

Redlands Economic  
Development Advisory Board  
**Annual Report**  
2016-2017



## Message from the Chair



In June 2016, Redland City Council established and appointed a Redlands Economic Development Advisory Board with business acumen and experience across a variety of industries, which I am proud to chair.

### Reflecting

Our team has accomplished much in its first year by working in partnership with elected representatives, Council, government and industry stakeholders, businesses and the local community. I thank them for their efforts.

The Board is tasked with overseeing the implementation of the 25-year *Redland City Economic Development Framework 2014-2041*. We remain cognisant that change must be driven sensitively if it is to be embraced.

I am pleased to see clarity being attained around growth potential for industry sectors identified in the Framework through the development and implementation of sector strategies and actions plans.

An important focus of the Board that I am sure will have a lasting and positive impact for the City has been working with Council, industry stakeholders and the community to progress the development of a City-wide branding project to create a "shared Redlands identity" that will underpin Redlands continued economic development.

Together with the City we have focused deeply on two growth strategies and action plans for both Education and Training and Health Care and Social Assistance. The blueprints for each sector are aimed at achieving sustainable industry growth through greater economic returns and job creation.

### Future focused

Off the back of a the very insightful RedGen event we will remain focused in the year ahead on determining how we can encourage young people to stay – and thrive – in Redlands.

Next year, a critical focus will be on a successful transition away from sand mining for North Stradbroke Island – and the City's economy. We will continue to advocate for adequate funding and infrastructure, which are essential to help create a more resilient and diversified economy.

Identifying opportunities for international investment and enhancing business relations within Queensland, Australia, and abroad, will be part of a strategy to attract new investment.

There are also countless benefits yet to be realised through development of other industry sector action plans, progression of catalyst projects for Redland City including the establishment of an aquatic centre and emergency precinct and a health and wellness precinct as well as development of a Smart Cities Framework.

I look forward to continuing this important work with my fellow Board members and the Council team to ensure that Redland City maintains its prosperous economy, experiences ongoing jobs growth and reaps the benefits of innovation.

A handwritten signature in blue ink that reads "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's career to date has highlighted her skills as a natural leader and excellent communicator, with an ability to exceed expectations. Sam also has strong public speaking and advocacy capabilities. In 2011, Sam won the International Women's Day Commemorative Award for Exceptional Leadership.

**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.

**Catherine O'Sullivan**



Catherine O'Sullivan is the Pro Vice-Chancellor, Pathways and Partnerships at Bond University, driving the University's engagement with schools, businesses and community and industry organisations. Catherine has been recognised with various awards, a 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.

**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**



Mayor Karen Williams is in her second term as the civic leader of Redland City. Karen is a member of the Australian Institute of Company Directors, Trustee of the Committee for Economic Development of Australia, and a Director of the Council of Mayors (South East Queensland). A mother of two, Karen believes in preserving the same sense of community and security she has experienced through her life in the Redlands. She is passionate about promoting the Redlands as the best place to live, work, learn, play and invest and is determined to build a new City economy based on innovation, and to turn the challenges facing local governments into opportunities for growth, job creation and economic development.

**Terry Morris**



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. Terry is also active in many community and charitable organisations.



## Overview

Redland City Council has a number of key priorities that could contribute to or impact 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 industries.

These industries 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 promote the City as a great place to do business, act as the link between Council and key industry sectors and ensure open, two-way communication between the public and private sectors and partner with Council to attract investment into the City, including lobbying the Queensland and Australian Governments on key initiatives and projects.

This first 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 June 2016 to June 2017.



# 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 \$5.66 billion in 2015/2016 – up by 2.0% from \$5.5B in the previous year. This increase is higher than the rest of SEQ, which experienced 1.7% growth in GRP.

The City has two main Principal activity centres – Cleveland and Capalaba – with Victoria Point also becoming a major activity hub for southern part of the City. The Australian Bureau of Statistics estimated resident population (ABS ERP) of the Redlands in 2016 was 151,987, up from 150,041 in the previous year. Results showed that the City is home to 8276 additional residents since 2011 (based on the ERP), indicating an annual growth rate of 1.2%.

## Industry outlook

Total output (sales) for the City were valued at \$8.9B in 2015/16 – up from \$8.8B in the past year – with the largest output generated by Construction, followed by rental, hiring and real estate services, Manufacturing and Health Care and Social Assistance. Sales from the four industries, when combined, accounted for more than half (52%) of the City's total output. The most productive industry was Health Care and Social Assistance with a value-add of \$520M, followed by Construction, Manufacturing, Retail Trade and Education and Training.

Tourism generated \$124.3M in total output/sales, accounting for 1.4% of the City's total output. The industry's contribution declined by 0.3% from the previous year.

## Employment outlook

In the financial year ending June 2016 there were 45,486 jobs in the City, which indicates 845 new jobs and a 1.9% increase from the previous year.

While Retail Trade is the largest employer generating 6912 local jobs in 2015/16, the sector experienced a decline in the number of jobs compared to 2014/15. In contrast, the industries of Health Care and Social Assistance, Construction, Accommodation and Food Services (Tourism) and Education and Training dominated employment growth and continued to perform strongly.

The unemployment rate was 6.9% in March 2017 compared to 6.2% in December 2016. The City's unemployment rate is slightly higher than state (6.4%) and national (5.9%) levels.

## Business outlook

There were 11,472 registered businesses in 2015/2016 – an increase of 144 businesses compared to the previous year.

Construction and professional, scientific, technical and financial and insurance services experienced the most growth in the number of businesses.



Economic Development Framework  
Population Growth Target

ON TRACK ✓



Economic Development Framework  
GRP Growth Target

ON TRACK ✓



Economic Development Framework  
Job Growth Target

MONITOR ⚠



Economic Development Framework  
Tourism Growth Target

MONITOR ⚠



# Progress report - Year 1

Action	Performance measures	Progress
<b>Industry sector development</b>		
Oversee development of a Health Care and Social Assistance Industry Sector Strategy and Action Plan, ensuring alignment with Redland City Economic Development Framework 2014-2041 objectives	Development and implementation of a Health Care and Social Assistance Strategy and Action Plan	<ul style="list-style-type: none"> <li>✓ Engagement with industry occurred to inform the development of a draft Health Care and Social Assistance Strategy and Action Plan</li> </ul>
Oversee development of an Education and Training Industry Sector Strategy and Action Plan, ensuring alignment with Redland City Economic Development Framework 2014-2041 objectives	Development and implementation of an Education and Training Strategy and Action Plan	<ul style="list-style-type: none"> <li>✓ Engagement with industry occurred to inform the development of a draft Education and Training Strategy and Action Plan</li> </ul>
Support the implementation of the Redland City Tourism Strategy and Action Plan 2015-2020	33 actions in the Action Plan are completed	<ul style="list-style-type: none"> <li>✓ 10 actions have been completed</li> <li>✓ A further 18 actions are underway</li> </ul>
Explore opportunities to expand choices for tourist accommodation in the Redlands	Undertake a pilot project with industry	<ul style="list-style-type: none"> <li>✓ Work has commenced to development a draft memorandum of understanding to undertake a pilot program to explore opportunities including awareness, data sharing, regulation, disaster response, innovation, promotion and advocacy</li> </ul>
<b>Marketing</b>		
Advocate for a City-wide branding and identity project to create a shared Redlands identity to underpin Redlands continued economic development	Contribute to a City-wide branding and identity project	<ul style="list-style-type: none"> <li>✓ Board input has been provided to guide the development of a branding strategy to help promote and position the Redlands as an attractive place to live, visit and do business.</li> </ul>
<b>Innovation</b>		
Contribute to growing the City's innovation ecosystem	Advocate for, and contribute to, programs and opportunities to enhance innovation and entrepreneurship in the City	<ul style="list-style-type: none"> <li>✓ The inaugural RedGen Youth Innovation Summit to investigate and explore ways of fostering innovation in the city, held on 7 April 2017 at the Redlands Performing Arts Centre, attracted 24 of the City's best and the brightest young people aged 18-30 years.</li> <li>✓ The Board endorsed Council's application to the State Government initiative Advance Queensland Regional Innovation Program which involved working in partnership with Logan City Council, Griffith University, TAFE, social enterprise incubators and community organisations.</li> </ul>
<b>Infrastructure</b>		
Work collaboratively with the Redland Investment Corporation (RIC), government agencies and private sector to identify and facilitate economic opportunities for the Redlands community	Contribute to the identification of alternative revenue sources for Council and new business opportunities	<ul style="list-style-type: none"> <li>✓ The Board provided input to RIC on opportunities to maximise benefit from the use of existing Council land and facilities</li> </ul>
Improved internet speeds in key industry sites	Review and provide feedback current internet infrastructure, identify gaps in service and explore internet connectivity options to improve internet speeds around the city	<ul style="list-style-type: none"> <li>✓ Mapping of service gaps has been undertaken including a survey of businesses in enterprise areas</li> <li>✓ Proposals from industry have been received to provide high speed internet to industrial estates within the Redlands</li> </ul>
<b>Business attraction/affiliation</b>		
Advise on options for industry investment	Review and provide feedback on the Cleveland CBD Incentives Package and Tourism Incentives Package	<ul style="list-style-type: none"> <li>✓ An assessment of the Cleveland CBD and Incentives package was undertaken</li> <li>✓ The existing Incentives Package has been extended until 15 December 2017 to allow a more strategic and targeted investment attraction strategy to be developed by Council</li> </ul>



## Key priorities - Year 2

Priority	Performance measures
<b>Industry sector development</b>	
Oversee implementation and embedding of existing industry sector strategies and action plans with a focus on establishing partnerships with businesses and other keys stakeholders, attracting investments and expanding employment opportunities	Implementation program for each industry developed and delivery of actions is underway
Oversee development of a further two industry sector strategies and action plans with a clear focus on targeted and prioritised actions that encourage partnerships and maximise economic benefits	Development and implementation of an Education and Training Strategy and Action Plan Industry sector strategies and action plans developed for Manufacturing and Rural Enterprises (Food and Agribusiness) Industry sector engagement undertaken
<b>Business attraction/affiliation</b>	
Contribute to developing an investment attraction strategy that aligns with priorities on the industry sector action plans	Development and implementation of an investment attraction strategy
<b>Innovation</b>	
Contribute to development of a Smart Cities Framework	Smart Cities Framework delivered and embedded in Council processes and programs
Contribute to growing the City's innovation ecosystem by supporting the Advance Regional Innovation Program	Delivery of a program of initiatives designed to grow the innovation ecosystem in the Redlands i.e. development of a clever innovation space
<b>North Stradbroke Island economic transition</b>	
Support the North Stradbroke Island Economic Transition Strategy	Advocate for additional funding and infrastructure to help create a more resilient and diversified economy on the Island



## Catalyst projects

The Redlands Economic Development Advisory Board has nominated several projects as contributing to the objectives of the *Redland City Economic Development Framework 2014-2041*.

### **Toondah Harbour and Weinam Creek Priority Development Areas**

- The \$1.39 Billion Toondah Harbour revitalisation represents unrivalled tourism, cultural and economic growth opportunities for the SEQ region. Toondah Harbour provides the opportunity to innovate, attract and grow tourism to North Stradbroke Island, following the cessation of sand mining in 2019. A revitalised harbour will encourage more than 45,000 additional visitors to the region every year. This equates to a potential \$21 million per annum in tourism revenue and \$78 million per annum in additional retail expenditure for the region. It will also generate more than 1000 jobs per annum during the construction phase, approximately 500 jobs per annum post construction, with jobs supported by visitor expenditure equating to more than 250.
- The declaration of Weinam Creek as a Priority Development Area in June 2013 provides an opportunity to reinforce it as a point of community focus and a regional Gateway to Moreton Bay, with opportunities for a transport hub and waterfront commercial and recreational precinct.

### **Redland City Health & Wellness Precinct**

Redland City Council is working in partnership with Metro South Hospital and Health Services and Mater Private to deliver a Health Precinct Master Plan. The precinct will incorporate the planned expansion of the private and public hospitals and identify potential industry clustering opportunities around the hospitals.

### **City Branding and Identity Project**

The project aims to deliver a brand for the City that builds community pride, tell Redlands' unique story and inspires others to visit, invest and discover all that Redland City has to offer.

### **Redland Aquatic and Emergency Precinct – \$71 million**

This project, which will utilise nearly 40,000 square metres of land in the centre of SEQ, will deliver a world-class aquatic centre to the Redlands as well as a new surf lifesaving headquarters and a Centre of Excellence to the state of Queensland. There is also potential to include emergency services agencies (fire, ambulance and State Emergency Service volunteers) and a fully integrated disaster response centre. Estimated to cost \$71 million, the Australian-first centre will not only bring economic benefits to Redland City, SEQ and Queensland but will complement the North Stradbroke Island Economic Transition Strategy, create employment opportunities and provide an opportunity for cost savings for government through the shared use of facilities and resources, better coordination and accommodation for emergency services personnel.





## North Stradbroke Island Economic Transition Strategy

– Additional \$110 million needed

Following a State Government decision, sandmining will end on North Stradbroke Island in 2019 and Redland City Council is calling on the State Government to provide the financial support the Island needs to avoid an economic disaster. While it is acknowledged the State Government's current economic transition package of \$28 million over three years for 23 projects is a good start, it is estimated there is a total shortfall of \$110 million needed to help transition the Island's economy away from sandmining. This level of funding needs to be committed to on the ground infrastructure and long-term tourism and economic opportunity to ensure North Stradbroke Island has a sustainable economic future and can leverage synergies with other significant SEQ projects.

## Connectivity

### Smart Cities Framework

- Redland City Council is looking to embrace Smart City technologies to deliver tangible organisational, business and community outcomes. This includes embedding Smart City principles into the structure and processes of the organisation. Tangible outputs may include procurement opportunities, transport, safety, lighting, digital democracy and engagement, wifi and people counting, leveraging open and real time data, City internet connectivity and Low-Power Wide-Area Network.
- Council is actively working with industry partners and government agencies to develop an ecosystem for innovation in the City to help grow business, investment and export. Council has applied for funding under the Queensland Government's Advancing Regional Innovation Program. The proposal includes an integrated schedule for providing leadership and building networks, delivering a schedule of activities, workshops and events, creating spaces for innovation and working with stakeholder to develop investment networks to engage local capital into a start-up community.

## Transport

### Eastern Busway to Capalaba

– \$1.736 billion

Extending the Eastern Busway to Capalaba will provide an effective solution to commuter movement within the Translink network and connections to the City Rail network, the city bus network and the South East Busway. The 18 kilometre busway will reduce travel times by up to 20 minutes, providing access to/from Capalaba, Chandler sporting complex, University of Queensland, Princess Alexandra Hospital, Boggo Road Urban Village, EcoSciences Precinct and Brisbane CBD.

### Manly to Cleveland Rail Duplication

– \$180 million

The duplication of the rail line between Manly and Cleveland will allow more frequent rail services to the Brisbane CBD and the airport. This project will also support the burgeoning economy and growing population of Cleveland, Toondah Harbour, and improve the connection from North Stradbroke Island to Brisbane as part of the Island's economic transition.



Redlands Economic Development Advisory Board

## **Annual Report**

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For more information:

- 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**.

