

# REDS 2020-22 Action Plan Report Card



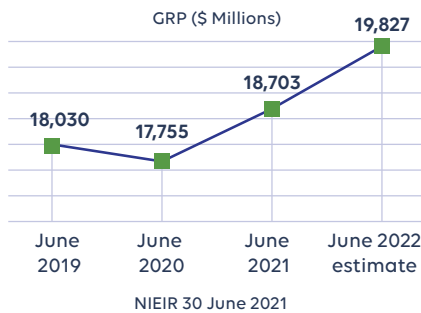
The Regional Economic Development Strategy (REDS) provides the blueprint for Council, industry and the business community to collaboratively build a \$40 billion economy by attracting and generating 16,000 new businesses and 100,000 new jobs by 2041. To support the achievement of the REDS' BIGGER, BOLDER, BRIGHTER goals, the first REDS Action Plan sets out 28 actions to be undertaken by year's end 2022.

Over the past two years, the collaborative effort of REDS stakeholders has delivered progress against all 28 actions and strong growth in GRP, business numbers and local jobs. This Report Card highlights the achievements to date towards a BIGGER, BOLDER, BRIGHTER regional economy. Implementation of a new Action Plan, developed with the REDS (industry) Taskforce and our REDS Stakeholders, will commence in 2023 to keep the momentum going!

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.

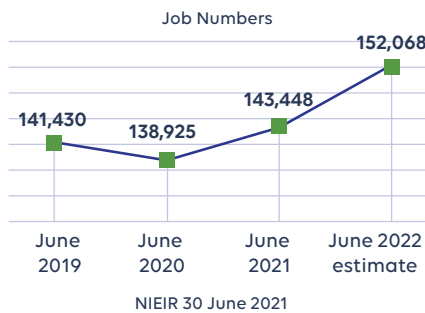
## Bigger

**\$40 billion economy**



## Bolder

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



## Brighter

**Top 10 Innovation Hub**



Moreton Bay Regional Council won the 2022 GovHack Award for *Best Government Participation - Local Government*

## State of the Moreton Bay Regional Economy



**GRP (\$M) 2020/21**  
Moreton Bay Region

**\$18,703**



**Annual Change IN GRP**  
Moreton Bay Region

**5.3%**

Greater Brisbane 3.3%



**Local Jobs 2020/21**  
Moreton Bay Region

**143,448**



**Annual Change in Local Jobs**  
Moreton Bay Region

**3.3%**

Greater Brisbane 1.9%

**\$2.07B**

\*more GRP

**13,143**

\*more jobs

**3,537**

\*more businesses

\* 2020 to 2022 increases

## Investment Attraction 2020-22 Highlights

**6 investments secured**  
delivering  
**\$770.7M capex**  
**930 new jobs**



**209**

Investment Leads



**6,371**

Jobs Potential



**\$2,470M**

Capex Potential

# Industry Advancement 2020-22 Highlights

Food and Agribusiness Network Virtual Work Experience Creative Industries Demo Day <b>Govhack</b> Moreton Money Ask Morty Eco Tourism Funding Queensland Small Business Friendly Council Manufacturing Network	TechStars Start Up Weekend Business Walks Program Mayors Telstra Innovation Awards ASPIRE Circular Economy Platform Caboolture Made Event Sponsorship Program Tourism Opportunity Plan	 <b>4,761</b> Businesses Served	 <b>104</b> Business Events Hosted/Supported	 <b>93%</b> Satisfaction Achieved
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## Action Plan Activities and Outcomes 2020-22 Highlights

		Complete/ Ontrack	
Leadership, Collaboration and Identity	1.1	Economic leadership taskforce up and running	Yes
	1.2	Advocacy plan delivered and actioned	Yes
	1.3	<b>40</b> business and community leaders enlisted as mentors. <b>19</b> grants awarded to business groups	Yes
	1.4	<b>17</b> Queensland leading business responsiveness initiatives delivered	Yes
	1.5	<b>207</b> days of competitive regional business identity campaigns, reaching 10+ million people	Yes
Industry Advancement	2.1	<b>70</b> capacity and capability events delivered to <b>3624</b> businesses	Yes
	2.2	<b>600</b> businesses supported with growth; competitiveness; retention or expansion	Yes
	2.3	<b>550+</b> businesses participated in Small Business Road Shows and business forums	Yes
	2.4	<b>249</b> businesses assisted with B2B connections and <b>188</b> with business profiling	Yes
	2.5	<b>391</b> local businesses nominated for Moreton Bay Business Excellence and Innovation Awards	Yes
	2.6	<b>139</b> businesses supported to apply for funding and <b>48</b> to access government programs	Yes
	2.7	<b>41% (869)</b> council suppliers were local businesses in 2021/22, up from <b>39.8%</b> . Moreton Money launched.	Yes
	2.8	<b>8</b> virtual work experience units launched. Federal Jobs Program options accessed	Yes
Trade and Investment	3.1	Brand <b>Invest Moreton Bay</b> , investment collateral and Hotel Investment Guide launched	Yes
	3.2	Hotel demand study completed, AHICE targeted, Tourism Opportunity Plan developed	Yes
	3.3	<b>209</b> leads generated, <b>6</b> investments, <b>\$770.7</b> million capex and <b>930</b> new jobs secured	Yes
	3.4	<b>7.7m</b> visitors, <b>4.2m</b> nights. <b>51</b> sponsored events generated <b>\$17.9m</b> , <b>95,375</b> visitor nights	Yes
	3.5	Investment prospectus and website launched. Investment attraction policy reviewed	Yes
	3.6	Investment Incentives Policy implemented, <b>12</b> investments supported through invest program	Yes
	3.7	EOIs for land in Caboolture and Samford put to market, commercial projects selected	Yes
	3.8	Youngs Crossing funding secured, Supernode secured, North Harbour study progressed	Yes
	3.9	<b>16</b> leads for Mill site, incl. data centre and advanced manufacturing centre of excellence	Yes
Knowledge, Innovation and Entrepreneurship	4.1	USC study reveals region's reputation for business has become 'overwhelmingly positive'	Yes
	4.2	<b>8</b> businesses pitched at Creative Industries Demo Day, <b>16</b> pitched at Innovations Day	Yes
	4.3	<b>53</b> local teams participated in GovHack, the largest hackathon in Southern Hemisphere	Yes
	4.4	<b>100</b> young entrepreneurs in Create Your Future Career, <b>45</b> in Mayor's Telstra Innovation Awards	Yes
	4.5	<b>45+</b> state, national and international awards have been won by Moreton Bay businesses	Yes
	4.6	UniSC & TAFE expanding education and training programs at local campuses	Yes

## Thank you

Moreton Bay Regional Council 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 the Moreton Bay Region economy.

