

Redlands Economic Development Advisory Board

# Annual Report 2019–2020





# Message from the Chair



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

In 2019 – 2020 the Advisory Board continued to progress implementation of the Redland City Economic Development Framework 2014 - 2041. Preliminary research was undertaken this year to inform the development of a draft manufacturing industry action plan to complement the four industry sector plans already underway in Tourism, Health Care and Social Assistance, Education and Training and Rural Enterprises.

The framework provides a solid foundation for building the city's post-COVID economy, and will help to ensure the city can benefit and rebound from the current restrictions. As we focus on challenges ahead, Redland City is on the right path to social and economic recovery through strong collaborations, partnerships and implementation of the industry action plans.

COVID-19 amplified the need for digital infrastructure to strengthen the city's digital connectivity. Work continued on the development of a draft Redlands Coast Smart and Connected City Strategy, to improve the liveability,

prosperity and sustainability of the city and harness opportunities that deliver an economic boost to local businesses.

Despite the challenges of COVID-19 much has been achieved; Contributing to the realisation of third horizon opportunities for Redlands Coast through advocacy or advice to attract new investment for major infrastructure projects such as the Redlands Coast Adventure Sports Precinct with the prospect of South East Queensland being selected to host the 2032 Olympic and Paralympic Games, and building the Redlands Coast Hydrogen economy.

On behalf of the Redlands Economic Development Advisory Board I sincerely thank CEO Andrew Chesterman for leadership and officers for their hard work throughout the year.

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

Samantha Kennedy  
Chair

Redlands Economic Development Advisory Board

# Board profile



*Pictured (left to right): Warren Rowe, John Aitken, Chair Samantha Kennedy, Redland City Mayor Karen Williams and Jordan Duffy. Jerry Harris attended via teleconference due to COVID-19 border restrictions*

## 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.

## 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.

## 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.

## Mayor Karen Williams

Third 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 Treasurer of the Council of Mayors (SEQ).

## 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.

## Warren Rowe

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 has contributed strategically through roles on the National Reform Working Group, Australian Housing Industry Development Council, Regional Planning Senior Officers Advisory Group, the Local Government Association of Queensland Planning Advisory and Infrastructure Charges Think Tank, the State Government Infrastructure Charges Task Force, the Gold Coast Rapid Transit Executive Group, Gold Coast Light Rail Gateway Review Panel and Project Control Group for the Gold Coast Health and Knowledge Precinct. He was also instrumental in managing the Building Better Cities program which included the Gold Coast Heavy Rail and a major upgrade of the sewer system in Brisbane's Urban Renewal precinct. 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 appointed to the Queensland Government's Land Supply and Housing Expert Advisory Panel. Warren is a recipient of a Public Service Medal and Fellowships 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.”

Critical to achieving this vision, the Redlands Economic Development Advisory Board has been a key pillar of the Framework implementation. 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.

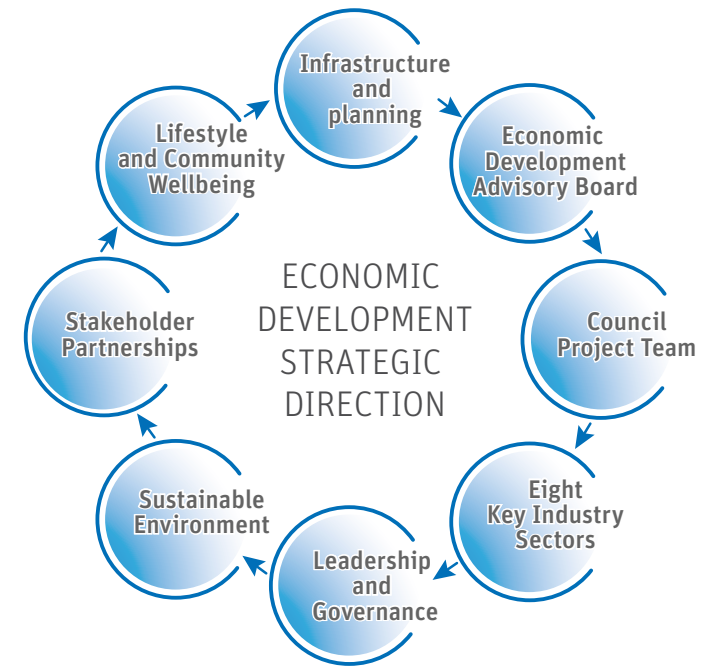
The Board has had demonstrated success with implementation of the Framework, overseeing the development and implementation of strategies and action plans for eight high-growth industry sectors. These industry sectors include Accommodation and Food Services (Tourism), Education and Training, Healthcare and Social Assistance, Rural Enterprises (Agriculture, Forestry and Fishing), Manufacturing, Construction, Financial and Insurance Services and Retail Trade.

Further to this, the Board has:

- actively promoted the city as a great place to live, work and do business
- advised Redland City Council on any necessary adjustments to the Framework based on industry or economic trends, opportunities and/or threats
- acted as the link between Council and the key industry sectors and ensure communication between the public and private sectors
- partnered 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 advocating to the state and federal governments on key initiatives.

The integrated relationship between the various elements of the Framework and Council’s economic development strategic direction is represented in Figure 1.

This fourth 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 2019 to June 2020 demonstrating the significant contribution the Board has made to drive economic growth on Redlands Coast despite the challenges of operating through a COVID-19 constrained environment with a reduced number of Board meetings.



**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) performing well in managing the economic impact of COVID-19 on the local economy and building a solid foundation for the city's post-COVID economy.

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 \$5.5.82B in the previous year.

The city's two Principal regional activity centres Cleveland and Capalaba contain the greatest concentration of jobs on Redlands Coast 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 2019 was 158,815, up from 156,825 in the previous year. Results showed that the city is home to 1,990 additional residents since the previous year, indicating an annual growth rate of 1.3%.

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## Industry outlook

Total output for the city were valued at \$9.9B in 2018-2019 – up from \$9.6B 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 \$143.2M in total direct output/sales, accounting for 1.4% of the city's total direct output (2018-2019 data). The industry's contribution increased by 2.3% from the previous year (based on direct output data).

## Employment outlook

In the financial year ending June 2019 there were 48,804 jobs in the city, which indicates a gain of 17 jobs from the previous year.

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 4.5% in December quarter 2019 compared to 5.6% in December 2018. The city's unemployment rate in December quarter 2019 was lower than the state (6.0%) and national (5.2%) levels.

## Business outlook

There were 12,100 registered businesses in 2018-2019 – a slight decrease of 13 businesses compared to the previous year. Industry sectors that experienced an upward trend in the number of businesses were Health Care and Social Assistance (21 additional businesses) and Information, Media and Telecommunications (21 additional businesses).

*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 2018-2019. Data was accessed on 22 July 2020.*



## Framework growth measures to 2041

### GROSS REGIONAL PRODUCT

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

## 2019–20 Performance



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 2013 as the base year, this translates to approximately 1100 new jobs per year. The average job increase over the 6 year period remains on track.

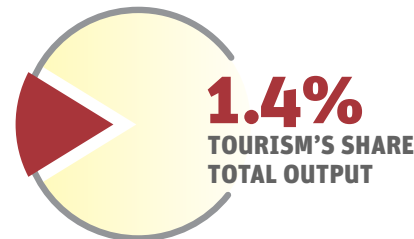


Economic Development Framework  
Job Growth Target

**ON TRACK** ✓

### TOURISM GROWTH

A target of 2% of total economic output by 2041.

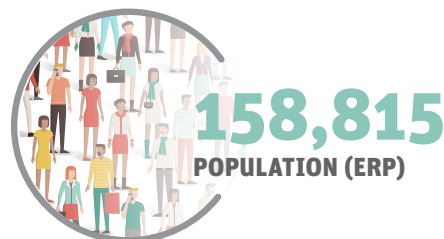


Economic Development Framework  
Tourism Growth Target

**ON TRACK** ✓

### 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.



Economic Development Framework  
Population Growth Target

**ON TRACK** ✓

Figure 2: Framework growth measures to 2041

# Progress report – Ongoing priorities

Priority	Performance measures	Delivered
<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>☑ Implementation of the <i>Redland City Education and Training Industry Sector Plan 2018-2023</i>, Year 2 actions, including: Bi-annual Education Roundtables; the first hosted by Ormiston College had the theme, Thinking Schools, Creative Students, and included the Mayor’s address and presentations on Council initiatives - Innovation and Entrepreneurship on Redlands Coast, Young Entrepreneurs Summit overview and Q&amp;A with Keynote Speaker Taj Pabari, and Career Expo opportunities. The second Education Roundtable hosted by Cleveland District High School explored pathways from primary to tertiary education including the role of micro-credentials with an International Baccalaureate showcase, Griffith University micro-credentials, and a workshop on the current state of international engagement.</li> <li>☑ Provided feedback on concept testing of a Centre of Excellence (CoE) in Education for the Ageing that was identified as a key initiative in Council’s Education and Training Industry Sector Plan 2018- 2023 and the <i>Health Care and Social Assistance Industry Sector Plan 2018-2023</i>. The Board strongly supported the study being presented to Councillors to progress the initiative to the next stage.</li> <li>☑ Worked in partnership with education, business and industry to enhance profile of innovation and entrepreneurship including through Young Entrepreneurs Summit and schools programs to facilitate STEAM programs, Start-up Redlands and Redlands Angel Investors.</li> <li>☑ Delivered International Education Environmental Scan report.</li> </ul> <p><b>Health Care and Social Assistance</b></p> <ul style="list-style-type: none"> <li>☑ Implementation of the <i>Redland City Health Care and Social Assistance Industry Sector Plan 2018-2023</i> Year 2 actions, including: <ul style="list-style-type: none"> <li>▶ Completion of the Redlands Health and Wellness Precinct Concept Design, Planning and Strategy report under the MOU with Metro South Health and Mater Health Services.</li> <li>▶ Identified and progressed investment attraction opportunities in the Health Care and Social Assistance industry sector.</li> <li>▶ Established Health Care and Social Assistance Industry cluster to identify business training needs.</li> <li>▶ Undertook survey of Health Care and Social Assistance Industry Sector pre- and post-COVID to evaluate industry needs and measure impacts on sector to inform economic response planning.</li> <li>▶ Planned Health Care and Social Assistance Industry Summit for delivery in FY2020-21.</li> </ul> </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> <li>☑ Implementation of the <i>Redland City Rural Enterprises Industry Sector Plan 2018-2023</i> Year 1 actions, including: <ul style="list-style-type: none"> <li>▶ Identification of opportunities for rural enterprise to align with and leverage the Redlands Coast brand including through collaborations with industry, government and education stakeholders;</li> <li>▶ Identification of opportunities to provide certainty over future land use for rural enterprises and related industries through economic input to investigation of land in Southern Thornlands;</li> <li>▶ Worked with key agencies including Trade and Investment Queensland and the Department of Agriculture and Fisheries and tertiary institutions to identify and facilitate new research and development (R&amp;D) opportunities.</li> </ul> </li> </ul>

Priority	Performance measures	Delivered
		<p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>✓ Provided input on rollout of Redlands Coast branding video.</li> <li>✓ Supported economic transition of North Stradbroke Island (Minjerrabah) aligned with Council's strategic objectives.</li> <li>✓ Promoted Redlands Coast as a film friendly destination with a number of productions secured.</li> </ul> <p><b>Manufacturing</b></p> <ul style="list-style-type: none"> <li>✓ Completed a Preliminary Analysis of the manufacturing industry sector to inform development of the draft Manufacturing Industry Sector Plan.</li> <li>✓ Established a manufacturing industry cluster to identify industry training needs, and supply chain issues and opportunities.</li> </ul> <p><b>Regional Skills Investment Strategy (RSIS)</b></p> <ul style="list-style-type: none"> <li>✓ Provided input into the Regional Skills Investment Strategy an initiative funded by the Queensland Department of Employment, Small Business and Training (DESBT) to assist local businesses to take advantage of government subsidised training pathways that will ensure a supply of skilled local people to meet skill demand in the manufacturing and Health Care and Social Assistance industries.</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>✓ Established linkages with businesses and organisations through Redlands Coast Chamber of Commerce, Southern Moreton Bay Chamber of Commerce, Straddie Chamber of Commerce and the Combined Chamber of Commerce Queensland (CCIQ).</li> <li>✓ Facilitated business leads through key industries, leading to securing new investment opportunities for Redlands Coast.</li> <li>✓ Supported Council partnering with the Redlands Coast Chamber of Commerce for the Championing Redlands Coast initiative.</li> </ul> <p><b>COVID-19 Social and Economic Recovery</b></p> <ul style="list-style-type: none"> <li>✓ Provided feedback and input into Council's Social and Economic Assistance response and recovery planning.</li> </ul>

Investment attraction		
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>✓ Concierge Model for Council to manage major investment attraction opportunities developed and implemented with significant new investment and research and development opportunities progress.</li> <li>✓ Targeted investment attraction opportunities identified aligned with <i>Redland City Economic Development Framework 2014–2041</i> key industry sectors.</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>✓ Provided feedback on opportunities to establish relations between Council and Taiwanese businesses. Council signed a Memorandum of Understanding (MoU) with MiTAC, a leading Taiwanese technology company at the Australian Taiwanese Business Council Conference in Brisbane to inaugurate Smart City Solutions.</li> <li>✓ Supported Council in taking part in the Asia Pacific Cities Summit in Brisbane. Opportunities and investments were discussed with relationships being developed and further enhanced with international organisations.</li> </ul>

Priority	Performance measures	Delivered
<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 North Stradbroke Island Economy</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 Federal governments as the island community prepared for the end of mining on 31 December 2019. This included development of a <i>2019 North Stradbroke Island State and Federal Advocacy Document</i>.</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 saw the installation of two Quandamooka-inspired Place Markers at Point Lookout and Amity as well as further 17 of 23 projects under the <i>NSI ETS</i>.</li> </ul>
<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>☑ The Advisory Board provided input on activities planned under the program for 2019–20. This included an Innovation workshop in November 2019, development of a Young Professionals Network and Social Enterprise Network, participation in the QODE Innovation Festival as well as support of an Innovate Challenge, Glo Challenge, Education Roundtable and Redlands Coast Start-up businesses. Ongoing support will also be provided for Start-up Redlands and Redlands Angel Investors.</li> <li>☑ The Advisory Board provided input into challenges and opportunities for Redlands Coast including islands and how it fits as a region.</li> </ul>
Continue to contribute to development of a Smart Cities Framework for a smart and connected Redlands Coast	<ul style="list-style-type: none"> <li>⦿ Smart Cities Framework delivered and embedded in Council processes and programs</li> <li>⦿ Continue to advocate for enhanced digital connectivity to support economic and social outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>☑ The Advisory Board participated in a live online engagement activity and face to face consultation with consultants Delos Delta to identify priorities for consideration in the draft Strategy, to identify stakeholders and define key roles.</li> <li>☑ The Advisory Board provided input into the development of the draft Smart and Connected City Strategy outcomes, objectives and opportunities.</li> <li>☑ The Advisory Board continued to advocate for enhanced digital connectivity for Redlands Coast with nbn™ recently announcing business fibre zones for Cleveland and Capalaba centres.</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>☑ The Advisory Board provided input on third horizon opportunities for Redlands Coast including: <ul style="list-style-type: none"> <li>▶ Redlands Coast Hydrogen Economy with finalisation of the Redlands Coast Wastewater to Energy Feasibility Study, ongoing collaboration with QUT and potential international partners and hosting of Hydrogen industry round table with government and industry stakeholders.</li> <li>▶ Dark Fibre Internet project and route proposal.</li> <li>▶ Redlands Coast Adventure Sports Precinct including the prospect of South East Queensland being selected to host the 2032 Olympic and Paralympic Games positioning Redlands Coast as a whitewater canoe/kayak slalom venue contender for the 2032 Olympic and Paralympic Games bid.</li> </ul> </li> </ul>



Redlands Economic Development Advisory Board

# Annual Report 2019–2020

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**.