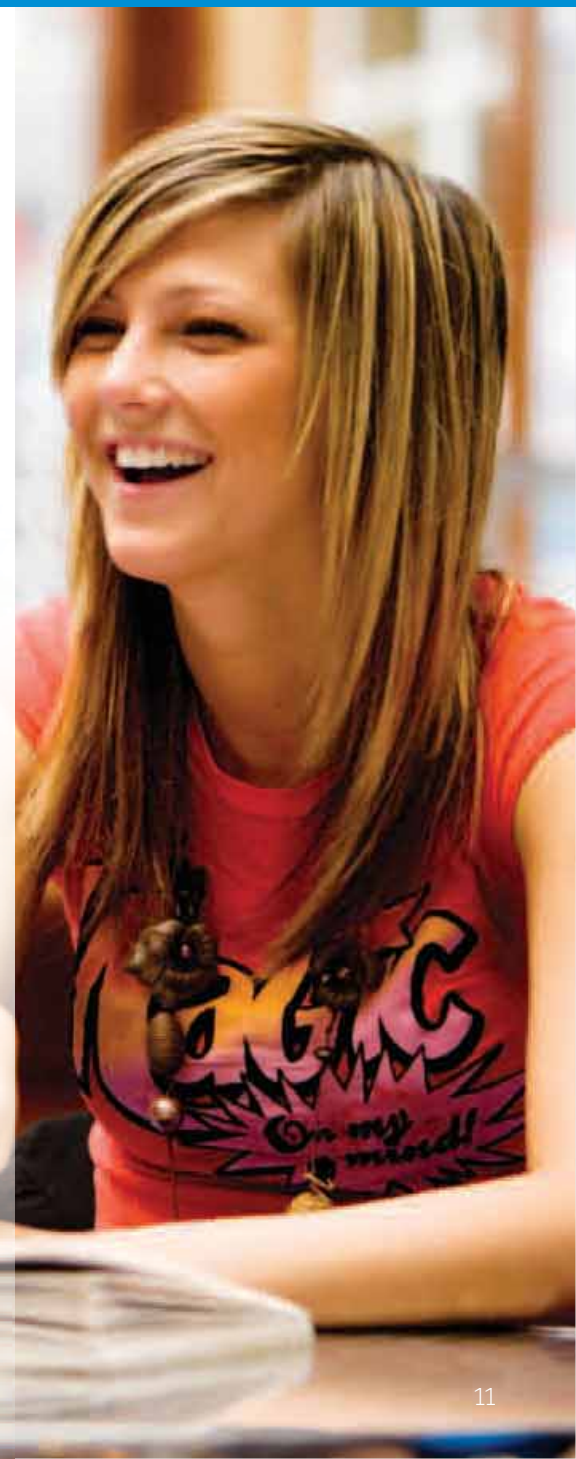


Creating opportunities

Our vision is for a region of opportunity for all.

A place where:

- Residents, business and industry enjoy the benefits of a strong, growing and diverse economy.
- People of all ages have easy access to education and training opportunities.
- Housing and infrastructure supports our growing population and enhances our lifestyle.



We're open for business

Council continued to support business growth in the Moreton Bay Region, with investments in programs and infrastructure to generate local business and give operators a winning advantage over rivals across South East Queensland.

Council unveiled the Business and Learning Centre at the Caboolture Hub in December, 2011. In just six months the venue brought together more than 92 local businesses with professional development workshops aimed at boosting the capacity and capability of local business operators.

Business development programs were in tune with the issues affecting our local business community, and the Staffing Made Easy program gave 43 local organisations the tools needed to better recruit and retain key workers in the face of competition from the mining sector.

Better Business Events continued to provide an opportunity to hear tips and advice from some of the country's high profile leaders. 19 of these events were attended by almost 1,500 local business people, with speakers including Wally Lewis, Wayne Bennett, Kerry O'Brien and Michael Matusik.

Council continued to invest heavily in major infrastructure projects, including the Redcliffe Seaside Village Rejuvenation and the Caboolture Hub, creating a range of flow-on employment opportunities. Preliminary construction also began on the new Moreton Bay Rail Link, representing a \$1.15 billion investment by council, the Queensland Government and Australian Government in the Moreton Bay Region's economy. The Moreton Bay Rail Link will bring huge benefits to the region including up to 8,000 jobs during construction, and is expected to become the catalyst for additional investment.

Business development

Projects and activities that assist businesses and promote investment and job creation in the region.

Highlights

- Council's free online business directory grew to more than 4,500 businesses
- Confidence surveys, incorporating feedback from more than 735 local businesses, indicated the majority of small business expected to see an improvement in local economic conditions
- Council stimulated the local economy purchasing \$107.5 million from local businesses
- The region's 26,500 businesses were given the opportunity to get up to speed with the digital economy ahead of the rollout of the National Broadband Network
- Undertook Independent Broadband Testing in partnership with Regional Development Australia (RDA) - Moreton Bay to identify mobile and wireless broadband blackspots
- Investment attraction activities included exhibiting at National Manufacturing Week, the Australian Logistics Council Forum and the Australian Trade and Investment Partners Conference
- An Investment DVD and prospectus was used to promote the business opportunities on offer in the Moreton Bay Region
- In 2011 five gold certificates and 85 silver certificates were awarded to recognise businesses that have operated in the region for 50 years and 25 years, respectively
- Information on business related events and programs was distributed via fortnightly e-newsletter
- Council hosted a digital masterclass "Connecting to the Future" which was attended by over 30 government and business representatives
- Council, RDA - Moreton Bay and the Queensland Government supported a Food and Beverage Industry Supply chain research project initiated by the Australian Catholic University
- During Export Week council hosted four Trade Commissioners
- Attended 28 Chamber of Commerce meetings across the region
- Sponsored four Quest Business Achiever Awards including Made in Pine Rivers, Made in Redcliffe and Made in Caboolture Awards



Moreton Bay Region stars in SEQ

Moreton Bay Regional Council unveiled a series of television commercials and radio commercials on Channel 7, Channel 9, radio 4KQ and 97.3FM following the launch of the new Moreton Bay Region brand – We've Got It All – in June 2011.

The new logo and promotional campaign is part of council's strategy to boost the Moreton Bay Region's tourism and business profile.

It introduces a new and easily identifiable brand for the Moreton Bay Region that sets it apart from Brisbane and the coasts.

The campaign coincided with peak school holiday periods and highlighted some of the Moreton Bay Region's best recreational and leisure experiences.

It showcased the Moreton Bay Region as a premier tourist destination to audiences throughout South East Queensland and encouraged visitors to explore 24 areas within the region including Samford, Woodford, Redcliffe, Caboolture and Bribie Island.



Tourism

Facilities and services for visitors and tourists to the region.

Highlights

- \$2.6 million was spent on Tourism
- Published and distributed 50,000 copies of the regional tourism guide showcasing local tourism operators and experiences on offer in the Moreton Bay Region
- Maintained local experience and accommodation listings on www.visitmoretonbay.com.au
- Attended the Brisbane Holiday as well as the Travel Show, Brisbane Caravan, Camping and Touring Show
- Maintained a strong presence on key tourism websites
- Participated in publications including Holidays with Kids, Caravanning Australia, Go See Discover Queensland, AAA Tourism, Cycle Queensland, and the Brisbane Visitor Guide
- 172 volunteers operated council's six Visitor Information Centres across the region, recording more than 80,000 enquiries
- Nine familiarisation tours were conducted for visitor information volunteers
- More than 41,000 visitors booked 112,050 nights with large accommodation providers (15+ rooms) in the Moreton Bay Region, generating more than \$8,583,000 million for the local economy
- Sponsored and hosted the 2012 Moreton Bay & Islands Tourism Awards. It was an opportunity to pay tribute to local operators, with 10 winning awards
- Tourists booked and stayed more than 48,660 nights at council's caravan parks at Beachmere, Clontarf, Bongaree, Donnybrook, Scarborough and Toorbul



Milestone planning for Moreton Bay Region

Moreton Bay Regional Council is planning for the future, with work under way on a new planning scheme. The new planning scheme will help to respond to growth and development across the Moreton Bay Region. It will aim to address a number of current and future challenges facing our fast-growing region. This will include:

- Responding to growth and our increasing population
- Encouraging economic development opportunities
- Sustainable living including improved transport options
- Housing choices to improve affordability
- Boost community resilience to natural disasters

The new planning scheme is a statutory document regulating how land can be used and developed and will replace the three existing planning schemes created by the former Caboolture, Pine Rivers and Redcliffe councils.

During 2011/12 council completed significant data analysis, information gathering and scenario testing for the Moreton Bay Region. Demographic trends, economic development opportunities, and future land demands for commercial, industrial and housing were analysed. Assessments were also finalised on regional water quality and rural areas.

These activities complemented comprehensive mapping of current development, flooding, green infrastructure, coastal hazards and water quality at a sub catchment level. The work gives council a clear picture of development trends across the region, how our unique places are connected and how our region will manage future growth.

Work also began on a draft strategic framework for the Moreton Bay Region. This document provides a vision and strategy to accommodate growth and development to 2031. The framework is being created using key values identified by Moreton Bay Region residents through the 2011 Community Plan. It will consider our growing population, residential and economic precincts, as well as their influence on infrastructure, community services and the environment. The draft document will play an important role in guiding the creation of the region's new planning scheme and is expected to be released next financial year.

The new planning scheme is expected to be released for community consultation in late 2013, before its adoption by Moreton Bay Regional Council in late 2014.

Land use and infrastructure planning

A sustainable planning and design framework to manage growth.

Highlights

- A number of strategies were finalised to manage growth in areas including Strathpine, Caboolture and Morayfield, Narangba East and the proposed six stations along the new Moreton Bay Rail Link from Petrie to Kippa-Ring
- Declaration of the Caboolture West Master Planned area in February 2012 enabled planning to begin for a new community of up to 60,000 people
- Council signed the International Charter for Walking in November 2011 and released its Urban Design Charter and Moreton Bay Street Place and Movement framework in December 2011
- Adopted the next generation planning model recognising Moreton Bay has unique places. This initiative created a foundation for a place making and design based approach to planning in the Moreton Bay Region
- Began detailed development of the new regional planning scheme including zone allocations. Public consultation is expected to begin in late 2013
- There were a range of amendments made to the Pine Rivers, Caboolture and Redcliffe planning schemes. This included changes to zoning plans to reflect development approvals and Temporary Local Planning Instruments for future stations along the Moreton Bay Rail Link

