

REDS 2023 and 2024 Interim action plan report card



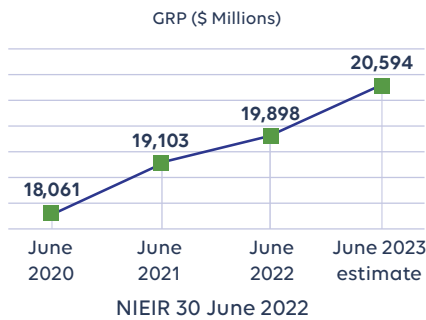
The Regional Economic Development Strategy (REDS) provides the blueprint for Council, industry and the business community to collaboratively build a \$40 billion economy by attracting and generating 16,000 new businesses and 100,000 new jobs by 2041. Following a great two years of bigger, bolder, brighter outcomes under the 2020-22 REDS Action Plan, 2023 marks the start of the second Action Plan with 23 new deliverables.

The momentum has continued in 2023 with direct progress being made against 20 of the 23 action items listed in the 2023-24 REDS Action Plan in the first ten months of the two year plan. Collaboration with REDS stakeholders remains central to the achievement of continuing strong growth in GRP, business numbers and jobs.

The Moreton Bay region extends through Jinibara, Kabi Kabi and Turrbal traditional Country. Council respectfully acknowledges the Traditional Custodians of the land and pays its respect to all Aboriginal and Torres Strait Islander peoples.

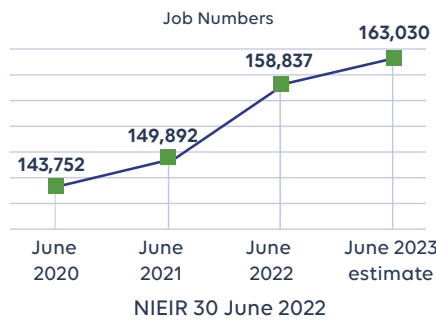
Bigger

\$40 billion economy



Bolder

**100,000 new jobs
16,000 new businesses**



Brighter

**A strengthened
innovation ecosystem**



State of the Moreton Bay regional economy

2021/22 actuals		2022/23 growth
<p>GRP (\$m) 2021/22 Moreton Bay region \$19,703</p>	<p>Local Jobs 2021/22 Moreton Bay region 158,837</p>	<p>\$696.4m* more GRP 4,193* more jobs 857* more businesses * estimated 12 month growth</p>
<p>Annual Change in GRP Moreton Bay region +4.0% Greater Brisbane 1.04%</p>	<p>Annual Change in Local Jobs Moreton Bay region +5.97% Greater Brisbane 1.05%</p>	




Investment attraction 2023



Sponsored major events 2023



Industry advancement 2023 highlights

 2,080 Businesses served	 48 Business events hosted/supported	 93% Satisfaction achieved	Finalists <ul style="list-style-type: none"> • Qld Local Government Awards for Excellence: Innovation • Qld Local Government Awards for Excellence: Collaboration Winners <ul style="list-style-type: none"> • 2023 Economic Development Australia Award for Economic Development: Recovery & Resilience • Gov Hack National Award: Best Participation, Local Government • National Local Government Awards: Regional Growth • National Local Government Awards: Career Starter
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Action plan activities and outcomes 2023 highlights

		Complete/ Ontrack	
Leadership, Collaboration and Identity	1.1	15 sponsored sporting events and training camps - 51,024 visitor nights and \$9.6m in visitor spending.	Yes
	1.2	1st year study findings released by UniSC. Moreton Bay's image and identity stronger than ever.	Yes
	1.3	Moreton Bay Black Coffee branch established - 18 Indigenous owned businesses engaged.	Yes
	1.4	Local Business Support Booklet released, 2 grants rounds for local business groups, 1,093 small businesses supported.	Yes
	1.5	Baseline research completed on live, work, play and do business advantages in the City of Moreton Bay.	Yes
Industry Advancement	2.1	Manufacturers of Excellence Program delivered. Qld Gov Manufacturing resource secured.	Yes
	2.2	3 supply chain growth initiatives accessed by 209 local businesses.	Yes
	2.3	My Future in Moreton Bay, Virtual Work Experience Program launched - 9 modules, 4000+ enrolments. Jobs Expo sponsored, 111 exhibitors / 610 attendees.	Yes
	2.4	\$264m in capital works opportunities showcased to 140 business representatives.	Yes
	2.5	Indigenous business leadership input at 100% of industry events and industry led Economic Taskforce meetings.	Yes
	2.6	Industry plans drafted - 434 business services delivered advancing industry priorities.	Yes
	2.7	59% increase in participation in ASPIRE program - now 202 businesses.	Yes
Trade and Investment	3.1	3 trade missions delivered - USA, New Zealand and Melbourne.	Yes
	3.2	Always on 'Invest Moreton Bay' campaigns and Land EIO promotions - 813,459 digital impressions, 7.75m print reach.	Yes
	3.3	10 businesses on missions/exhibitions, 25 businesses at onshore US trade related event.	Yes
	3.4	The Mill impact study completed, 30+ businesses engaged in investment opportunities at The Mill.	Yes
	3.5	Transport infrastructure advocacy progressed at 2023 Leaders Forum. \$47.75m state and federal funding secured for Youngs Crossing Rd.	Yes
	3.6	156 leads, 3 investment wins delivering \$189m capex and 615 jobs - 179 ongoing.	Yes
Knowledge, Innovation and Entrepreneurship	4.1	Digital Inclusion Index: City of Moreton Bay scored 73.9, ranking above national and state averages.	Yes
	4.2	Agreement reached between UniSC and Council on an initial "innovation hub" to commence early 2024.	Yes
	4.3	Introduction to health, agriculture and animation/creative opportunities. Wider program delivery in 2024.	Yes
	4.4	Market research commissioned on issues/costs and opportunities, findings to be implemented in 2024.	Yes
	4.5	13 innovation events, 820 participants, 341 one-on-one services delivered on time and in budget.	Yes

Thank you

City of Moreton Bay would like to thank the REDS Taskforce, the Queensland and Australian Governments and their respective departments/agencies, peak bodies including Property Council Australia (PCA), Urban Development Institute Australia (UDIA), the Food and Agribusiness Network (FAN), business, and academic sectors involved in the delivery of the REDS and acknowledge the valuable contribution they have made in its outputs/outcomes and the continued growth of City of Moreton Bay's economy.

