

Redlands Economic Development Advisory Board

# Annual Report 2018–2019





# Message from the Chair



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

In 2018-19 the Advisory Board continued to work collectively with Redland City Council, government and industry stakeholders to progress implementation of the *Redland City Economic Development Framework 2014–2041*.

Building on a data validation and assessment exercise of the Framework completed in 2017–18, a further gap analysis and opportunity assessment was undertaken to identify investment opportunities for key sectors identified in the Framework as well as emerging and propulsive industries and import replacement opportunities. Investment attraction remains a key focus for the Board, with work commencing on development of an investment concierge model.

Industry sector plans developed for the Health Care and Social Assistance and Education and Training sectors were finalised and endorsed by Council, with a Rural Enterprises Industry Sector plan to be presented to Council in July 2019.

On behalf of the Board, I commend Council on its rollout of new place brand: 'Redlands Coast – Naturally Wonderful' and how it is being used for the community as well as business, trade and tourism markets, with the brand development being a key action of the *Redland City Tourism Strategy and Action Plan 2015–2020*.

In 2019–2020 the Advisory Board will continue to focus on implementation of the Framework, including development of an industry sector plan for the manufacturing industry.

Development of a Smart and Connected City Strategy is underway to help improve the liveability, prosperity and sustainability of Redlands Coast.

Contributing to realisation of third horizon opportunities for Redlands Coast – be it through advocacy or advice to attract new investment – for major infrastructure projects such as the Redlands Coast Adventure Sports Precinct and prospect of South East Queensland being selected to host the 2032 Olympic and Paralympic Games will also be a priority.

My Advisory Board colleagues and I look forward to continuing to contribute to ensuring a sustainable and prosperous economy for naturally wonderful Redlands Coast.

A handwritten signature in black ink, appearing to read 'Samantha Kennedy'. The signature is fluid and cursive.

Samantha Kennedy  
Chair  
Redlands Economic Development Advisory Board

## Board profile



Pictured (left to right): John Aitken, Warren Rowe, Redland City Mayor Karen Williams, Chair Samantha Kennedy, Jordan Duffy, Catherine O'Sullivan and Jerry Harris.

### **Samantha Kennedy**

Samantha Kennedy is Head of Australia, New Zealand & Asia Pacific Business Unit with Pivotal Group. Sam's career to date has highlighted her skills as a 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. Sam also has strong public speaking and advocacy capabilities. In 2011, Sam won the International Women's Day Commemorative Award for Exceptional Leadership. Sam is also on the Board of the Australian Israel Chamber of Commerce.

## **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.

## **John Aitken**

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.

## **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 Coast 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 city. 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)

## **Catherine O'Sullivan**

**(July 2018 – February 2019)**

Catherine O'Sullivan is former Director of Innovation, Industry and Employability for Laureate International University. In this leadership role Catherine drove industry engagement to ensure that curriculum was 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.

## **Warren Rowe**

**(October 2018 onward)**

Warren Rowe has vast experience in planning at the international level and across three tiers of government in Australia. He is a strategic advisor for Ethos Urban and recently ended 17 years as Director of Planning, Environment and Transport at the Gold Coast City Council, where he was instrumental in the development of the Gold Coast Light Rail Project, a major transport policy and capital works program, and implementing a significant number of programs to improve the planning framework and its outcomes. Warren is an Adjunct Professor in the Urban Research Program at Griffith University, was appointed as the University of Queensland's first Planner in Residence in 2016, and was recently appointed to the Queensland Government's Land Supply and Housing Expert Advisory Panel. Warren is a recipient of a Public Service Medal and Fellowship from the Planning Institute of Australia. He also has been a director on the Board of Place Leaders Australia.



# 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.

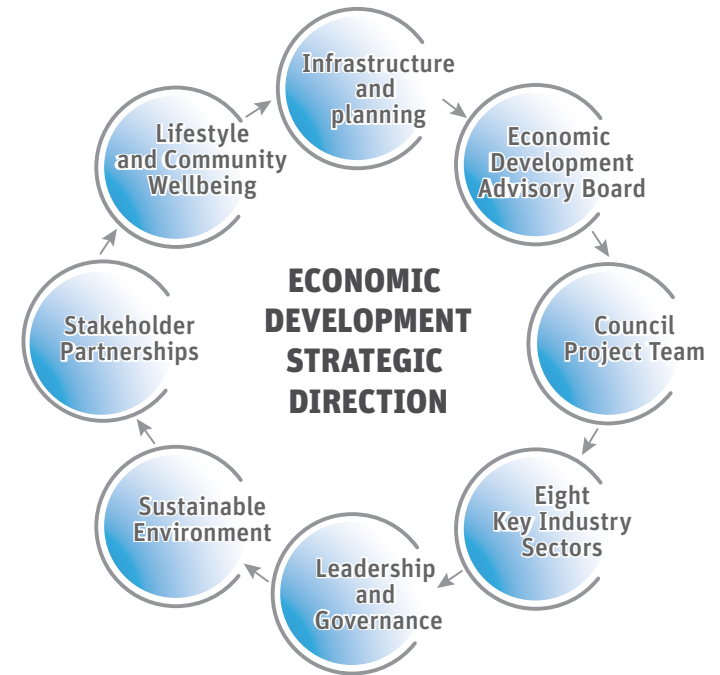
These industry sectors include Accommodation and Food Services (Tourism), Education and Training, Healthcare and Social Assistance, Rural Enterprises (Agriculture, Forestry and Fishing), Manufacturing, Construction, Financial and Insurance Services and Retail Trade.

## 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 the elements of the Framework and the premise that Council’s economic development strategic direction is its centerpiece is represented in Figure 1.

This third 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 2018 to June 2019



**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 \$5.94 billion in 2018–2019 – up by 2.05% from \$5.82B 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 2018 was 156,863, up from 154,590 in the previous year. Results showed that the city is home to 2,273 additional residents compared to the previous year, indicating an annual growth rate of 1.5%.

---

## Industry outlook

Total output (sales) for the city were valued at \$9.9B in 2018–2019– up from \$9.6 B in the previous year – with the largest output generated by Rental, Hiring and Real Estate Services, followed by Construction, Manufacturing and Health Care and Social Assistance.

Combined sales from the top four industries accounted for more than half (51%) of the city's total output. The most productive industry was Health Care and Social Assistance with a value-add of \$606M, followed by Construction, Professional, Scientific and Technical Services Manufacturing, and Retail Trade.

Tourism generated \$171.4M in total direct output/sales, accounting for 1.7% of the city's total direct output (2017–2018 data). The industry's contribution increased by 15% from the previous year (based on direct output data).

## Employment outlook

In the financial year ending June 2019, job growth remained stable with 48,804 jobs in the city. The increase in the total number of local jobs was driven by job growths in the high value-added services like Professional, Scientific and Technical Services, and Financial and Insurance Services. Jobs growth also occurred in Accommodation and Food Services, and Administrative and Support Services.

Health Care and Social Assistance is the largest employer generating 6252 full time equivalent (FTE) jobs in 2018-2019. The next three largest industries by employment were Construction (5250 FTE jobs), Retail Trade (4050 FTE jobs) and Education and Training (3487 FTE jobs).

The unemployment rate was 5.3% in June 2019 compared to 5.8% in March 2019. The city's unemployment rate is lower than state (6.1%) and higher than national (5.1%) levels.

## Business outlook

There were 12,057 registered businesses in 2017-2018– an increase of 184 businesses compared to the previous year. Transport, Postal and Warehousing and Financial and Insurance Services experienced the most growth in the number of businesses.

## Summary of 2018-19 performance

See Figure 2 for a summary of performance against Framework growth measures to 2041.

*Note: Due to additional data sets becoming available in 2018–19, NIEIR adjusted the economic modelling used in 2017–18. This has resulted in some changes in comparisons to values published in the Redland Economic Development Advisory Board Annual Report 2016–2017 and 2017-2018. Data was accessed on 24 January 2020.*

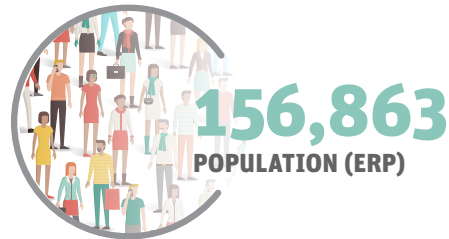


## Framework growth measures to 2041

### 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

## 2018–19 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



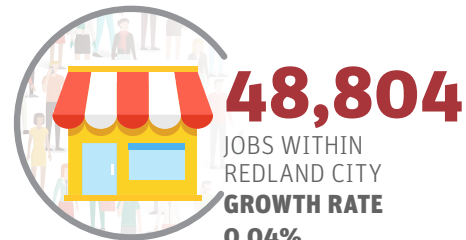
Economic Development Framework  
GRP Growth Target

**ON TRACK** ✓

### NUMBER OF JOBS

30,000 jobs will be created in the City to 2041, with a workforce of 74,000 people. Using 2014 as base year, this translates to about approximately 1111 new jobs per year.

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



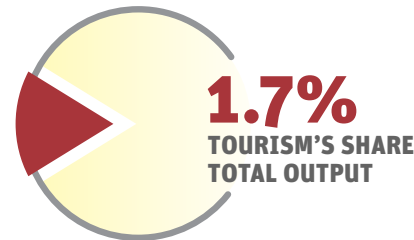
Economic Development Framework  
Job Growth Target

**MONITOR** ⚠

### TOURISM GROWTH

A target of 2% of total economic output by 2041

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



Economic Development Framework  
Tourism Growth Target

**ON TRACK** ✓

Figure 2: Framework growth measures to 2041

# Progress report – Ongoing priorities

Priority	Performance measures	Progress
<b>Industry sector development</b>		
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	<ul style="list-style-type: none"> <li>⦿ Contribute to the development of industry sector plans</li> <li>⦿ Advise on and assist with implementation programs for each developed industry sector plan</li> <li>⦿ Assist Council to establish partnerships with key industry stakeholders</li> </ul>	<p><b>Education and Training</b></p> <ul style="list-style-type: none"> <li>☑ Provided input and feedback on the development of the <i>Redland City Education and Training Industry Sector Plan 2018–2023</i>, which was endorsed by Council on 5 September 2018.</li> <li>☑ Supported the establishment of Education Roundtable that links education and training stakeholders and provides a platform to discuss issues and life-long learning opportunities. Inaugural roundtable held on 14 September 2018. The Roundtable has provided an avenue for local educations and industry stakeholders to network and collaborate.</li> <li>☑ Continued to advise Council on international education approach. Board reviewed the environmental scan study which analysed the city's international education capacity and capability. Board recommended the next steps in building the international education sector including creating a network of providers, capitalising on funding opportunities from the State and Commonwealth and leveraging off Council's sister city relationships.</li> </ul> <p><b>Health Care and Social Assistance</b></p> <ul style="list-style-type: none"> <li>☑ Provided input and feedback on the development of the <i>Redland City Health Care and Social Assistance Industry Sector Plan 2018–2023</i>, which was endorsed by Council on 25 July 2018.</li> <li>☑ Reviewed the Redlands Health and Wellness Precinct Masterplan Study and provided advice on pathway options.</li> </ul> <p><b>Rural Enterprises</b></p> <ul style="list-style-type: none"> <li>☑ Provided input and feedback on the development of the <i>Redland City Rural Enterprises Industry Sector Plan</i>, which was endorsed by Council on 17 July 2019.</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>☑ Provided input and feedback on rollout of Redlands Coast brand.</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>☑ Established linkages with businesses and organisations through Redland City Chamber of Commerce and Quandamooka Yoolooburabee Aboriginal Corporation.</li> <li>☑ Facilitated business leads through key industries including tourism.</li> <li>☑ Redland City Chamber of Commerce has partnered Council to deliver information sessions aligned to the eight industry sectors detailed in the <i>Redland City Economic Development Framework 2014–2041</i>.</li> </ul>

Priority	Performance measures	Progress
<b>Investment attraction</b>		
Contribute to developing an investment attraction plan 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	<ul style="list-style-type: none"> <li>Redlands Coast Investment Plan developed</li> </ul>	<ul style="list-style-type: none"> <li>Provided feedback to Council on a Gap Analysis and Opportunity Assessment report in identifying investment opportunities for key sectors identified in the <i>Redland City Economic Development Framework 2014–2041</i> including strengthening emerging and propulsive industries and identifying import replacement opportunities.</li> <li>Participated in two workshops regarding approach to development of a framework for investment attraction.</li> <li>Supported work commencing on development of an economic investment concierge model.</li> </ul>
Provide input on the development of Sister City and Friendship City arrangements to increase the opportunities for economic benefit within Redland City	<ul style="list-style-type: none"> <li>Advise Council on strategies to develop and leverage partnerships with international stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>International Policy-Strategic Economic and Community Relationships reviewed and updated.</li> <li>Supported Council in taking part in the 2019 Smart City Summit &amp; Expo in Taipei and the Asia Pacific Cities Summit. The Mayor led a delegation of business leaders to Taipei with business opportunities and investments identified aligning and supporting a number of industry sector action plans including Education and Training.</li> </ul>
Work collaboratively with the Redland Investment Corporation (RIC), government agencies and private sector to identify and facilitate economic opportunities for the Redlands community	<ul style="list-style-type: none"> <li>Provide input to RIC on opportunities to maximise benefit from the use of existing Council land and facilities</li> <li>Alternative revenue sources for Council and new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Provided input to RIC on projects including Toondah Harbour and Weinam Creek priority development areas and Capalaba Revitalisation Project.</li> <li>Board member John Aitken was invited by the Redland City Chamber of Commerce to provide insight into creating inspiring cities and how Redlands Coast can shape its economic future and provided case studies of new business opportunities.</li> <li>Advised on third horizon opportunities for Redlands Coast including the acquisition of land at Cleveland Point and Willards Farm.</li> </ul>
<b>Economic transition of North Stradbroke Island</b>		
Continue to support the economic transition of North Stradbroke Island to create more job opportunities and sustained economic growth	<ul style="list-style-type: none"> <li>Advocate for infrastructure and support to create a more resilient and diversified economy on the island</li> <li>Continue to lead and partner in delivery of projects that transition the <i>North Stradbroke Island Economy</i></li> </ul>	<ul style="list-style-type: none"> <li>Supported continued advocacy to the State Government regarding its delivery of the <i>North Stradbroke Island Economic Transition Strategy (NSI ETS)</i>, and the State and Australian governments as the island community prepares for the end of mining in late 2019.</li> <li>Supported Council's continued work with the State Government, Quandamooka Yoolooburrabee Aboriginal Corporation and other key stakeholders on collaborative projects under the <i>NSI ETS</i>, such as Project 13 Place Markers Project, which will see the installation of two Quandamooka-inspired Place Markers at Point Lookout and Amity Point as well as a further 17 of 23 projects under the NSI ETS.</li> </ul>

Priority	Performance measures	Progress
<b>Smart and Connected Redlands Coast</b>		
Continue to contribute to growing the city's innovation ecosystem by supporting the Advancing Regional Innovation Program	<ul style="list-style-type: none"> <li>Support delivery of a program of initiatives designed to grow the innovation ecosystem on Redlands Coast</li> </ul>	<ul style="list-style-type: none"> <li>Advised Council on delivery of the Advancing Regional Innovation Program in partnership with Logan City Council and Griffith University. Activities included delivery of Startup Redlands, monthly pitch nights, business mentoring, workshops for senior entrepreneurs and businesses and an 'Innovation in Aged Care' Summit, with more than 100 attendees</li> </ul>
Continue development of a Smart Cities Framework for a smart and connected Redlands Coast	<ul style="list-style-type: none"> <li>Support delivery of a program of initiatives designed to grow the innovation ecosystem on Redlands Coast</li> <li>Continue to advocate for enhanced digital connectivity to support economic and social outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Work commenced on development of a Smart and Connected City Strategy to help improve the liveability, prosperity and sustainability of Redlands Coast.</li> <li>Detailed assessments undertaken for commercial fixed wireless infrastructure.</li> <li>Ongoing joint collaboration with telecommunications providers and NBN Co to target connectivity infrastructure to areas of need was ongoing.</li> <li>Successful Black Spot program submissions resulted in two additional mobile towers on North Stradbroke Island and Russell Island</li> <li>Developing future connectivity infrastructure to support Redlands Coast commercial and industrial sectors.</li> </ul>
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	<ul style="list-style-type: none"> <li>Assist Council to enhance partnerships with key stakeholders</li> <li>Provide advice on how to progress catalyst infrastructure projects</li> </ul>	<ul style="list-style-type: none"> <li>Provided feedback on the draft Redlands Coast Transport Strategy, which was endorsed by Council for community engagement on 5 September 2018 and is in its final stages of review.</li> <li>Advised on third horizon opportunities for Redlands Coast including the Redlands Coast Adventure Sports Precinct and prospect of South East Queensland being selected to host the 2032 Olympic and Paralympic Games.</li> </ul>

# Highlights

## Education and Training Roundtable

Redland City Council is working closely with education and training leaders and representatives from primary, secondary, tertiary and vocational education institutions.

Local educators – through the Brains trust group – have started to collaborate to foster innovation, promote local schools and create lifelong learning and economic opportunities for all learners.

The group, which is strongly supported by Council, has held regular brainstorming and Education and Training Roundtable sessions that provide opportunities to discuss issues and challenges and identify priorities that can strengthen the growth of the sector.



Image from 1st Education and Training Roundtable hosted by Sheldon College.

## Industry links

Redlands Economic Development Advisory Board member John Aitken was invited by the Redland City Chamber of Commerce to provide insight into creating inspiring cities and how Redlands Coast can shape its economic future.



## Two industry sector plans endorsed by Council

In 2018–19 Council endorsed the *Redland City Health Care and Social Assistance Industry Sector Plan 2018–2023* and *Redland City Education and Training Industry Sector Plan 2018–2023*, which support the delivery of the *Redland City Economic Development Framework 2014–2041*.

The Health Care and Social Assistance industry is the city's largest employer, contributing 6.7% of the Coast's economic output. The sector plan focuses on two areas:

- Enhancing health care and social assistance infrastructure
- Enabling the health care and social assistance industry sector.

The Education and Training industry sector is Redlands Coast's third largest employer, contributing 4.5% of the Coast's economic output. The sector plan focuses on three areas:

- Fostering collaboration and strategic partnerships
- Growing higher education and alternative learning pathways and supporting emerging industries
- Growing international education.

Strategies and recommendations in the sector plans include growing international education and a university sector, establishing a centre of excellence in education for the ageing, developing a health and education precinct, delivering an industry summit and engaging the community in education and life-long learning.



Redlands Economic Development Advisory Board

# Annual Report 2018–2019

For more information on the *Redland City Economic  
Development Framework 2014–2041*  
visit [www.redland.qld.gov.au](http://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**.