing business disruption or economic conditions outside their control. Thankfully we have only had to use this once with a business experiencing flood business disruption. Council did provide business assistance related to this program to a number of businesses in Beachmere in January/February 2024 following severe weather (rain/flood) events and road closures. Assistance included signage and other support so locals knew that the business remained open. One business advised that custom increased significantly following the placement of signage. In addition, a Moreton Money activation took place in June 2024 to promote local business, with nine (9) businesses taking part.
- Economic Development received a \$250,000 state grant to support small businesses and promote local buying for Moreton Money Phase 2. Funding includes events, marketing, digital cards, and upgrading the program to payWave technology.
  - The Moreton Money gift card program (launched in July 2022) was bolstered with the implementation of a fresh marketing and events campaign to highlight local businesses and engage the community to buy local. With the upgraded card technology, the buy local program has enabled more businesses to join the program and now has more than 300 registered businesses. Ongoing events and activations will be delivered until December 2024.

## Measure and report on our performance

Commitments		Performance self-assessment			
		● Not yet	● In progress	● Achieved	● Very well achieved
a)	Seek regular feedback from small businesses to help drive continuous business improvement (e.g., surveys, engagements, councillor walks etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b)	Monitor our performance against this charter and ensure we are meeting our commitments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c)	Publish a report about our performance in relation to this charter once every financial year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d)	Complete the SBF Accelerator Pack within 6 months of signing the charter. (for new members after 28 April 2023).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Summary of performance

- Council uses Economy ID to inform the business community on data and reporting of relevance to the economy. As of 31 December 2023, there were 31,208 registered businesses across the

City, up 405 from 30 June 2023, and reflecting a projected 2.5% net growth in business numbers during 2023-24.

- National Institute of Economic and industry Research (NIEIR) data shows City of Moreton Bay's economy has grown by \$700 million in Gross Regional Product, 6,215 new jobs and 800 new businesses. The value of our economy is now almost \$22 billion.
- Council presented three annual reports in August/September 2024 for the last financial year on its performance as well as a REDS report card in December 2023, reporting on actions delivered against the economic strategy throughout 2023.
- In the most recent August 2024 report, Council reported that it had secured \$243.5 million in economic activity this past financial year (2023-24) and supported the creation of 896 full-time equivalent jobs through its industry advancement, major event and investment attraction activities.
- Between 1 July 2023 and 30 June 2024, Council had 4,727 business development and direct support engagements with 2,227 businesses through 80 events and 1,483 one-on-one service activities.

Council reported in September 2024 that across the 2023/2024 financial year, it sponsored 29 major events through its Sponsorship Program. It is estimated that collectively, these events achieved the following:

- 75,938 visitor nights
- \$20.7 million in local spending by visitors and event promoters
- \$3.8 million worth of media coverage
- Supported 342 full-time equivalent local jobs in the tourism industry and associated supply chains, and
- Achieved a 35:1 return on investment from direct economic activity.
- REDS stakeholders were provided with a platform to share, inform, and provide their assistance to communicate and promote programs, events, and initiatives for local businesses using a combination of digital and face-to-face meetings and regular electronic communications.
  - Ten (10) editions of the Moreton Business Connect e-newsletter were sent to approximately 1,200 subscribers each time.
  - Nine (9) Online and Two (2) Face to Face REDS Stakeholder Update meetings were held, which attracted an average of 30 guests and had an average satisfaction rating of 4.9/5 (98%).
- Council partnered with Business Chamber Queensland to produce a regional business pulse survey as a subset of their statewide survey for end 2023. Businesses jumped on board with the second highest sample size in the state and specific challenges identified and used for future focus.
- A new data dashboard used internally by Councillors and staff of Council was selected as a finalist in the LGMA Awards for Excellence in Innovation. Though it did not win the award, it





was selected by LGMA for its Council Case Studies Webinar Program, with a webinar delivered in September 2024 and enquiries received from other councils who want to emulate.

## Member requirements

Requirements		Performance self-assessment			
1.	Authorised representative and proxy nominated and current.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		
2.	For new members - Submitted Accelerator Action Plan to the QSBC within 6 months of joining the program.	Yes <input type="checkbox"/>	No <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>	
3.	Actively participated in at least four Roundtable meetings in the previous F.Y	0 <input type="checkbox"/>	1-2 <input type="checkbox"/>	3-4 <input type="checkbox"/>	>4 <input checked="" type="checkbox"/>
4.	Provided at least one Showcase submission to the QSBC in the previous FY.	0 <input type="checkbox"/>	1-2 <input checked="" type="checkbox"/>	3-4 <input type="checkbox"/>	>4 <input type="checkbox"/>
5.	Attended the Annual Conference in the previous FY.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		
6.	Attended the Community of Practice workshops in the previous FY.	0 <input type="checkbox"/>	1-2 <input checked="" type="checkbox"/>	3-4 <input type="checkbox"/>	
7.	Submitted Annual Report to the QSBC by 30 September for the previous FY.	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		

## Additional information

- [QSBC\\_SBF-Program\\_2023-24\\_Showcase\\_CoMB grant workshop](#)
- [QSBC\\_SBF-Program\\_Showcase\\_CoMB economic grants reform](#)