



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 recognised as a smart technology region

In March 2017, the Moreton Bay Region was formally recognised as a 'smart region' and an ideal location to develop and showcase smart technology thanks to council signing a Memorandum of Understanding with the Dutch-based Global Smart City and Community Coalition - known as 'GSC3'.

The MOU enables council to explore and deploy the latest innovations in locations such as the North Lakes CBD and The Mill at Moreton Bay.

Some of the latest innovations include Smart Street Lighting aimed at reducing power costs and Smart Car Parking technology to help manage parking demand.

Innovative technology has also been deployed at the Corso at North Lakes which incorporates 550 solar panels, state-of-the-art cooling systems and rainwater storage facilities which made it Queensland's first public building to achieve a 5 Star Green Star rating.

ECONOMIC DEVELOPMENT

Business development

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

Highlights

- Partnered with South Korea's Yeosu Information Science High School and welcomed a delegation of 10 Korean students who visited the region for three months to complete an English language course and hospitality work experience.
- Hosted a delegation from Shandong, China which showcased the region's waste to energy transfer systems at Dakabin.
- Continued to partner with Regional Development Australia; Department of Science, Information Technology and Innovation; and the Department of State Development in the delivery of the Moreton Bay Innovation Network.
- Launched the Moreton Bay Export Network with support from Regional Development Australia, Department of State Development providing a platform for the region's exporters to improve their capabilities and opportunities to expand export markets.
- In partnership with Moreton Bay Region Industry and Tourism (MBRIT), the region hosted the 2017 Australian Coastal Councils Conference in May 2017, attracting more than 200 of Australia's top local government, planning, coastal and environment experts.
- Partnered with Regional Development Australia - Moreton Bay and MBRIT to launch a one-stop-shop for business in the Moreton Bay Region. The Business Moreton Bay Region platforms showcases the region's latest business news, networking and events, a free business directory as well as access to economy.id.
- Produced and distributed four editions of the Business Moreton Bay Region publication.
- Sponsored the Business Conference Series, which was delivered by MBRIT. These events provided professional development opportunities to local businesses with workshops, networking opportunities, and keynote speakers which included former Special Air Service Regiment, Ben Roberts-Smith and former Prime Minister, John Howard. Almost 1400 business people attended these events throughout the year.
- Worked with various proponents to assist in securing the new headquarters in the region for a number of businesses including TJM to be located in Brendale and Super Retail Group to be located in Strathpine.
- Partnered with Department of State Development to develop a new online investment prospectus showcasing business and development opportunities along the Redcliffe Peninsula Rail Line.
- Commenced work on the region's first Economic Development Action Plan focused on five target areas including Investment Attraction, Business Development, Tourism, Education and International Engagement
- Recognised the region's high-performing businesses at the Innovation Awards in February 2017. More than 60 local businesses were nominated, with six businesses taking out awards on the night.
- Launched the Study Moreton Bay strategy to support the attraction of international students and support increased participation rates of all levels of education.
- Hosted more than 2250 functions, business meetings, seminars and conferences, attracting more than 31 000 people to the Caboolture Hub's Learning and Business Centre.



CREATING OPPORTUNITIES

Moreton Bay represents Queensland in Tourism Awards

Moreton Bay Region was officially announced as the best marketed destination in Queensland at the 2016 Tourism Awards, beating some stiff competition including tourism powerhouses Noosa and the Great Barrier Reef.

The Moreton Bay Region was awarded the Richard Power Award for Destination Marketing which was developed by Moreton Bay Region Industry and Tourism (MBRIT) with the support of council and local industry.

Council's tourism volunteers were also recognised at the awards for Outstanding Contribution by a Volunteer Network.

The award comes after the region's Visitor Information Centres (VICs) experienced an increase in visitors in the 2015/16 financial year.

ECONOMIC DEVELOPMENT

Tourism

Attracting visitors and tourists to the region.

Highlights

- Finalised construction of a new Visitor Information Centre in October 2017, located in Strathpine's Pine Rivers Park.
- Operated four caravan parks at Bongaree, Clontarf, Donnybrook, Toorbul and leased caravan parks at Beachmere and Scarborough.
- Provided more than 51 600 accommodation nights across council's caravan parks at Clontarf, Bongaree, Donnybrook and Toorbul.
- Hosted more than 30 children from the outback Queensland town of Winton as part of a Sister City relationship shared by Moreton Bay Regional Council and Winton Shire Council.
- MBRIT was officially recognised by council as the Moreton Bay Region's official destination marketing and tourism organisation. The three-year strategic partnership with council will boost tourism, economic development and community benefit.
Key highlights included:
 - ▶ Delivered and grew new digital destination platforms aimed at boosting tourism to the Moreton Bay Region including:
 - ▶ 734 920 website views
 - ▶ 56 000 likes on Facebook
 - ▶ 3440 followers on Instagram.
 - ▶ Distributed 80 000 copies of the region's new visitor guide to Visitor Information Centres, events, accommodation and tourism operators, travel agencies and vehicle rental agencies across Australia.
 - ▶ Developed and distributed more than 10 000 copies of the inaugural Moreton Bay Wedding Guide showcasing the region's top wedding and reception venues.
 - ▶ Launched a mobile Visitor Information Centre to promote the Moreton Bay Region and its attractions to people across South East Queensland.



CREATING OPPORTUNITIES

The Mill at Moreton Bay becomes the region's first-ever Priority Development Area

The former Petrie paper mill site and surrounds will be transformed into a world-class innovation and education precinct, supporting more than 6000 jobs, after the Queensland Government declared the site as the region's first-ever Priority Development Area (PDA).

Announced in September 2016, the PDA declaration assists council to establish the region's first full service university campus through council's education partner, the University of the Sunshine Coast and unlocks the full potential of the university's surrounding land to create a vibrant community hub where people can live, work and play around education.

The region-building project secured top honours at the 2017 National Planning Excellence Awards including Australia's Best Planning Idea - Large Project, identified as being an ambitious and bold project that would be a game changer for South East Queensland.

Council continues to work closely with the State Government and the community on the implementation of the development scheme for the site to clearly guide future development over the next 20 years.

STRATEGIC PLANNING

Land use and infrastructure planning

A sustainable planning and design framework to manage growth.

Highlights

- Prepared and undertook extensive community consultation on the proposed Development Scheme for The Mill at Moreton Bay Priority Development Area. Work included preparing an Environmental Protection and Biodiversity Conservation application and conducting community consultation to ensure the protection of 110 hectare of neighbouring koala habitat.
- Implemented the region's first Local Government Infrastructure Plan.
- Finalised the region's first comprehensive analysis into Residential Land Supply and Industry Supply and Demand Assessment, receiving industry recognition for its best-practice approach.
- Launched the region's first Development Incentives Policy focusing on areas including Strathpine, Caboolture and the Redcliffe Peninsula Line rail corridor.
- Secured funding and commenced the region's first Coastal Hazard Adaptation Strategy which assists in preparing for coastal hazards such as storm tide flooding and coastal erosion.
- Transitioned the Moreton Bay Region's Planning Scheme as part of the commencement of the new Queensland Government *Planning Act 2016*.
- Progressed the first major amendment of the Planning Scheme to the State Government for approval which includes the first stage on the much anticipated Caboolture West project.
- Finalised structure plans for the first stages of Caboolture West and Warner Investigation Areas.
- Partnered with stakeholders to progress structure plans including network planning for the emerging communities of Morayfield South, Narangba East, Joyner and Burpengary East.
- Commenced a review of the Total Water Cycle Management Plan.
- Provided feedback and actively contributed to the, ShapingSEQ, South East Queensland Regional Planning Review process.
- Commenced work on the region's first Outdoor Recreation Plan including first round of consultation. Once complete, the Outdoor Recreation Plan will guide outdoor recreation planning and growth.
- Maintained access to user-friendly tools on council's website including the My Property Look Up search function, fact sheets, videos and a frequently asked questions relating to the implementation of region's new Planning Scheme.
- Began work on the Redcliffe Foreshore Master Plan and Activation Strategy to unlock the potential of council owned and controlled land along foreshore areas. Work included two extensive rounds of community consultation and business forums.
- Attracted key industry bodies including the Planning Institute of Australia, Urban Development Institute of Australia, Engineers Australia and Queensland Environmental Law Association to form the Moreton Bay Regional Council Industry Reference Group. The group met four times during the financial year, providing a channel to share information and to inform the future planning and growth of the Moreton Bay Region.
- Maintained the Open Data Portal on council's website, allowing users access to geographic datasets including Planning Scheme layers, assisting consultants in preparing development proposals.
- Progressed future land use options for rural areas including Wamuran and Narangba Valley.