

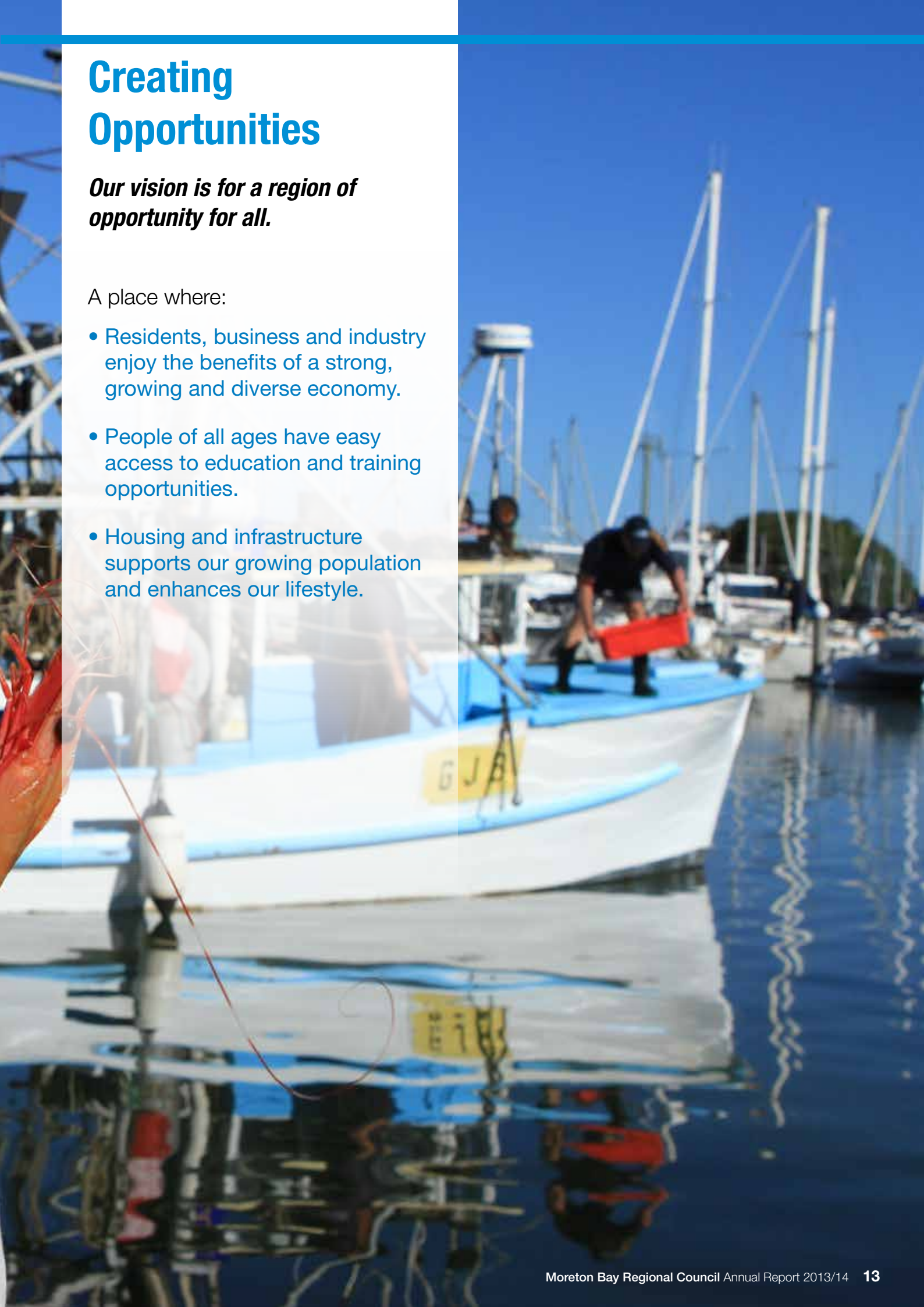


# Creating Opportunities

***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.



## Creating opportunities



### Moreton Bay Rail Project

This \$1.147 billion project is being funded by Federal, State and Local Government. 12.6 kilometres of dual rail line and six new stations are being constructed with 2,500 new car parking spaces available to commuters.

The first passenger service is expected to commence in 2016 and will be a major economic development driver for the Moreton Bay Region.

The project will:

- Provide better access to major employment centres both within and outside the Moreton Bay Region
- Help attract investment to the area and create business opportunities
- Act as a catalyst for growth along the alignment, with stations becoming hubs of new development in the region
- Provide a more reliable, economical, and faster alternative to driving during peak periods
- Help reduce congestion on the road network, including the Bruce Highway, and free up capacity for journeys that can't be made using public transport
- Provide sustainable and active transport options that reduce carbon emissions
  - every full train on the new line will take about 600 cars off the road.

## Business development

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

### Highlights

- Major businesses invested in and located to the Moreton Bay Region including Costco, Aldi, Supercheap and Bunnings.
- Council's free online business directory has more than 4,400 active subscribers
- Meet the Buyers information sessions were held with local businesses in February. The presentations highlighted how council interacts with businesses and the opportunities available. Over 100 businesses attended this event.
- Council attended trade expos to highlight investment options in the region. These expos included the National Manufacturing Week Expo in Sydney and the Logan Investment Expo.
- Three investment attraction breakfasts were delivered to high-profile businesses in South East Queensland to further promote investment opportunities in the Moreton Bay Region.
- Council hosted eight Better Business events throughout the region featuring a range of high profile keynote presenters covering a diverse range of subjects, including the NBN rollout, innovation and leadership.
- Business workshops on disaster management and recovery for small businesses were conducted.
- Build a Better Business Workshops with Small Business Solutions were held in Redcliffe and Bribie Island. Attendees were eligible to obtain a nationally-accredited qualification in Small Business Management.
- In January, council opened its new co-working space – Redcliffe Hive. The shared business hub provides work-at-home professionals, contractors and organisations with everything from reliable, high-speed WiFi to break-out rooms and areas for meetings and functions.



## Creating opportunities



### **New Woodford Visitor Information Centre**

During the year council opened its new Visitor Information Centre at Woodford.

Located in the centre of the town, its team of dedicated volunteers provide visitors with helpful advice and information about the many things you can see and experience in the Moreton Bay Region.

Council operates six Visitor Information Centres across the region, with 170 volunteers actively involved in running the facilities and promoting local operators and attractions.

## Tourism

Attracting visitors and tourists to the region.

### Highlights

- Published and distributed 80,000 copies of the Regional Tourism Guide, showcasing local tourism operators and experiences in the Moreton Bay Region.
- [www.visitmoretonbay.com.au](http://www.visitmoretonbay.com.au) promoted and provided information on many local experiences and events available in the region.
- Participated and exhibited at several high profile shows and events to promote the region including the Travel Show, Brisbane Caravan and Camping Show, and The Camping and Tourism Show.
- Council enhanced promotion of the region's tourism experiences via a number of publications such as Holidays With Kids, Carvaning Australia, Go See Discover Queensland, AAA Tourism, Cycle Queensland and the Brisbane Visitor Guide, including the Give Me Moreton Bay Any Day! campaign.
- Council information centre volunteers shared their local knowledge with more 75,000 tourism visitors. 12 familiarisation tours were carried out throughout the year to keep volunteers aware of the latest experiences and services.
- An average of 16,000 guests per quarter booked with large accommodation providers across the region, generating more than \$2.4 million each quarter for the regional economy.
- Council's caravan parks at Beachmere, Clontarf, Bongaree, Donnybrook, Scarborough and Toorbul provided more than 2,000 accommodation nights in the past year.
- Through the Sister Cities Program, council continued to support the region's school exchange activities, showcasing the Moreton Bay Region to delegates and exchange students from around the world.





## Creating opportunities

### Draft Planning Scheme – It's your place, it's your say

Work on a new regional planning scheme is well under way.

The draft Moreton Bay Regional Council Planning Scheme takes a whole-of-region approach to urban, coastal and rural planning.

It incorporates:

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

The draft planning scheme determines how and where development may occur, and considers the infrastructure required to support future growth.

Formal public consultation on the draft plan will begin in the new financial year.

## Land use and infrastructure planning

A sustainable planning and design framework to manage growth.

### Highlights

- Council adopted the Draft Travel Demand Management Strategy, which examines transport choices over the next 20 years.
- The Caboolture West master planned area investigation project was completed and incorporated in the new draft planning scheme. The project will guide detailed planning and design for the new community and studied:
  - agriculture and cropping assessments
  - economic modelling
  - employment and business needs
  - environmental and ecological values
  - Total Water Cycle Management planning
  - transport modelling and
  - urban design.
- Council completed economic, place making and transport studies to support the Redcliffe Activity Centre Strategy.
- The Caboolture Urban Design Concept Plan for Stage 1 was completed and brought into the draft planning scheme. The concept plan guides development in the Caboolture central business district.
- Local Stormwater Management Plans for emerging residential areas (Morayfield South, Narangba East, Joyner and Burpengary East) were developed to consider the unique characteristics of each catchment and recommend the most cost effective ways to manage water quality and flooding.
- Council undertook further work relating to its Total Water Cycle Management Plan. This work will help council set out strategies and actions regarding water quality and flood management. The plan received a number of industry accolades including the Australia Water Association National Project Innovation Award.

