

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.

Helping business make Moreton home

Council continued to support business growth in the Moreton Bay Region with investment in programs and infrastructure to boost the local economy and to give businesses a winning advantage over rivals across South-East Queensland.

Construction kicked-off on major infrastructure projects including the \$1.1 billion Moreton Bay Rail Link and \$45 million The Corso at North Lakes. The projects will create more than 8,390 jobs during construction.

Council's investment program continued to present the Moreton Bay Region as an attractive place to invest for some of the world's biggest brands.

In December 2012 council approved an IKEA store for North Lakes as part of an application for a significant extension to Westfield North Lakes.

The announcement from the world-famous home furnishings store followed an application by Costco to set-up-shop in the Moreton Bay Region.

Together, with a planned extension to Westfield, they will create thousands of jobs and help to cement North Lakes and the region as one of South-East Queensland's top shopping destinations.

Other businesses that committed to investing in the Moreton Bay Region during 2012/13 included:

- Ludowici - Brendale
- Sirius- Caboolture
- Jet Master Australia Heating systems - Brendale
- Hastings Deering – Morayfield
- MMD – Narangba
- The Super Retail Group - Brendale

Council's Business and Learning Centre at the Caboolture Hub continued to prove a huge hit for local business hosting more than 2,330 meetings and 60 professional development workshops to hone the skills of local business employees.

Council's Better Business Events also offered a range of networking opportunities as well as insight from some of the country's highest profile leaders. More than 1,000 people attended the events with speakers including George Negus, Bernard Salt, David Bartlett, Michael Pascoe and Max Walker.

Business development

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 4,300 businesses
- Hosted a Meet the Buyers information forum in April, 2013. The forum provided almost 200 local business operators with an opportunity to learn more about how council and the state government purchase goods and services. The event included presentations from council, State Development, Local Buy, ICN and the ACCC
- Facilitated a workshop for local businesses in the manufacturing sector. Lead by industry professionals, the event provided information on a range of topics from compiling winning tender submissions to training staff
- Investment attraction activities included exhibiting at National Manufacturing Week in Melbourne, the Australian Logistics Council Forum, the Australian Trade and Investment Partners Conference and the Alliance for Healthy Cities Global Conference in Brisbane
- The Moreton Bay Region played host to LOGOV in October, 2012 at Caboolture. The event attracted hundreds of exhibitors from across Queensland
- In 2012, six gold certificates and 71 silver certificates were awarded to recognise businesses that have operated in the region for 50 years and 25 years, respectively
- Information on business events and programs was distributed via a fortnightly e-newsletter
- Council launched a new Invest Moreton Bay prospectus in March, 2013. The initiative, developed in partnership Regional Development Australia - Moreton Bay, is designed to help attract high performing businesses to the region by highlighting the key competitive advantages and development opportunities that make the Moreton Bay Region the number one place to invest in South-East Queensland
- Deloitte Access Economics was engaged to deliver a report on the region's future labour force, considering demographic and workforce trends. The report will help council ensure its investment strategies target growth industries
- Council hosted 10 Better Business Events throughout the region attracting over 1,000 people and a range of high profile key note speakers





Region unveils tribute to the Bee Gees

Bee Gees fever swept Queensland in February 2013 with Moreton Bay Regional Council and Barry Gibb unveiling a new statue and walkway – called Bee Gees Way - honouring the world famous pop group.

The Moreton Bay Region is where it all started for the Bee Gees, with the group signing its first music contract on the kitchen table of their Redcliffe home.

Local Brendale sculptor Phillip Piperides crafted the statue from a number of photos of the boys personally selected by Barry Gibb.

Bee Gees Way is already returning huge dividends to the Moreton Bay Region, having attracted large-scale national and even international publicity.

The unveiling attracted crowds of up to 15,000 people. Up to May, 2013, the walkway had also generated more than \$5.49 million in publicity in Australia alone.

Bee Gees Way has also become one of South-East Queensland's must-see attractions, boosting the number of visitors and tour bus companies marking Redcliffe and the Moreton Bay Region on the itineraries.

Awareness of the walkway will only grow over time and continue to attract music fans to the Moreton Bay Region for many years to come.

Bee Gees Way is located off Redcliffe Parade, Redcliffe and includes a statue, 60 photographs, 13 album covers, a mural of the band and a wall showcasing some of the band's most famous songs.



Tourism

Facilities and services for visitors and tourists to the region.

Highlights

- Published and distributed 50,000 copies of the regional tourism guide showcasing local tourism operators and the many 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
- 175 volunteers operated council's six visitor information centres across the region, assisting with more than 83,200 tourism enquiries
- 16 familiarisation tours were conducted for visitor information volunteers
- An average of 16,000 guests per quarter booked with large accommodation providers (15+ rooms) in the Moreton Bay Region, generating around \$2.4 million each quarter for the local economy
- Tourists booked and stayed more than 2,000 nights at council's caravan parks at Beachmere, Clontarf, Bongaree, Donnybrook, Scarborough and Toorbul
- In February, the Moreton Bay Region starred in an hour-long episode of the Australian Waterski Racing Championships broadcast on Channel Seven's 7Mate station. The event was held as part of Moreton Bay Regional Council's 2012 Celebrate Redcliffe Festival
- Partnered with Brisbane Marketing to promote the Moreton Bay Region to visitors across the greater Brisbane area
- Continued to support the region's school exchange programs – helping to showcase the Moreton Bay Region to delegates and exchange students from around the world
- Council's Visitor Information Centres shared in the Moreton Bay Region's trophy haul at the Moreton Bay and Islands Tourism Awards in July, 2012. The Moreton Bay Region scored eight of the 18 awards presented at the awards night
- Council's \$23 million Redcliffe Seaside Village Rejuvenation Project won the Planning Institute of Australia's Award for Excellence in the Great Place category and the inaugural Courier Mail Award for the best recently planned place, street, or neighbourhood in Queensland

BEE GEES WAY FAST FACTS

Bee Gees Way

- 50 metre laneway of more than 60 pictures and 13 album covers personally curated by Barry Gibb.
- The walkway commences with the Spicks and Specks Wall featuring song titles of 37 Bee Gees songs.
- Statue stands in front of the Spicks and Specks Wall and opposite a four-metre high mural of the Bee Gees.
- 4 months to create the bronze statue approx. 1.7 metres tall on a 50cm high plinth, featuring Barry, Robin and Maurice Gibb as boys.
- Statue plaque was personally scripted by Barry himself in tribute to 'Bodding, Basser and Woggie' – the boys' nicknames from when they were young.
- Bee Gees Way is divided into five significant periods of the Bee Gees' life:
 - We found paradise – life in Redcliffe
 - Heading to London in search of fame
 - Americanisation of the Bee Gees
 - Catching the Fever
 - Mythology



The region's beaches and coastal areas are popular with visitors

A framework for region-wide planning

Moreton Bay Regional Council released the inaugural Moreton Bay Region Draft Strategic Framework in September, 2012.

The Draft Strategic Framework is council's broad 20 year vision for growth and development in the Moreton Bay Region, and will form an important part of the region's new planning scheme.

The framework has been created using key values endorsed by Moreton Bay Region residents in the Community Plan 2021.

It considers the region's growing population, residential and economic precincts, as well as their influence on infrastructure, community services and the environment.

It will help to ensure our region, and its local neighbourhoods, meet the needs and expectations of our community.

Residents will have their opportunity to have a say on the Draft Strategic Framework and Draft Planning Scheme for the Moreton Bay Region. Public consultation on the plan is expected to begin in early 2014.

Land use and infrastructure planning

A sustainable planning and design framework to manage growth.

Highlights

- Continued to develop the new regional planning scheme. Public consultation is expected to begin in early 2014
- Council continued to draft a number of key regional strategies including the Integrated Regional Infrastructure Strategy
- There were a range of amendments made to the Pine Rivers, Caboolture and Redcliffe planning schemes. These included:
 - Redcliffe Priority Infrastructure Plan
 - Minor amendments to PineRiversPlan and Caboolture Shire Plan zone maps
 - Proposed new Temporary Local Planning Instrument for Moreton Bay Rail Link
 - Finalised ShirePlan amendment for Deception Bay Road
 - New temporary local planning instrument for Woodford
- The Caboolture West master planned area investigation project began in February, 2013. Significant research and investigation is required before detailed planning and design for the new community can begin. Council conducted a number of major studies to identify environmental, infrastructure and development needs for the proposed community. These studies will continue into the 2013/14 year and include:
 - Agriculture and Cropping assessments
 - Economic modelling
 - Employment / business needs
 - Environmental and ecological values
 - Flood modelling
 - Total Water Cycle Management planning
 - Transport modelling
 - Urban Design
- Council hosted information sessions in June, 2013 to provide residents with an update on the Caboolture West Master Planned Area investigation
- Endorsed the Caboolture-Morayfield Principal Activity Centre Strategy. The 20-year vision will ensure Caboolture and Morayfield continue to grow as a thriving economic and residential centres
- One of the world's leading authorities on walkable urban design - Dr Rodney Tolley - provided insight and expertise on planning for walkable, sustainable communities
- Completed the Narangba East Strategy in November, 2012. The strategy will be incorporated into the new draft planning scheme
- Adopted the Draft Open Space Strategy and Draft Active Transport Strategy. The strategies identify the region's future needs for open space, park, cycle and walking infrastructure and will help inform future council budgets
- Adopted the vision for the Draft Transport Networks and Corridors Strategy. The strategy highlights the region's future transport network capacity needs
- Council adopted the Regional Total Water Cycle Management Plan (TWCMP) to help sustainably manage waterways in the Moreton Bay Region. The plan provides a framework for balancing growth with the needs of the local environment, identifying strategies for the long-term management, health and quality of local waterways. Council's TWCMP was the first of its kind to be developed in South-East Queensland, and will form an important component of council's new planning scheme