



Moreton Bay Regional Council

# ECONOMIC DASHBOARD

JANUARY 2020



## There's never been a more exciting time to invest in the Moreton Bay Region.

This edition provides updated figures, where possible, from its inaugural July 2019 release and continues to illustrate the region's extraordinary growth story.

As a leader in economic and population growth, Moreton Bay Region is the third largest local government area in Australia by population.

Located in South East Queensland's northern growth corridor, our region provides the perfect balance between business and lifestyle. Moreton Bay Region, as Brisbane City's northern neighbour, has capital city convenience without the cost.

Major transport routes transverse the region creating easy access to international sea and airports, and local and long-distance rail connections.

This year marks the opening of USC's new Moreton Bay campus in Petrie. It also marks a major milestone for The Mill at Moreton Bay - a major knowledge and innovation hub that is expected to deliver 6000 jobs and almost \$1 billion into the regional economy each year. These and more major infrastructure projects will underpin new, exciting opportunities for continued economic development, employment growth and business confidence into the future.



# MORETON BAY REGION

## ECONOMY

Our region is a diverse economy and a hive of opportunity. The local areas are hubs of innovation and industry, and home to an existing skilled labour force.



**459,600**

Population  
(2018 est)

357,499 (2008)  
29% increase



**37.8 years**

Median age  
(2018)



**118,800**

Local jobs  
(2018)

103,280 (2011)  
15% increase



**\$17,950 million**

Gross regional product

\$8,928 million (2008)  
101% increase



**14%**

Education  
(of residents have a  
degree or higher - 2016)

## RESIDENT WORKFORCE

The region is home to leading manufacturers in construction, machinery, agribusiness and beyond. Moreton Bay currently provides access to local jobs for 66% of working residents.



**7.3%**

Unemployment  
(March qtr 2019)

6.1% (Qld)



**\$650**

Weekly personal  
income (2016)



**237,000**

People in the  
Labour force  
(March qtr 2019)



**32,900**

Businesses in  
Moreton Bay (4 Nov 2019)

1.68% increase since June 2019



**2,600**

New business  
registrations  
(Year ending 4 Nov 2019)

## PROPERTY

Significant property development and land release will continue to create demand for businesses wanting to establish a base to service local, state, national and international markets.



**3,900**

Residential buildings  
approved\*



**\$1,016 million**

Value of residential  
building approvals\*

\$1,077 million (April 2019)



**370**

Number of non-residential  
building approvals\*



**\$495 million**

Value of non-residential  
building approvals\*

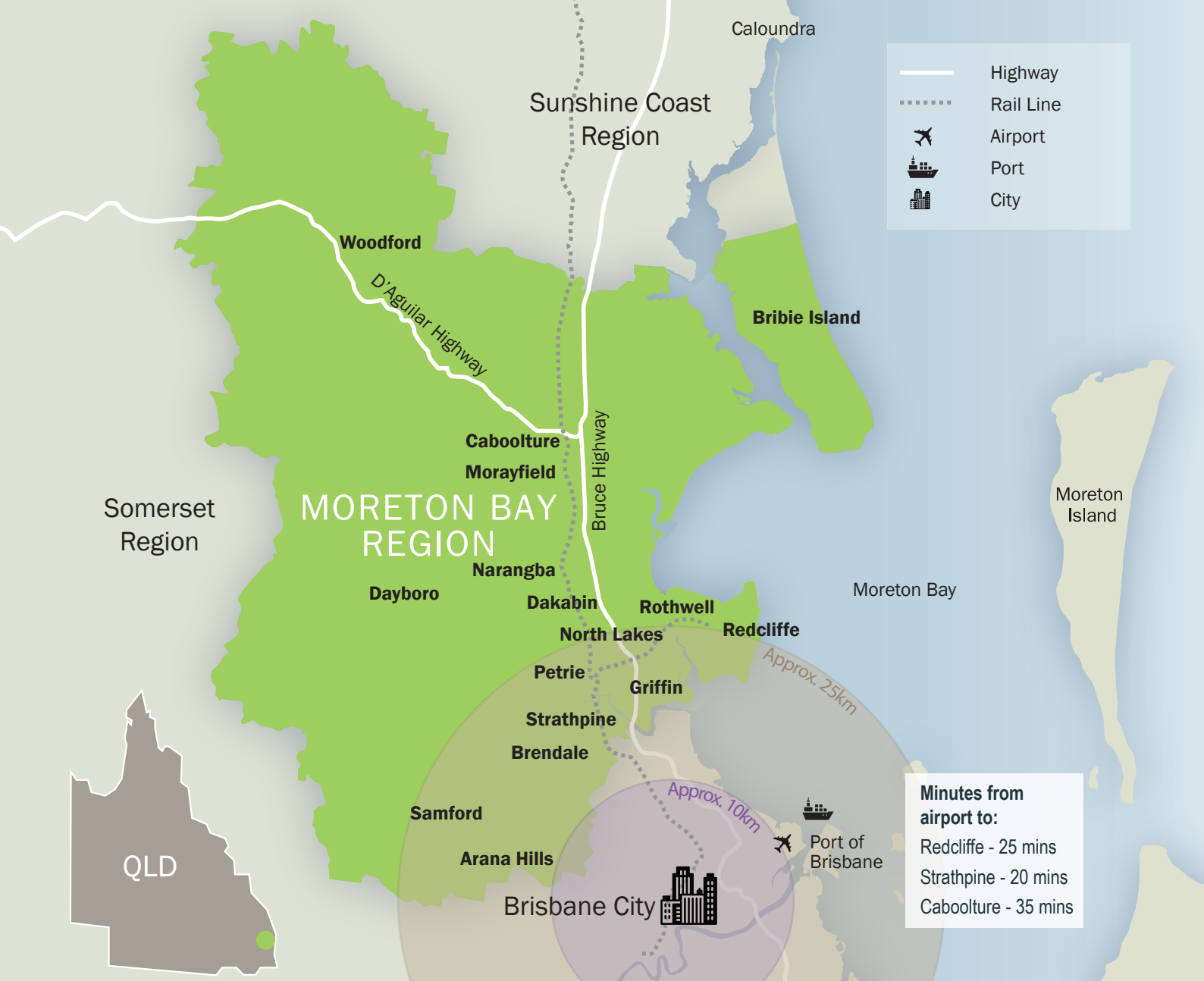
\$584 million (April 2019)



**\$445,000**

House sales median price  
(<2400m<sup>2</sup>) (June Qtr 2019)

-0.2% (Qtrly change)



## MAJOR REGIONAL PROJECTS

- Council's \$655 million 2019/20 budget will provide more than \$227 million for capital works with a focus on community infrastructure and healthy and active lifestyle opportunities. It includes:
  - \$112 million on road and transport networks to improve connectivity, travel time and transport options.
  - \$54 million to rehabilitate, protect and enhance the natural environment, plus an additional \$24.2 million towards management of waterways and coastal areas.
  - \$34 million on sport and recreation including \$5 million towards construction of the new Griffin Sports Complex, \$3.2 million for the next phase of the Nathan Road Sporting Precinct, Rothwell.
- The Mill Priority Development Area covers around 460ha of land across Petrie, Kallangur and Lawnton providing opportunity to fast-track development in conjunction with a brand new university precinct.
- The Mill at Moreton Bay will feature the USC Moreton Bay Campus, innovation hub, vibrant urban centre and a designated koala conservation area.
- USC Moreton Bay Campus at Petrie will open in early 2020 and is Australia's first greenfield university in 20 years.
- \$925.5 million is being spent on Bruce Highway upgrades between Pine River and Caloundra Road interchange.
- The \$1 billion Redcliffe Peninsula Rail Line will service 618,000 residents by 2036 and 39 new residential developments.
- Other important regional projects include: Caboolture Hospital expansion, New Special School Caboolture, Redcliffe Hospital upgrade, Dakabin Train Station upgrade and Griffin State School expansion.



# ECONOMIC DEVELOPMENT IN ACTION

## MORETON BAY: OUR GROWING REGION

.....

Moreton Bay Region is expected to increase its population by 240,000 by 2041, to approximately 690,000. This represents more than a 50% increase over the next 25 years. By comparison it is anticipated that by 2031 the Moreton Bay Region will have a larger population than Tasmania.



The Moreton Bay Region experienced the third largest growth in population for a local government area in Australia with approximately 10,400 new residents coming to the region in the 2017-2018 financial year.



Our region has the ninth highest number of registered businesses of any other local government area in Australia.



Home to over 32,900 registered businesses, supporting more than 118,800 jobs.



Substantial growth in suburbs along the Redcliffe Peninsula rail corridor, with over 50,000 jobs forecast by 2036.



One of Queensland's strongest economies with our Gross Regional Product approximately \$18 billion.



Since 2010 the number of visitors to the region has increased to 4.5 million, generating \$1.13 billion for the local economy.

.....

For more information about Moreton Bay Regional Council's Economic Development Action Plan visit  
[mbrc.qld.gov.au/economic-development/action-plan](http://mbrc.qld.gov.au/economic-development/action-plan)







Concept of USC Moreton Bay and The Mill Moreton Bay, Petrie



Concept imagery of The Mill at Moreton Bay, Petrie



Aerial view of works at The Mill at Moreton Bay site in December 2019.

# THE MILL AT MORETON BAY: A BRIGHT FUTURE

Located at Petrie on two train lines with a major university campus at its core, the Mill at Moreton Bay provides world-class opportunities for education, employment, lifestyle and investment to support the region's growing population. The USC Moreton Bay Campus foundation facility is set to open at The Mill at Moreton Bay in February 2020.



**6,000**  
jobs



**\$950 million\***  
annual industry output in the  
greater Moreton Bay Region



**\$1.9 billion\***  
national annual  
industry output



**65 ha of developable land**  
50% larger than Brisbane CBD



**Greenfield site**  
owned by Council



**PDA Area**  
PDA area with opportunities  
to fast-track development



**connecting communities**  
through public transport  
and rail



**Innovation Precinct**  
research, design and  
development with opportunities  
for collaboration with University



**110 hectares**  
conservation and  
koala habitat



**New University campus**  
to open in February 2020



**10,000 students**  
by 2030



**100+ courses by 2030**

\* Estimated by KPMG 2015

The Mill at Moreton Bay is a strategic land holding purposed to supply education, employment and lifestyle services to cater for Moreton Bay's growing population. We look forward to discussing opportunities for investment.

For more information about this project, or to learn how you can be involved, visit [moretonbay.qld.gov.au/themill](http://moretonbay.qld.gov.au/themill)



# Caboolture 31,447 Ha

Bellmere, Caboolture, Caboolture South, Elimbah, Moodlu, Wamuran and part of Morayfield

Image: Caboolture (2013)

Identified as the principal regional activity centre of Moreton Bay Region, Caboolture is home to a number of major public infrastructure facilities including hospitals, schools and emergency services. Investment opportunities include a broad range of health and community assistance industry activities.

## ECONOMY



**73,000**  
Population  
(as at 30 June 2018)

Avg annual growth rate 2.3%



**33.7 years**  
Median age



**24,610**  
Number of local jobs



**\$6,500 million**  
Gross revenue generated



**8%**  
Education  
(bachelor or higher - 2016)



**22%**  
3+ Vehicle Households



**33,000**  
Daily Vehicle Movements  
(Morayfield Road, 2018)



**Caboolture Station**  
Major Train Station

<b>109</b>	<b>2,186</b>
Daily Train Services	Daily Train Patronage

6 month trend: -16.4% (Aug 2018-Feb 2019)



**Caboolture Station**  
Major Bus Station

<b>16</b>	<b>245</b>	<b>881</b>
Bus Routes	Daily Bus Services	Daily Bus Patronage

6 month trend: -0.2% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**87%**  
Employment Rate

94% State employment rate



**\$560**  
Weekly personal income (2016)

\$660 State median

**35,200**  
Resident labour force



**Health care and social assistance (3,460)**  
Most common employment by industry

+75% (2006-2016)



**Labourers (4,580)**  
Most common occupation

+37% (2006-2016)



**246**  
Businesses with turnover greater than \$2M

+8.4% (FY15/16 - FY17/18)

## PROPERTY



**\$351,500**  
Average residential sale price



**\$390,000**  
Median sale price of new houses



**\$199,200**  
Median sale price of residential vacant land



**\$1,760**  
Average advertised sale price - industrial (\$/m<sup>2</sup>)



**804 ha / 690 ha**  
Zoned for Industry Use / Vacant Industrial Land



**\$2,320**  
Average advertised sale price - retail (\$/m<sup>2</sup>)



**115 ha / 13 ha**  
Zoned for Centre Use / Vacant Centre Land



**316,480m<sup>2</sup>**  
Total Existing Retail Building Footprint in Centre Zone



**\$2,450**  
Average advertised sale price - commercial (\$/m<sup>2</sup>)



# Redcliffe 3,825 Ha

Clontarf, Kippa-Ring, Margate, Newport,  
Redcliffe, Rothwell, Scarborough, Woody Point

Image: Redcliffe (2013)

Historically one of the oldest settlements in the area, Redcliffe is identified as a major centre, with a strong focus on tourism opportunities. The new Redcliffe Peninsula Rail Line has been a game changer, increasing connectivity from the seaside to the rest of the region and to Brisbane City \*.

## ECONOMY



**62,500**  
Population  
(as at 30 June 2018)

Avg annual growth rate 0.9%



**45.9 years**  
Median age



**19,870**  
Number of local jobs



**\$5,180 million**  
Gross revenue generated



**13%**  
Education  
(bachelor or higher - 2016)



**15%**  
3+ Vehicle Households



**19,800**  
Daily Vehicle Movements  
(Anzac Avenue, 2017)



**Kippa-Ring Station**  
Major Train Station

**104**  
Daily Train  
Services

**1,205**  
Daily Train  
Patronage

6 month trend: -13.5% (Aug 2018-Feb 2019)



**Kippa-Ring Station**  
Major Bus Station

**7**  
Bus  
Routes

**425**  
Daily Bus  
Services

**612**  
Daily Bus  
Patronage

6 month trend: +5.7% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**92%**  
Employment Rate

94% State employment rate



**\$600**  
Weekly personal  
income (2016)

\$660 State median

**30,600**  
Resident labour force



**Health care and  
social assistance (3,700)**  
Most common employment  
by industry

+35% (2006-2016)



**Professionals (4,030)**  
Most common occupation

+30% (2006-2016)



**256**  
Businesses with  
turnover greater than \$2M

+25% (FY15/16 - FY17/18)

## PROPERTY



**\$450,000**  
Average residential  
sale price



**\$604,000**  
Median sale price of  
new houses



**\$312,000**  
Median sale price of  
residential vacant land



**\$1,740**  
Average advertised sale  
price - industrial (\$/m<sup>2</sup>)



**96 ha / 16 ha**  
Zoned for Industry Use /  
Vacant Industrial Land



**\$2,870**  
Average advertised sale  
price - retail (\$/m<sup>2</sup>)



**100 ha / 15 ha**  
Zoned for Centre Use /  
Vacant Centre Land



**210,000m<sup>2</sup>**  
Total Existing Retail Building  
Footprint in Centre Zone



**\$2,110**  
Average advertised sale  
price - commercial (\$/m<sup>2</sup>)



# North Lakes 6,626 Ha

Dakabin, Griffin, Kallangur, Mango Hill, Murrumba Downs, North Lakes

Image: North Lakes (2013)

As one of the region's fastest growing centres, and home to one of Queensland's largest shopping centres, North Lakes offers superior retail and lifestyle opportunities, with easy access to public transport.

## ECONOMY



**83,300**  
Population  
(as at 30 June 2018)

Avg annual growth rate 6.6%



**31.8 years**  
Median age



**16,660**  
Number of local jobs



**\$4,420 million**  
Gross revenue generated



**16%**  
Education  
(bachelor or higher - 2016)



**17%**  
3+ Vehicle Households



**49,600**  
Daily Vehicle Movements  
(Anzac Avenue, 2018)



**Mango Hill Station**  
Major Train Station

**109**  
Daily Train  
Services

**1,094**  
Daily Train  
Patronage

6 month trend: -11.8% (Aug 2018-Feb 2019)



**North Lakes Central Station**  
Major Bus Station

**20**  
Bus  
Routes

**289**  
Daily Bus  
Services

**808**  
Daily Bus  
Patronage

6 month trend: +3.6% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**94%**  
Employment Rate

94% State employment rate



**\$750**  
Weekly personal  
income (2016)

\$660 State median

**45,000**  
Resident labour force



**Health care and  
social assistance (4,600)**  
Most common employment  
by industry

+160% (2006-2016)



**Professionals (5,740)**  
Most common occupation

+148% (2006-2016)



**133**  
Businesses with  
turnover greater than \$2M

+43% (FY15/16 - FY17/18)

## PROPERTY



**\$426,000**  
Average residential  
sale price



**\$520,000**  
Median sale price of  
new houses



**\$280,000**  
Median sale price of  
residential vacant land



**\$2,150**  
Average advertised sale  
price - industrial (\$/m<sup>2</sup>)



**180 ha / 116 ha**  
Zoned for Industry Use /  
Vacant Industrial Land



**\$3,540**  
Average advertised sale  
price - retail (\$/m<sup>2</sup>)



**202 ha / 109 ha**  
Zoned for Centre Use /  
Vacant Centre Land



**198,490m<sup>2</sup>**  
Total Existing Retail Building  
Footprint in Centre Zone



**\$3,040**  
Average advertised sale  
price - commercial (\$/m<sup>2</sup>)



# Strathpine 3,827 Ha

Bray Park, Brendale, Lawnton, Petrie, Strathpine, part of Joyner

Image: Strathpine (2013)

Strathpine is identified as a major activity centre with a strong, established retail precinct, ideally positioned on the rail line with great proximity to Brisbane City.

## ECONOMY



**39,200**  
Population  
(as at 30 June 2018)

Avg annual growth rate 0.8%



**36.1 years**  
Median age



**21,630**  
Number of local jobs



**\$6,820 million**  
Gross revenue generated



**12%**  
Education  
(bachelor or higher - 2016)



**20%**  
3+ Vehicle Households



**36,900**  
Daily Vehicle Movements  
(Gympie Road, 2018)



**Strathpine Station**  
Major Train Station

**103**  
Daily Train  
Services

**1,385**  
Daily Train  
Patronage

6 month trend: -16.9% (Aug 2018-Feb 2019)



**Strathpine Station**  
Major Bus Station (Strathpine  
Shopping Centre)

**14**  
Bus  
Routes

**235**  
Daily Bus  
Services

**587**  
Daily Bus  
Patronage

6 month trend: +4.4% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**91%**  
Employment Rate

94% State employment rate



**\$670**  
Weekly personal  
income (2016)

\$660 State median

**21,800**  
Resident labour force



**Health care and  
social assistance (2,300)**  
Most common employment  
by industry

+26% (2006-2016)



**Clerical and administrative (2,980)**  
Most common occupation

-7.8% (2006-2016)



**327**  
Businesses with  
turnover greater than \$2M

+0.6% (FY15/16 - FY17/18)

## PROPERTY



**\$423,000**  
Average residential  
sale price



**\$496,000**  
Median sale price of  
new houses



**\$310,000**  
Median sale price of  
residential vacant land



**\$1,640**  
Average advertised sale  
price - industrial (\$/m<sup>2</sup>)



**515 ha / 203 ha**  
Zoned for Industry Use /  
Vacant Industrial Land



**\$2,330**  
Average advertised sale  
price - retail (\$/m<sup>2</sup>)



**165 ha / 79 ha**  
Zoned for Centre Use /  
Vacant Centre Land



**152,020m<sup>2</sup>**  
Total Existing Retail Building  
Footprint in Centre Zone



**\$2,360**  
Average advertised sale  
price - commercial (\$/m<sup>2</sup>)



# Brendale 1,786 Ha

Image: Brendale (2018)

Brendale is the premier industrial precinct in the Moreton Bay region, strategically located just off the Bruce Highway, with easy access to the Brisbane City, Brisbane international and domestic airports, and the Port of Brisbane.

## ECONOMY



**13,200**  
Population  
(as at 30 June 2018)

Avg annual growth rate 1.7%



**36 years**  
Median age



**15,450**  
Number of local jobs



**\$5,400 million**  
Gross revenue generated



**11%**  
Education  
(bachelor or higher - 2016)



**18%**  
3+ Vehicle Households



**24,700**  
Daily Vehicle Movements  
(South Pine Road, 2017)



**Strathpine Station**  
Nearest Major Train Station

**103**  
Daily Train  
Services

**1,385**  
Daily Train  
Patronage

6 month trend: -16.9% (Aug 2018-Feb 2019)



**Strathpine Station**  
Nearest Major Bus Station

**4\***  
Bus  
Routes

**11\***  
Daily Bus  
Services

**26\***  
Daily Bus  
Patronage

\*Number of services for the Brendale Industrial Precinct

6 month trend: +26.8% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**87%**  
Employment Rate

94% State employment rate



**\$640**  
Weekly personal  
income (2016)

\$660 State median

**7,100**  
Resident labour force



**Health care and  
social assistance (760)**  
Most common employment  
by industry

+19% (2006-2016)



**Clerical and administrative (950)**  
Most common occupation

-8.8% (2006-2016)



**277**  
Businesses with  
turnover greater than \$2M

+4.1% (FY15/16 - FY17/18)

## PROPERTY



**\$415,000**  
Average residential  
sale price



**\$496,000**  
Median sale price of  
new houses



**\$1,890**  
Average advertised sale  
price - industrial (\$/m<sup>2</sup>)



**471 ha / 195 ha**  
Zoned for Industry Use /  
Vacant Industrial Land



**\$2,600**  
Average advertised sale  
price - retail (\$/m<sup>2</sup>)



**66 ha / 7 ha**  
Zoned for Centre Use /  
Vacant Centre Land



**\$2,450**  
Average advertised sale  
price - commercial (\$/m<sup>2</sup>)



# Petrie 673 Ha

Image: Petrie (2013)

Petrie is home to The Mill at Moreton Bay which is soon to become the newest full-service campus of the University of the Sunshine Coast, propelling Petrie towards becoming the major education hub of the region.

## ECONOMY



**9,000**  
Population  
(as at 30 June 2018)

Avg annual growth rate 0.1%



**37.2 years**  
Median age



**1,830**  
Number of local jobs



**\$420 million**  
Gross revenue generated



**16%**  
Education  
(bachelor or higher - 2016)



**21%**  
3+ Vehicle Households



**28,500**  
Daily Vehicle Movements  
(Anzac Avenue, 2018)



**Petrie Station**  
Major Train Station

**212**  
Daily Train  
Services

**1,942**  
Daily Train  
Patronage

6 month trend: -11.9% (Aug 2018-Feb 2019)



**Petrie Station**  
Major Bus Station

**16**  
Bus  
Routes

**93**  
Daily Bus  
Services

**271**  
Daily Bus  
Patronage

6 month trend: +7.1% (Aug 2018-Feb 2019)

## RESIDENT WORKFORCE



**93%**  
Employment Rate

94% State employment rate



**\$730**  
Weekly personal  
income (2016)

\$660 State median

**5,300**  
Resident labour force



**Health care and  
social assistance (550)**  
Most common employment  
by industry

+19% (2006-2016)



**Clerical and administrative (770)**  
Most common occupation

-6.3% (2006-2016)



**12**  
Businesses with  
turnover greater than \$2M

-20% (FY15/16 - FY17/18)

## PROPERTY



**\$425,000**  
Average residential  
sale price



**\$447,700**  
Median sale price of  
new houses



**\$2,250**  
Average advertised sale  
price - retail (\$/m<sup>2</sup>)



**74 ha / 66 ha**  
Zoned for Centre Use /  
Vacant Centre Land



**12,020m<sup>2</sup>**  
Total Existing Retail Building  
Footprint in Centre Zone



**\$2,230**  
Average advertised sale  
price - commercial (\$/m<sup>2</sup>)



# Looking to invest in Moreton Bay?

There are a range of business and investment opportunities currently available from commercial to tourism and industrial to retail. For more information visit [mbrc.qld.gov.au/invest](https://mbrc.qld.gov.au/invest) or contact council's Economic Development team on 3205 0555 or email [economic@moretonbay.qld.gov.au](mailto:economic@moretonbay.qld.gov.au).



## Business *Moreton Bay Region*

All of the region's **business news, events, workshops and online resources** all in the one place.

[businessmoretonbayregion.com.au](https://businessmoretonbayregion.com.au)

Get your free business e-news delivered straight to your inbox every fortnight.

#### SOURCES AND ACKNOWLEDGEMENTS

\* Moreton Island is contained within the same statistical area as Redcliffe and therefore some stats reported include values from Moreton Island. For context, 0.6% of population is attributed to Moreton Island. Values contributed by Moreton Island for the purposes of the Economic Dashboard are considered negligible. Suburbs located on Moreton Island have not been listed.

Information from this document has been obtained from the following sources: ABS, Australian Government Budget 2019-2020, Commercial Property Guide, MBRC various documents, Queensland Government Budget 2019-2020 Regional Action Plan, Queensland Treasury, Queensland Rail Travel, Real Estate Institute of Queensland, REMPLAN, Savills Australia and The State of Queensland reports. For further details on document sources, contact [economic@moretonbay.qld.gov.au](mailto:economic@moretonbay.qld.gov.au).