

Redlands Economic
Development Advisory Board

Annual Report

2017-2018



Message from the Chair



I am proud to present the Redlands Economic Development Advisory Board's second annual report.

In 2017-18 the Advisory Board – working collectively with Redland City Council, government

and industry stakeholders – has taken great strides in overseeing implementation of the *Redland City Economic Development Framework 2014–2041*.

Underpinning this year's work was advice from the Board for Council to consider whether any adjustments needed to be made to the Framework in light of the latest economic trends. A data validation and assessment exercise, undertaken to determine if the eight key sectors identified in the Framework were still relevant based on the 2016 Australian Bureau of Statistics Census, confirmed that those industry sectors remain key for the city.

Significant work was undertaken to progress development and implementation of key industry sector plans including Health Care and Social Assistance, Education and Training, and Tourism.

Following an extensive consultation process with industry stakeholders and the Advisory Board, draft plans were developed for both the Health Care and Social Assistance and Education and Training industry

sectors. The finalised plans will be presented to Council for consideration in early 2018–19.

A milestone for the Advisory Board was the development and adoption by Council of a City-Wide Branding Project, a key action of the *Redland City Tourism Strategy and Action Plan 2015–2020*.

On behalf of the Board, I would like to congratulate all those involved in the research, development and delivery of Redlands' new place brand: 'Redlands Coast – Naturally Wonderful'.

The Board was very pleased to be able to provide expertise to Council on all aspects of the development and delivery of the brand during 2017-18.

We are excited about this clear new identity for this wonderful city and look forward to seeing the emergence of what we believe will be positive outcomes for the Redlands Coast community, and business, trade, and tourism markets.

Looking ahead

Bringing industry together to implement industry sector plans, particularly Health Care and Social Assistance and Education and Training, will be a focus of 2018-19. Prioritising development of other industry sector plans that are likely to result in the high economic benefit for the city is of paramount importance.

The State Government's announcement of an additional funding of \$11 million toward the North Stradbroke Island Economic Transition Strategy is welcomed. However, with sand mining to cease on North Stradbroke Island in 2019, it is critical that we diversify the island's industries to create more job opportunities and enable a sustained economy. This will remain a priority for the Board working with both local, national and international stakeholders to support economic growth.

Continuing to build and enhance partnerships with international stakeholders remains a priority for attracting new investment, particularly with the city's Asia Pacific neighbours.

Enabling a "smart and connected" Redlands Coast through the delivery of initiatives including the Advancing Regional Innovation Program and the prioritisation of major infrastructure projects, particularly for transport, are pivotal to the future prosperity of the city.

Together with my Advisory Board colleagues, we remain committed to contributing to a clever, skilled and economically sustainable Redlands Coast.

A handwritten signature in black ink, appearing to read 'Samantha Kennedy'.

Samantha Kennedy
Chair
Redlands Economic Development Advisory Board

Board profile

Samantha Kennedy



Samantha Kennedy is Optus Director of Government Strategy and Innovation. In this role, she is focused on innovative ways to tackle challenges faced by governments as they transform and build stronger economies. Sam is a skilled natural leader and excellent communicator, with an ability to exceed expectations. Sam is widely recognised for her extensive experience and a successful track record driving profitable and sustainable growth in strategy, business and market development, sales, marketing, human resources, law and industrial relations in highly competitive markets across both the public and private sectors in Australia and Asia Pacific.

Catherine O'Sullivan



Catherine O'Sullivan is Director of Innovation, Industry and Employability for Laureate International University. In this leadership role Catherine drives industry engagement to ensure that curriculum is delivered in a practical and applicable way, which is globally recognised as a key attribute of Laureate's students. A former Pro Vice-Chancellor, Pathways and Partnerships at Bond University, Catherine has been recognised with various awards, which are testament to her dedication to women's leadership and education. Catherine's 'Yarning Up' initiative for Bond University was honoured with the 2016 Queensland Premier's Reconciliation Award and the ATEM/Campus Review Award for Excellence in Community Engagement.

Dr John O'Donnell



Dr John O'Donnell has substantial experience in the fields of health service planning and delivery, and health innovation. John was Chief Executive Officer of Mater Health Services Brisbane from 2001 to 2015. During this time, John led Mater through a period of rapid redevelopment and growth as it expanded clinical services and health-related education and medical research. John is an Adjunct Professor at the School of Medicine, University of Queensland and School of Public Health, Queensland University of Technology. John also holds executive roles at several organisations.

Jerry Harris



Jerry Harris was educated in London and at the University of Durham before beginning a 35-year executive career in the media industry. Jerry has been living in Australia since 1990. In 2001, Jerry became Managing Director of Queensland Press, a position that he held until 2011, before being appointed Managing Director, Group Newspapers and Digital Products of NewsCorp Australia. Jerry is a Director of the City of Brisbane Investment Corporation and a graduate of the Australian Institute of Company Directors.

Jordan Duffy



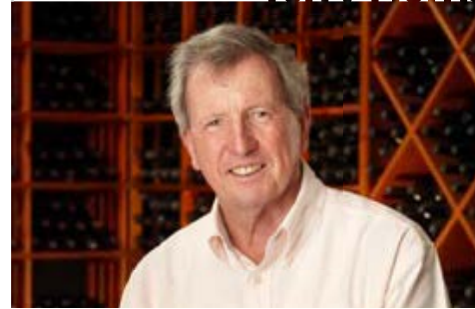
Jordan Duffy has always been a technology native. In 2011, he and Alex Buckham co-founded B&D, a business initially focused on challenging software builds and agile approaches. With a strong portfolio of delivering enterprise and government software and strategy, B&D now offers experimental technology development and enterprise software development. Jordan travels nationally and internationally to provide advice, leadership and education on innovation methods, start-up ecosystem adoption and technology acceleration. Jordan is a board and advisory member to several organisations including WEF Global Shaper, G20YEA and G20 Compliance group.

Mayor Karen Williams



Second term Mayor Karen Williams is passionate about promoting the Redlands as the best place to live, work, learn, play and to invest. She is determined to build a new economy based on innovation and to turn the challenges facing all local governments into opportunities for growth, job creation and economic development in the Redlands. Karen is a former small business owner and member of the Australian Institute of Company Directors with a background in the domestic and foreign exchange markets. Karen is a Trustee of CEDA – Committee for Economic Development of Australia and Director of the Council of Mayors (SEQ).

Terry Morris



(July – October 2017)

Terry Morris is Chairman and Managing Director of family-owned Morris International, a diverse business group incorporating property, manufacturing, information technology, tourism, venture capital and direct marketing. Terry's family also own Sirromet Wines, a five-star winery that has collected more than 800 prestigious national and international wine awards since its opening in 2000. Terry has more than 50 years' experience in Australian commercial life, using lessons learnt along the way to grow the Morris International Group to the successful business organisation it is today.

John Aitken



(December 2017 onward)

John Aitken is Managing Director of Inspiring Cities, specialising in economic development of globally competitive cities; inspiring precincts, destinations, tourism and major events. Since 1980 John has founded many of Queensland's major event traditions. During his tenure as CEO of Brisbane's economic development organisation Brisbane Marketing (2008–2017), some of his team's achievements included establishing Brisbane Australia's new world city positioning globally, delivering \$4B economic outcomes, creating Brisbane's Digital Strategy including The Capital innovation hub and being responsible for Brisbane's G20 leveraging strategy. John also serves on several other boards.

Overview

Redland City Council has a number of key priorities that contribute to the economic development of the city. Having an integrated approach to actions and activities relating to these priorities is crucial.

The *Redland City Economic Development Framework 2014-2041*, adopted by Council in February 2015, aligns with Council's "Open for Business" philosophy and sets out a vision for a new city economy:

"Redlands will be a vibrant inclusive economy and be the destination of choice for businesses, workers, residents and tourists because of its proactive, innovative, and creative approach to business development and expansion."

Helping to achieve this vision is the Framework recommendation for the establishment of a Redlands Economic Development Advisory Board. Comprised of technical experts and industry leaders, the role of the Board is to provide strategic advice on the economic direction of the city and serve as a link between Council and key industry sectors.

This includes overseeing implementation of the Framework and assisting in the development and implementation of strategies and action plans for eight high-growth industry sectors.

These industry sectors include Accommodation and Food Services (Tourism), Education and Training, Healthcare and Social Assistance, Rural Enterprises (Agriculture, Forestry and Fishing), Manufacturing, Construction, Financial and Insurance Services and Retail Trade.

Further to this, the purpose of the Board is to:

- actively promote the city as a great place to live, work and do business
- advise Redland City Council on any necessary adjustments to the Framework based on industry or economic trends, opportunities and/or threats
- act as the link between Council and the key industry sectors and ensure communication between the public and private sectors
- partner with Council and other government bodies such as Regional Development Australia Logan and Redlands and Council of Mayors South East Queensland to attract investment into the city, including lobbying the state and federal governments on key initiatives and projects.

The importance in the relationship between all of the elements of the Framework and the premise that Council's economic development strategic direction is its centerpiece is represented in Figure 1.

This second Board annual report – a requirement under the Redlands Economic Development Advisory Board Terms of Reference – provides an overview of the Board's achievements for the period July 2017 to June 2018.

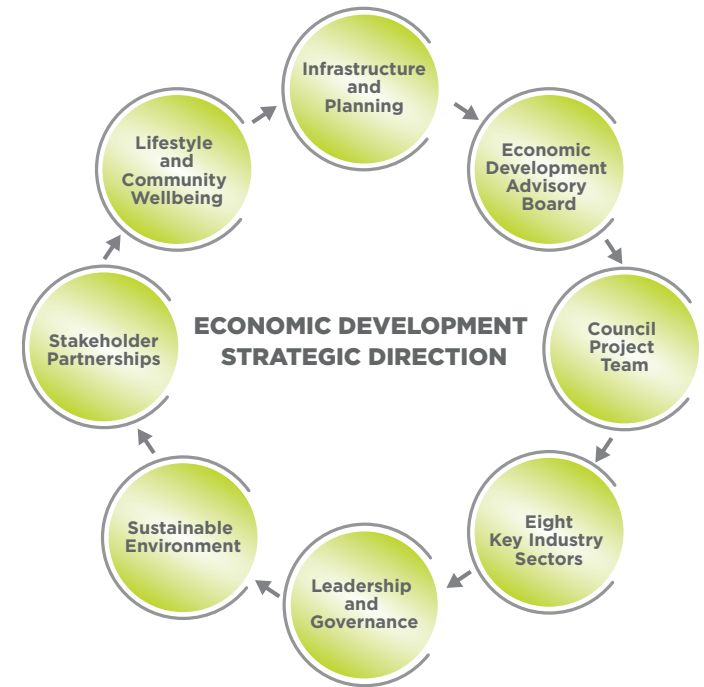


Figure 1: Integrated approach to achieving the economic vision

Economic snapshot of Redland City

Redland City continues to be an economic leader in South East Queensland (SEQ). According to the National Institute of Economic and Industry Research (NIEIR), the local economy generated a Gross Regional Product (GRP) of \$5.47 billion in 2016–2017 – up by 0.8% from \$5.428B in the previous year.

The city has two Principal regional activity centres – Cleveland and Capalaba – with Victoria Point also a major activity hub for the southern part of the city.

The Australian Bureau of Statistics estimated resident population (ABS ERP) of the Redlands in 2017 was 154,312, up from 151,987 in the previous year.

Results showed that the city is home to 8345 additional residents since 2011 (based on the Usual Resident Population-comparison of two Census periods), indicating an annual growth rate of 1.2%.

Industry outlook

Total output (sales) for the city were valued at \$9.3B in 2016–2017– up from \$9.2B in the previous year – with the largest output generated by Construction, followed by Rental, Hiring and Real Estate Services, Manufacturing and Health Care and Social Assistance.

Combined sales from the four industries accounted for half (50%) of the city's total output.

The most productive industry was Health Care and Social Assistance with a value-add of \$547M, followed by Construction, Retail Trade, Manufacturing, and Education and Training.

Tourism generated \$129.7M in total direct output/sales, accounting for 1.4% of the city's total direct output (2015–2016 data). The industry's contribution increased by 16.4% from the previous year (based on direct output data).

Employment outlook

In the financial year ending June 2017 there were 46,908 jobs in the city, which indicates a loss of 299 jobs from the previous year.

The decline in the total number of local jobs was driven by job losses in Manufacturing, which mirrors state and national trends. The industry is experiencing significant shifts – structurally and technologically. There was also a decrease in the number of jobs in Construction, an industry which can be subject to job fluctuations as building and residential construction is largely dependent on population growth.

Health Care and Social Assistance is the largest employer generating 5355 full time equivalent (FTE) jobs in 2016–2017, which was an increase of 136 jobs from the previous year. The next three largest industries by employment were Construction (4994 FTE jobs), Retail Trade (4523 FTE jobs) and Education and Training (3166 FTE jobs).

The unemployment rate was 5.2% in March 2018 compared to 5.9% in December 2017. The city's unemployment rate is lower than state (6.0%) and national (5.5%) levels.

Business outlook

There were 11,859 registered businesses in 2016–2017– an increase of 297 businesses compared to the previous year. Construction and Transport, Postal and Warehousing experienced the most growth in the number of businesses.

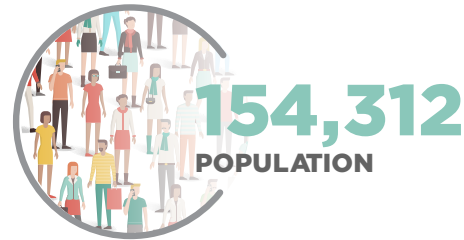
Note: Due to additional data sets becoming available in 2017–18, NIEIR adjusted the economic modelling used in 2016–17. This has resulted in some changes in comparisons to values published in the *Redland Economic Development Advisory Board Annual Report 2016–2017*.

Framework growth measure to 2041

POPULATION TARGET

Redland City will have a population of 206,000 by 2041 with annualised average growth of 1.2%, as forecast by Queensland Treasury and Trade

2017-18 Performance



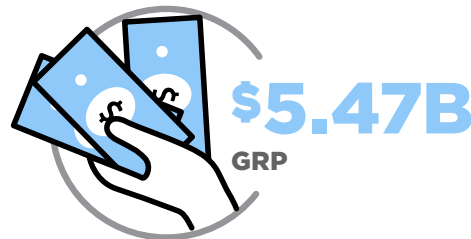
Economic Development Framework
Population Growth Target

ON TRACK ✓

GROSS REGIONAL PRODUCT

The Redland City economy will be worth \$6.8B by 2041

Stretch target:
An \$8B economy



Economic Development Framework
GRP Growth Target

ON TRACK ✓

NUMBER OF JOBS

30,000 jobs will be created in the City to 2041, with a workforce of 74,000 people

Stretch target:
Creation of 40,000 local jobs
(42,093 in 2012/13)



Economic Development Framework
Job Growth Target

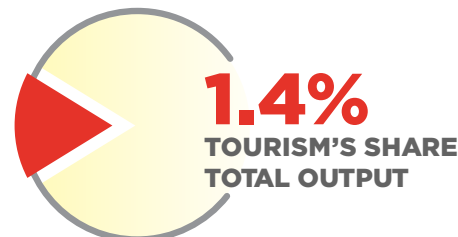
MONITOR ⚠

4,815 NEW JOBS CREATED SINCE FRAMEWORK ESTABLISHED

TOURISM GROWTH

A target of 2% of total economic output

Stretch target:
Tourism to contribute more than
3% of GRP.



Economic Development Framework
Tourism Growth Target

ON TRACK ✓

Progress report - Year 2

Action	Performance measures	Progress
Industry sector development		
Oversee implementation of the <i>Redland City Economic Development Framework 2014-2041</i> and assist in the development and implementation of strategies and action plans for eight high-growth industries	<ul style="list-style-type: none"> Advise Redland City Council on any necessary adjustments to the Framework based on industry or economic trends, opportunities and/or threats 	<p>Validation and assessment exercise</p> <ul style="list-style-type: none"> On advice from the Board, Council commissioned REMPLAN to undertake a data validation and assessment exercise to determine if the eight key industry sectors identified in the <i>Redland City Economic Development Framework 2014–2041</i> were still relevant based on the latest 2016 Australian Bureau of Statistics Census. The validation exercise confirmed that the eight industry sectors continue to perform well in terms of output, value-add and employment, accounting for three-quarters of total regional exports, and are still considered future employment growth sectors.
	<ul style="list-style-type: none"> Implementation program for each industry developed and delivery of actions is underway 	<p>Tourism industry sector</p> <ul style="list-style-type: none"> The Board continued to support the implementation of the <i>Redland City Tourism Strategy and Action Plan 2015-2020</i>. Of the 33 actions in the plan, 20 have been completed and 13 are on-track for completion. Work continued on the development of a draft memorandum of understanding to undertake a pilot program to explore opportunities including awareness, data sharing, regulation, disaster response, innovation, promotion and advocacy. <p>Health Care and Social Assistance and Education and Training industry sectors</p> <ul style="list-style-type: none"> Council received the Health Care and Social Assistance and Education and Training consultant reports at its General Meeting in September 2017. Following an extensive validation process with industry stakeholders and the Board, draft industry sector plans were developed for both sectors, including accountable parties, timeframes and resource considerations for their implementation. The finalised <i>Health Care and Social Assistance Industry Sector Plan 2018-2023</i> and <i>Education and Training Industry Sector Plan 2018-2023</i> will support the objectives of the <i>Redland City Economic Development Framework 2014-2041</i> and set out how Council will work with industry, businesses and governments to meet the challenges and capitalise on employment and economic opportunities in each sector. Both plans will be presented to Council for consideration in early 2018–19. On advice from the Board for Council to develop a plan for international education (student population, study tours and exchange opportunities), Council commissioned a consultant to undertake an environmental scan to better understand current international education and training capacity and capability in the city. It includes mapping the international education products and services (both supply and demand side components), identifying challenges, issues or constraints to market entry and/or participation in international education.

Action	Performance measures	Progress
	<ul style="list-style-type: none"> Industry sector strategies and action plans developed for Manufacturing and Rural Enterprises (Food and Agribusiness) Industry sector engagement undertaken 	<p>Rural Enterprises (Food and Agribusiness)</p> <ul style="list-style-type: none"> Council commenced research into the industry sector including its industry output, registered businesses, regional export, subsectors, total employment, employment projections, existing agricultural and rural land uses and relevance of other rural strategies and consultation data. Data from the validation exercise and gap analysis and opportunities study will be used to further inform the development of the industry sector plan. Through COMSEQ, Council continued to actively participate in the SEQ Food Trails User Group to ensure that Redlands was featured in the SEQ Food Trails website initiative launched in July 2018. <p>Manufacturing</p> <ul style="list-style-type: none"> Data from the validation exercise and gap analysis and opportunities study will be used to inform the development of the industry sector plan.
Business attraction/facilitation		
Contribute to developing an investment attraction strategy that aligns with priorities of industry sector plans	<ul style="list-style-type: none"> Development and implementation of an investment attraction strategy 	<ul style="list-style-type: none"> The Cleveland CBD and Tourism and Accommodation Incentives Package concluded on 30 June 2018. Of the 22 proposed development applications lodged during the life of the Package, all received application fee concessions (19 were for tourism accommodation). One completed development also received a concession on infrastructure charges. Building on the data validation and assessment exercise for the <i>Redland City Economic Development Framework 2014-2041</i>, REMPLAN commenced a gap analysis study to identify opportunities for key sectors with the potential to re-capture some of the workforce currently leaving the region, and identify import replacement opportunities for the SEQ economy. The purpose of the gap analysis is also to understand the potential future economic opportunities and identify areas of unmet demand. This data will be used to inform the development of the investment attraction strategy in 2018–19.
Marketing		
City Branding and Identity Project	<ul style="list-style-type: none"> Advocate for a city-wide branding and identity project to create a shared Redlands identity to underpin Redlands continued economic development 	<ul style="list-style-type: none"> A new city brand was completed and adopted by Council on 6 June 2018. The brand, which was developed after extensive consultation with approximately 5,000 locals, businesses and visitors to the city, includes the name 'Redlands Coast' for marketing purposes and the tagline 'Naturally Wonderful'. A visual identity, including a logo incorporating Quandamooka design elements, was also developed and launched.

Action	Performance measures	Progress
<p>Advocacy</p> <p>Support the North Stradbroke Island Economic Transition Strategy</p>	<ul style="list-style-type: none"> ⦿ Advocate for additional funding and infrastructure to help create a more resilient and diversified economy on the island 	<p>Don't Leave Straddie Stranded</p> <ul style="list-style-type: none"> ☑ The Board provided advice to Council around the 'Don't Leave Straddie Stranded' campaign that was established in August 2017. The campaign focused on the need for more funding from the State Government to help the island transition from sand mining to other industries and was supported by businesses at North Stradbroke Island, the Straddie Chamber of Commerce and Redland City Chamber of Commerce. Sand mining will end on the island in 2019. The campaign included a 'Don't Leave Straddie Stranded' change.org petition – www.straddiestranded.com.au and 'Don't Leave Straddie Stranded' facebook page www.facebook.com/straddiestranded. <p>North Stradbroke Island Economic Transition Strategy</p> <ul style="list-style-type: none"> ☑ Council remained lead for Project 13: Location and Interpretive Signage and project partner on a further 17 of 23 projects of the State Government North Stradbroke Island Economic Transition Strategy. ☑ A revised scope for Project 13 was approved by the State Government, the funding agreement finalised and the project commenced. ☑ An internal working group established by Council, with representation from the Department of State Development, Manufacturing, Infrastructure and Planning continued to meet regularly to coordinate Council participation in projects being funded under the North Stradbroke Island Economic Transition Strategy. ☑ Council continued to attend North Stradbroke Island Economic Transition Strategy Implementation Committee meetings. <p>Additional funding</p> <ul style="list-style-type: none"> ☑ On 5 June 2018 the Queensland Government committed an extra \$11 million to support North Stradbroke Island's economic development.

Action	Performance measures	Progress
Innovation Contribute to growing the city's innovation ecosystem by supporting the Advancing Regional Innovation Program	<ul style="list-style-type: none"> ⦿ Delivery of a program of initiatives designed to grow the innovation ecosystem in the Redlands 	<p>Advancing Regional Innovation Program</p> <ul style="list-style-type: none"> ✓ Funding of \$500,000 over three years was secured under the Queensland Government Advancing Regional Innovation Program (ARIP) to develop an innovation ecosystem for the Logan Redlands Region with matching industry commitment. ✓ The \$1 million program to boost jobs and local businesses in the Redlands and Logan through innovation hubs and education centres was launched by Innovation Minister Leeanne Enoch and Mayor Williams in September 2017. ✓ Led by Council, the project's 11 partners including Logan City Council, Griffith University, Little Tokyo 2 innovation hub and the Redland City Chamber of Commerce will match the State's funding. ✓ Program outcomes included appointment of a regional program coordinator, delivery of a workshop series with local schools and businesses to grow and foster local innovation, representation at the annual Myriad Festival in Brisbane by local robotics/entrepreneurial businesses, and delivery of a Redlands Focus on Aged Care event in June 2018 that was attended by more than 65 people from aged care and community care networks, as a lead in to a major innovation forum to be held in 2018–19. ✓ Council collaborated with StartUp Redlands to secure the delivery of events during 2018–19 with an entrepreneurship and innovation focus for the Redlands community and businesses. This initiative met Advancing Regional Innovation program deliverables to help further enhance the local innovation ecosystem. <p>Maturing the Infrastructure Pipeline Program</p> <ul style="list-style-type: none"> ✓ Council secured funding for the preparation of an early stage assessment of a potential Cleveland Innovation Precinct through the Queensland Government's Maturing the Infrastructure Pipeline Program (MIPP). The MIPP, administered by the Department of State Development, Manufacturing, Infrastructure and Planning supports the development of a robust project pipeline by enabling projects to be matured from conceptually good ideas into solid proposals. The consultant appointed by the State Government Aurecon, completed an early stage assessment incorporating feedback from external stakeholders, the Board and Council outlining future options for a potential Cleveland Innovation Precinct. ✓ The study, which is included in the <i>State Infrastructure Plan 2018</i> program update, identified an innovation precinct as a potential enabler to attracting more businesses and industry to the area. ✓ The next steps include further analysis of the options as part of the preliminary evaluation stage.

Action	Performance measures	Progress
Contribute to development of a Smart Cities Framework	<ul style="list-style-type: none"> Smart Cities Framework delivered and embedded in Council processes and programs 	<p>Internet connectivity for industrial estates</p> <ul style="list-style-type: none"> A Board recommendation to Council was that Council invests in the improvements of high speed internet connectivity in the Capalaba and Cleveland industrial estates, subject to budget review and considerations. A number of vendors were canvassed to seek a wireless and fixed line fibre solution to internet connectivity for industrial estates in the Redlands. At this point in time, no viable solutions have been identified. Further investigations of infrastructure builds within Redland City with alternative vendors will continue in 2018-19. <p>Advocacy for Smart Region through City Deal</p> <ul style="list-style-type: none"> In May 2017, the Australian Government invited the Queensland Government, COMSEQ, and SEQ councils to jointly develop a City Deals strategy for SEQ, as a tripartite focus on investments and actions that will help align planning, investment and governance to accelerate growth and job creation, stimulate urban renewal and support the future prosperity and liveability of the SEQ region. The development of the SEQ City Deal is being guided by a regional vision, desired outcomes and a dimensional employment and economic development plan that focuses on how the outcomes will be delivered. As a member of the State Government's SEQ City Deal Economic Narrative Reference Group, Council contributed to the SEQ City Deal Framework through the underpinning Economic Foundations Paper (addressing core themes of competitive economy, connectivity, skilled labour force, liveability and stewardship) as considerations for a SEQ City Deal. Gateway 2 is underway and will inform the development of design parameters and an outcomes framework to consider priority investments to be included in the SEQ City Deal. <p>Autonomous vehicle demonstration</p> <ul style="list-style-type: none"> Council worked with international, high-tech company EasyMile, which specialises in software-powered autonomous vehicles, and local bus operator Transdev, to trial an EasyMile EZ10 electric driverless bus in Middle Street, Cleveland on Sunday 3 March 2018. Council is working with South East Queensland Council of Mayors to facilitate an extended trial of an autonomous vehicle in the Redlands. Likely locations for an extended trial will be Redlands Coast islands. <p>Mobile Black Spot Program</p> <ul style="list-style-type: none"> North Stradbroke Island (southern end) and Russell Island (Southern Moreton Bay Islands) have been included in round 3 of the Australian Government Department of Infrastructure, Regional Development and Cities Mobile Black Spot Program. Telstra and Optus continue to engage with Council to try to resolve Black Spot issues in the Redlands.

Highlights

Redlands Coast – Naturally Wonderful: a new brand to drive economic development

The Redlands Economic Development Advisory Board played a key advisory role in the development and delivery of the bold new place brand for the Redlands that was adopted by Council on 6 June 2018. The Board saw the new place brand as a priority project and provided advice around the research, engagement, creative, potential partners, launch and delivery of the new brand.

The new place brand, 'Redlands Coast- Naturally Wonderful' is the result of 10 months of research and development delivered by Redland City Council that included engagement with approximately 5000 local residents, businesses and visitors to the city.

The exhaustive and impressive engagement process was one of the largest in Australia run by a local government for a place brand and the Board was pleased to be on the journey from the start to the finish.

The Board is confident that the place brand provides a clear new identity for the city, turning the spotlight on what residents and visitors identified as the essence of the city.

That essence is the 335km of coastline, the water-based lifestyle, natural attractions from the bay to the hinterland, Quandamooka culture, and a naturally welcoming community. All these attributes, when supported and promoted, have the potential to drive an increase in visitation as well as attract a diverse range of investment and business opportunities into the area.

There is huge potential for the new and authentic place brand to support both continued growth in tourism and business investment and development in other sectors, such as education and healthcare. The Board looks forward to seeing the emergence of positive outcomes for the Redlands Coast community, and business, trade, and tourism markets.

With forecasts that one in four new jobs created worldwide over the next 10 years (to 2028) will relate to tourism, destination marketing remains critical to helping the city capture a larger share of the millions of visitors to Queensland each year that deliver economic growth across many sectors.*

With so much to offer, it is right that Redlands Coast is proudly stepping onto the world stage and speaking boldly of all the rhythm and opportunity it presents. The Board continues to assist Council as it charts the course into a new era for Redlands Coast.



*World Travel and Tourism Council statistic, 2018.
Read more at: <https://www.wttc.org/about/media-centre/press-releases/press-releases/2018/one-in-five-of-all-new-jobs-created-globally-in-2017-are-attributable-to-travel-and-tourism/>

Special business breakfast

More than 125 representatives from local businesses attended a joint business breakfast delivered by Council and the Redland City Chamber of Commerce on Wednesday 2 May 2018.

The breakfast provided an opportunity for local businesses and the community to learn how the Redlands can benefit from two once-in-a-generation projects that are right on our doorstep – the \$3 billion Queen's Wharf Brisbane integrated resort development led by consortium partner The Star Entertainment Group; and the Brisbane Airport Corporation's \$1.3 billion new runway.

Local businesses also had the opportunity to hear about local development initiatives and ask questions of keynote speakers in a facilitated panel discussion.

Keynote speakers included:

- Redland City Mayor Karen Williams
- Alison Smith, General Manager, Corporate Affairs Queensland, The Star Entertainment Group
- Michael Hodgson, General Manager, Business Development & Partnerships, The Star Entertainment Group
- Cory Heathwood, Government and Public Affairs Manager, Brisbane Airport Corporation
- Samantha Kennedy, Chair, Redlands Economic Development Advisory Board.

Board member John Aitken facilitated the panel, which also included Michael Choi, Redland City's Honorary Ambassador to China and Cameron Costello, CEO, Quandamooka Yoolooburrabee Aboriginal Corporation.

Developing a relationship with Brisbane Airport Corporation in light of potential international opportunities and giving Redland City businesses and tourism operators a chance to hear about the plans for the airport was a suggestion of the Board.



Framework Key Sector Validation and Assessment Exercise

A key role of the Board is to advise Redland City Council on any necessary adjustments to the Framework based on industry or economic trends, opportunities and/or threats.

On advice from the Board, Council commissioned REMPLAN to undertake a data validation and assessment exercise to determine if the eight key industry sectors identified in the Framework were still relevant based on the latest 2016 Australian Bureau of Statistics Census.

The validation and assessment exercise included the following:

- a study of Redland City with benchmarks to surrounding local government areas including Logan, Brisbane, Gold Coast as well as South East Queensland
- a review of forecasts used to inform development of the Framework
- an audit of the most up-to-date economic and demographic data including what has changed over 2006, 2011 and 2016
- a study of which industries are currently driving the local economy
- identification of industries that are considered key and emerging industry sectors and are potentially future drivers for the region.

The validation exercise confirmed that the eight industry sectors continue to perform well in terms of output, value-add and employment, accounting for three-quarters of total regional exports, and are still considered future employment growth sectors. Motion Picture and Sound Recording (Film) was identified as one of the city's emerging industry sectors.

Film-friendly Redlands is fast gaining a reputation internationally as a location of choice for small and big screen productions. Noteworthy productions to have filmed in the Redlands in 2017–18 include Aquaman, Harrow and Tidelands.

Building on the momentum of the industry's presence in the city over recent years, combined with the Queensland Government's Advance Queensland 10-Year Roadmap for the Screen Industry consultation paper, positions Redland City to exploit this emerging industry as a future driver of the region.

Hollywood comes to North Stradbroke Island

Aquaman – a superhero blockbuster starring Jason Momoa in the title role along with Nicole Kidman, Amber Heard and Willem Dafoe – is the latest in an impressive list of big-screen productions to film in the Redlands, showcasing our patch of paradise to the world.

The makers of *Aquaman*, directed by Australian James Wan, spent about \$100 million on physical production in Queensland, with a decent slice of that landing in the Redlands during two separate shoots.

More than 250 vehicles were ferried to North Stradbroke Island for the production, with locals contracted to help create the set. About 40 crew spent the best part of a fortnight on the island to set up and remove required equipment, including gear for special effects. It followed shooting at Amity Point in May 2017, which built on the city's relationship with major film makers which has been developed over the past five years.

Aquaman will open in cinemas on 21 December 2018.

Harrow films in the Redlands

Film-friendly Redland City was a location of choice for *Harrow* – a new 10-part Australian crime drama series set in Brisbane and produced by Brisbane's Hoodlum Entertainment.

Seven regular cast members, two guest cast and about 60 crew members were on location in Cleveland in October 2017.

The series is the first drama production for the Disney-owned ABC Studios International, and Disney Media Distribution will license international rights. The series has also been supported by Screen Queensland.

Logie-nominated *Harrow*, which aired on ABC on 9 March 2018, has been renewed for a second season. With *Harrow* being produced for domestic broadcast as well as worldwide distribution, the Redlands is set to be showcased to a global audience.



Progress on infrastructure projects

For 2017–18, the Redlands Economic Development Advisory Board noted several catalyst infrastructure projects as contributing to the objectives of the *Redland City Economic Development Framework 2014-2041*.

Project	Progress
Toondah Harbour Priority Development Area	<ul style="list-style-type: none"> ✓ Walker Corporation released an updated master plan for the Toondah Harbour Priority Development Area in response to feedback from leading environmental and wetland experts, public submissions and the Australian Government.
Weinam Creek Priority Development Area	<ul style="list-style-type: none"> ✓ Council commenced planning for development of the Weinam Creek Priority Development Area. The master plan, being developed by Council for delivery in stages, includes significant public infrastructure and will transform the waterfront of Redland Bay and enhance the amenity and functionality of the busy local community hub.
Redland City Health and Wellness Precinct	<ul style="list-style-type: none"> ✓ Council, through a partnership with Metro South Health and Hospital Service and Mater Hospital, commenced a master planning study for the Redlands Health and Wellness Precinct. The three-stage study, being undertaken by consultants, includes an economic impact assessment, land use and planning study. The Stage 1 report (Demand Drivers Assessment) dated 5 March 2018 was received from the consultant. The report, which includes profiling of the drivers and key opportunities and challenges in the Redlands economy and identification of key learnings and lessons from best practice health precincts elsewhere in Australia and internationally, has informed Stages 2 and 3 which are currently being finalised. The project will recommend a preferred structure plan for the Health and Wellness precinct for consideration by Council and its project partners in 2018–19. ✓ Progressing the master plan for the precinct is an action of the Redland City <i>Health Care and Social Assistance Industry Sector Plan 2018-2023</i>.
Redland Aquatic and Emergency Precinct	<ul style="list-style-type: none"> ✓ A \$71 million surf lifesaving Centre of Excellence and Emergency Services Precinct is a step closer after Redland City Council and Surf Life Saving Queensland (SLSQ) signed a Memorandum of Understanding (MOU) on 11 October 2017. The MOU with SLSQ is for the organisation to establish a Centre of Excellence and relocate its headquarters to Redlands Coast. It would be co-located with the new Cleveland Aquatic Centre, with potential for the project to also include emergency services organisations.
Transport	<ul style="list-style-type: none"> ✓ Council continued to work with the Department of Transport and Main Roads to develop a business case that prioritises the planning and delivery of major infrastructure projects that will benefit the Redlands. ✓ Council worked with the Department of Transport and Main Roads to develop a project scope that focuses on upgrading the bus interchange in Capalaba. The project scope compliments a study completed on the Old Cleveland Road Corridor that identified actions to improve bus prioritisation. ✓ A draft Redlands Transport Strategy was prepared and is being reviewed. It is intended that the draft Redlands Transport Strategy will be released for community consultation following Council endorsement with the intention of being finalised and adopted by Council in 2018. ✓ The Cleveland Traffic and Transport Strategy project has progressed through the community consultation stage and into the final drafting stage. It is intended that this strategy will be finalised in 2018, subject to Council adoption. ✓ Council continues to advocate for further investigation of a high-frequency rail public transport service to Cleveland through the SEQ Regional Plan 2017, linked to delivery of the State Government's Cross River Rail project.

Ongoing Priorities

Priority	Performance measures
<p>Industry sector development</p> <p>Continue to oversee implementation of the <i>Redland City Economic Development Framework 2014–2041</i> and assist in prioritising the development and implementation of industry sector plans</p>	<ul style="list-style-type: none"> ⦿ Contribute to the development of industry sector plans ⦿ Advise on and assist with implementation programs for each developed industry sector plan ⦿ Assist Council to establish partnerships with key industry stakeholders
<p>Investment attraction</p> <p>Contribute to developing an investment attraction strategy that adopts a more targeted and strategic approach to investment attraction and the types of incentives being offered, that aligns with priorities of industry sector plans</p> <p>Provide input on the development of Sister City and Friendship City arrangements to increase the opportunities for economic benefit within Redland City</p> <p>Work collaboratively with the Redland Investment Corporation (RIC), government agencies and private sector to identify and facilitate economic opportunities for the Redlands community</p>	<ul style="list-style-type: none"> ⦿ Redlands Coast prospectus for investment developed ⦿ Advise Council on strategies to develop and leverage partnerships with international stakeholders ⦿ Provide input to RIC on opportunities to maximise benefit from the use of existing Council land and facilities ⦿ Contribute to the identification of alternative revenue sources for Council and new business opportunities
<p>Economic Transition of North Stradbroke Island</p> <p>Continue to support the economic transition of North Stradbroke Island to create more job opportunities and sustained economic growth</p>	<ul style="list-style-type: none"> ⦿ Advocate for infrastructure and support to create a more resilient and diversified economy on the island ⦿ Continue to lead and partner in delivery of projects that transition the North Stradbroke Island economy
<p>Smart and Connected Redlands</p> <p>Continue to contribute to growing the city's innovation ecosystem by supporting the Advancing Regional Innovation Program</p> <p>Continue to contribute to development of a Smart Cities Framework for a smart and connected Redlands</p> <p>Advocate for the prioritisation of planning and delivery of major infrastructure projects that will better connect Redlands Coast to Brisbane and the South East Queensland region</p>	<ul style="list-style-type: none"> ⦿ Support delivery of a program of initiatives designed to grow the innovation ecosystem in the Redlands ⦿ Smart Cities Framework delivered and embedded in Council processes and programs ⦿ Continue to advocate for enhanced digital connectivity to support economic and social outcomes ⦿ Assist Council to enhance partnerships with key stakeholders ⦿ Provide advice on how to progress catalyst infrastructure projects

Redlands Economic Development Advisory Board

2017-2018

For more information on the *Redland City Economic Development Framework 2014-2041* visit **www.redland.qld.gov.au**.

For inquiries regarding the Redlands Economic Development Advisory Board or the implementation of the Framework, contact Redland City Council on **07 3829 8999**.

