Regional Development Australia

MORETON BAY QLD

An Investment & Export Prospectus for

MORETON BAY

An Australian Government Initiative

FAST FACTS

459,585
Estimated Residential Population (2018)

28.6%
Total Population Growth (2008 - 2018)

38
Median Age

21.2%
Share of Population Aged 0 - 14

15.5%
Share of Population Aged 65+

40-60min
Distance from Brisbane (by Road)

28,067
Number of Registered Businesses (2018)

Construction
Main Employing Industries (2016)

$1.29b
Value of Residential Building Approvals (2017/18)

$227m
Value of Agricultural Production (2016)

4.5m
Number of Visitors (2018)

$17.4b
Gross Regional Product

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MAJOR PROJECTS

THE MILL AT MORETON BAY [1]

The Mill, classified as a Priority Development Area in 2016, is a new 460-hectare precinct in the heart of the Moreton Bay region, with a full-scale University of the Sunshine Coast campus at its core.

Opening in 2020, the USC Campus will offer almost 50 different programs for up to 1,200 students in its inaugural year. By 2030, the student population at USC Moreton Bay is projected to reach 10,000.

BRUCE HIGHWAY UPGRADES [2]

From 2013/14 to 2027/28, the Australian Government has committed $10 billion to the Bruce Highway Upgrade Program. Key upgrades in the Moreton Bay region include:

- Caboolture to Caloundra upgrade ($195m)
- Pine River to Caloundra/Corridor Future Priorities ($878.4m)
- Caboolture-Bribie Island Road to Steve Irwin Way ($530m)
- Deception Bay Interchange Upgrade ($120m)
- Managed Motorways – Gateway Motorway to Caboolture ($84m)
- Boundary Road Interchange ($80.3m)
- Linkfield Road Overpass ($100m)

REDCLIFFE PENINSULA RAILWAY LINE [3]

Delivered and opened in 2016, the development is a 12.6km dual-track rail line that links Kippa-Ring to Petrie, providing an additional six new rail stations to the Moreton Bay Region. The project cost $1.15 billion with contributions from the Commonwealth Government ($742 million), Queensland Government ($300 million) and the Moreton Bay Regional Council ($105 million). The Queensland Government also contributed land to the project, valued at $120 million.

NEW SECONDARY SCHOOL IN NORTH LAKES/MANGO HILL [4]

$45m development of a new secondary school in the North Lakes/Mango Hill region as part of the 2018 State Government Infrastructure Plan.

MORAYFIELD TRAIN STATION UPGRADE

$22.3m upgrade of the Morayfield Train Station as part of the 2018 Queensland Government State Infrastructure Plan.

MORAYFIELD SPORT AND EVENTS CENTRE UPGRADE [5]

Moreton Bay Regional Council commenced a $7.8 million upgrade on the Morayfield Sport and Events Centre in May 2018, due for completion in mid-2019.

BURPENGARY REGIONAL AQUATIC LEISURE CENTRE REFURBISHMENT [6]

Moreton Bay Regional council awarded a $5.4 million tender to refurbish the Aquatic Centre at Burpengary.Government Infrastructure Plan.

1. https://www.moretonbay.qld.gov.au/files/assets/public/services/building-development/the-mill/the-mill-pda-development-scheme.pdf
2. https://investment.infrastructure.gov.au/files/key_projects_road_and_rail_delivery_bruce_highway_Map_Mar2019.pdf
3. https://web.archive.org/web/20110220215928/http://www.tmr.qld.gov.au/moretonbayrail
4. https://www.dsdmip.qld.gov.au/resources/plan/sip/sip-part-b2.pdf
5. https://www.moretonbay.qld.gov.au/Services/Projects/MSEC-Upgrade
6. https://www.moretonbay.qld.gov.au/Services/Projects/BRALC-Refurbishment

ABOUT MORETON BAY

HISTORY

The lands surrounding Moreton Bay are the traditional lands of the Jinibara, Kabi Kabi and Turrbal people and the Ngugi people (on Moreton Island) since the formation of the Bay over 6,000 years ago. Local indigenous tribes leveraged the region's abundant sources of foods, including oysters, mullet and other seafood as well as the bunya nut harvests.

Subsequently named Morton's Bay by Captain James Cook during his voyages of 1770, the region was home to the first European settlement in Queensland at Redcliffe in 1823. Redcliffe operated as a penal colony before being relocated to the current position of the Brisbane CBD and the region was opened to free settlers in the 1840s. The Moreton Bay region became a pastoral area until the 1870s and 1880s when the re-establishment of Redcliffe as a popular seaside resort town and the opening of a direct rail line from Caboolture to Brisbane supported an influx of new residents.

SURROUNDING REGIONS

A key advantage of Moreton Bay is its strategic location in the mega-region of South East Queensland, which is home to 3.6 million people. The Bruce Highway provides direct access to the coastal amenities and lifestyle opportunities of the Sunshine Coast to the north, less than one hours' drive away. To the south, Brisbane provides all the infrastructure, services and employment and businesses opportunities of a major Australian capital city, all within arms-reach of the Moreton Bay region.

Businesses in Moreton Bay have direct access major global markets through Port of Brisbane and Brisbane Airport; both of which are located on the northern side of Brisbane. The region is serviced by passenger rail as part of the South East Queensland Translink network and buses service local centres and destinations.

LOCATION AND GEOGRAPHY

- Over 2,000km^2
- Includes Moreton Island, the third largest sand island in the world (after Fraser Island and Stradbroke Island, also located off the southern Queensland coast)
- Third largest Local Government Area in Australia
- 29km or 39min travel from Brisbane CBD to North Lakes (in southern Moreton Bay)
- 25km or 29min travel from Brendale to Brisbane Airport

PEOPLE, LIFESTYLE & AFFORDABILITY

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POPULATION

Moreton Bay is home to almost 460,000 people and is a residential destination of choice for new residents to South East Queensland. Since 2008, over 100,000 new residents have moved to Moreton Bay, with the population expected to continue its rapid expansion to over 600,000 by 2032. This includes proposed new residential developments in Caboolture West, Morayfield and other parts of northern Moreton Bay.

Moreton Bay has a youthful and dynamic age profile, with children aged 0-14 accounting for more than 20% of residents in the region. This reflects the fact that Moreton Bay is highly attractive to young families, which draw on the region's proximity to major employment, health and education services at all levels. Despite this youth cohort, the bayside and peri-urban lifestyle of much of the Moreton Bay region continues to attract older retirees and residents, with 15.5% of the population aged 65 years and over.

PEOPLE, LIFESTYLE & AFFORDABILITY (cont.)

Strong population growth, particularly among young families, has underpinned demand for new houses and dwelling in the Moreton Bay region over the past 5 years. Housing supply and construction is a major source of economic activity and employment and new dwelling approvals (both house and other dwelling types) have been broadly trending upwards since 2013/14 to exceed over 5,000 new dwelling approvals in 2017/18.

Housing in Moreton Bay is regarded as affordable compared to Brisbane, with house and land prices in Moreton Bay up to 35% lower than in the Brisbane Local Government Area in 2017/18. This is despite strong growth in both vacant land and established dwelling prices in Moreton Bay over the past 5 years.

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Figure 1: Historical & Projected Population, Moreton Bay LGA & Queensland, 2006 - 2041

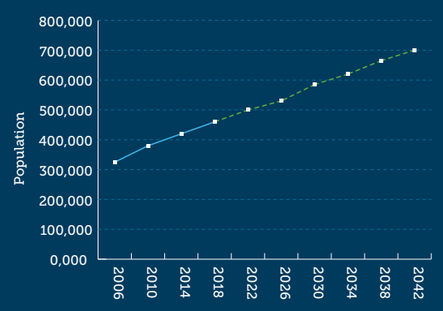


Figure 2: Age Profile, Moreton Bay LGA, 2017

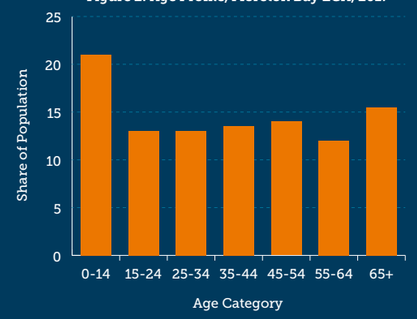
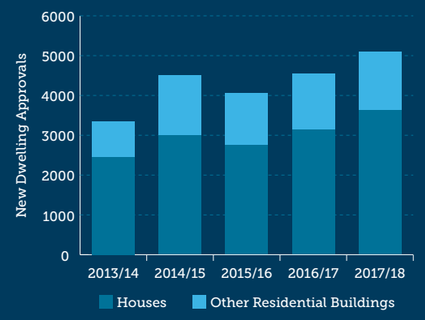


Figure 3: New Dwelling Approvals, Moreton Bay LGA Year End. June 2014 – Year End. June 2018



HEALTH

Moreton Bay is serviced by the Metro North Hospital and Health Services arm of Queensland Health. Metro North provides a range of population-focused health services, such as community care, mental health services and cancer care. There are two hospitals within the Moreton Bay region – the Caboolture Hospital and the Redcliffe Hospital. The region is also serviced by a number of private hospitals including:

- Pine Rivers Private Hospital;
- Peninsula Private Hospital; and
- North Lakes Day Hospital.

Residents can access the full range of non-hospital health services including GPs, dentist, pharmacy, pathology, radiation and medical oncology and therapy.

EDUCATION

The region has an extensive public schooling system with:

- 43 state primary schools;
- 13 state secondary schools;
- two combined (primary & secondary) schools; and
- four special schools.

While Moreton Bay has historically been a region lacking in tertiary education options (with local students studying in Brisbane or the Sunshine Coast), the opening of a University of the Sunshine Coast Petrie campus at The Mill site in 2020 will provide world class tertiary study and education opportunities for students within the region. Student numbers are expected to reach 10,000 by 2030.

LIFESTYLE

The Moreton Bay region is a recognised lifestyle destination, attractive for working households and retirees alike. The region has a distinct coastal amenity, owing to its direct access to Deception and Moreton Bays, as well as Moreton Island. Fishing, recreational boat/sailing, surfing and other coastal activities are popular, while foreshore destinations such as Redcliffe – with its beaches, markets, cafes and restaurants and attract residents and visitors from across Australia.

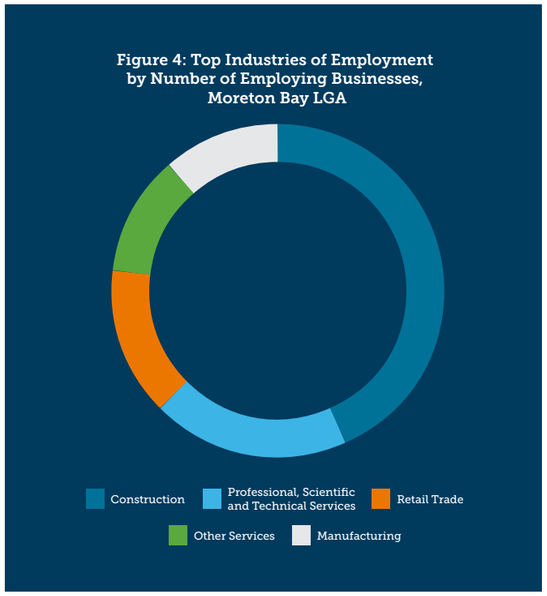
This bayside focus is complemented by high amenity peri-urban locations, particularly in areas of the Pine Rivers region and in the around the Glass House Mountains. Agriculture continues to play an important role in the regional economy and exports and the region is recognised for its horticultural production in fruits and nuts. There is significant opportunities for boutique agricultural and food production in the region, with a supporting peri-urban lifestyle.

Historically, families often chose to live in Moreton Bay and travel to Brisbane for work, but increased local employment opportunities and a diversifying economy are resulting in enhanced opportunities to live, work and play in the region.

EMPLOYMENT AND WORKFORCE SKILLS

WORKFORCE AND UNEMPLOYMENT

In 2018, Moreton Bay had a local labour force of over 237,000 workers, up 15.8% since 2013. The unemployment rate of Moreton Bay has tracked broadly in line with the Queensland average over the past decade, though has increased over the past 18 months in response higher labour force participation. Unemployment is lower in the southern parts of the region, owing to closer proximity to job opportunities in Brisbane, though increased investment in Caboolture in health and Petrie in education are expected to drive increased local job growth in northern Moreton Bay.



SKILLS

Moreton Bay is home to a diverse and skilled workforce. This includes a high shares of professional and other white collar workers in southern parts of the region (closest to Brisbane) as well as qualified and skilled tradespeople and service workers in construction, manufacturing and population serving sectors.

This diversity reflects the combination of a strong local manufacturing base, residential dwelling led construction activity and the accessibility of professional workers to knowledge-based employment opportunities locally and in Brisbane.

The workforce in the region is young and mobile, with an increasing share of tertiary qualified workers.

This is expected to increase further with the establishment of the University of Sunshine Coast Petrie campus in 2020 and its scheduled expansion to full capacity by 2036.

The campus will not only provide tertiary education opportunities within the region but increased business and researcher connections to drive innovation in the economy and industry.

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ECONOMY AND EXPORTS

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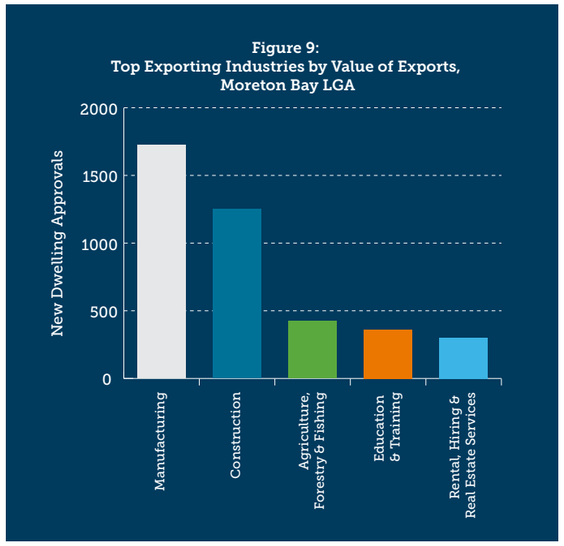
The Moreton Bay region is a $17b diversified economy, well positioned to significantly benefit from South East Queensland's existing and future export infrastructure.

ECONOMIC ACTIVITY

The Moreton Bay economy has grown by an average 7.8% per annum between 2013 and 2017, including growth as high as 13.8% in 2016. The economy has been driven by strong population growth, dwelling construction, manufacturing from key industrial areas (such as Brendale) and investments in transport, health and education infrastructure.

EXPORTING INDUSTRIES

Total exports from the Moreton Bay region are worth over $5.5b each year to the regional economy. Manufacturing is the most prominent exporting industry, worth $1.73b, accounting for almost one third of all regional exports (31.2%). Construction exports are worth $1.21b while Agriculture, Forestry & Fishing exports from the region worth $450.8m.



TOURISM OPPORTUNITIES

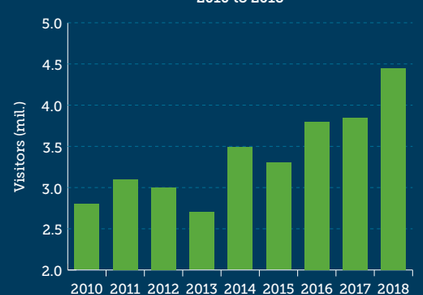
TOURISM ASSETS AND ATTRACTIONS

- **Whale Watching** - the only whale watching tour near Brisbane. Moreton Bay Whale watching has grown in popularity in recent years, with many people venturing to the warmer climates of Southern Queensland looking for a unique experience during the winter months. Tours and charters depart from Redcliffe during the season.
- **Moreton Island and Tangalooma Resort** - visitors can enjoy a Moreton Island day trip experience, at Tangalooma Island Resort where visitors and guests can meet and feed a family of wild dolphins.
- **Moreton Bay Food Trail** - a 90min trail for food lovers, including four high quality gastronomical destinations offering visitors tastes of the region's strawberries and fruits, craft beers and seafood, including the famous Moreton Bay Bug.
- **Caboolture Regional Art Gallery** - The Caboolture Regional Art Gallery is a modern, state of the art venue which features four distinct exhibition spaces. With a history of showcasing nationally significant exhibitions including the National Photographic Portrait Prize touring exhibition, the Main Gallery works to bring the cultural focus of the cities out of the capitals, and into the regional centres and suburbs.
- **D'Aguilar National Park** - D'Aguilar National Park is striking in its diversity of environments and plant communities. Take a journey through open eucalypt woodlands, scribbly gum forests and lush subtropical rainforests. More than 800 plant species are found in these forests, some of which are rare and threatened. Camping facilities (both bush and vehicle-based) are available.
- **Bribie Island** - connected by bridge to the mainland, Bribie Island is mostly covered by the Bribie Island National Park and forestry plantations (covering almost 56km^2). The southern end of the Island is intensively settled and offers a high quality island lifestyle for over 18,000 residents and visitors alike. The Island offers sheltered swimming and water activities in Moreton Bay as well as direct access to the Pacific Ocean on the eastern side of the Island.

TRENDS IN TOURISM

Moreton Bay is a rapidly growing tourism destination, with over 4.47m visitors in the year to December 2018. This is up 62% since 2013, with day trip visitors from other parts of South East Queensland, accounting for 3.46m trips in 2018. Domestic overnight visitors account for over 900,000 visitors in 2018 while there were over 100,000 international visitors to the region for the first time last year.

Figure 9:
Tourist Visitors to Moreton Bay Region, 2010 to 2018



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EXISTING EXPORT INFRASTRUCTURE

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RAIL

Moreton Bay is well serviced by the Queensland Rail network, which provides direct access to surrounding economic hubs, with the Sunshine Coast to the north and Brisbane to the south. The Redcliffe Peninsula line, opened in 2016, stretched from Petrie to Kippa-Ring, providing greater access between precincts within the Moreton Bay Region.

AIRPORTS

Brisbane's domestic and international airports are a gateway from airfreight out of the Moreton Bay region, with both airports located on the north side of Brisbane. Accessed by the adjacent Gateway Motorway, the Brisbane Airport precinct is 25 minutes from Brendale and the Redcliffe Peninsula and 35 minutes from the Caboolture CBD. Moreton Bay is also set to benefit from the opening of a new second runway at the Brisbane Airport, after 8 years of construction the project is due for completion in mid-2020.

PORT OF BRISBANE

The Port of Brisbane is South East Queensland's major exporting hub and is well located in relation to the Moreton Bay region. Just a short drive from the major economic hubs of Moreton Bay, it is 35 minutes from Brendale, 40 minutes from the Redcliffe peninsula and under an hour from the Caboolture area.

MAJOR ROADS & HIGHWAYS

Moreton Bay is serviced by two major arterial roads – the Gateway Motorway and the Bruce Highway. Both highways run north-south and connect the region with the Sunshine Coast and Brisbane.

FUTURE INFRASTRUCTURE DEVELOPMENTS

ELIMBAH INTERMODAL FREIGHT HUB

According to the draft SEQ Transport Plan from the Queensland Government, an intermodal freight hub is planned for the suburb of Elimbah, north of Caboolture on the rail line to the west of the Bruce Highway. The freight hub has been identified for further investigation with potential establishment before 2041.

PROXIMITY TO THE TERMINUS OF THE FUTURE INTERNATIONAL BROADBAND SUBMARINE CABLE

Due for 2020 completion, the Sunshine Coast International Broadband Submarine Cable will deliver the fastest telecommunications connection to Asia in the country. Moreton Bay businesses are expected to benefit from the Cable through improved broadband connections to overseas markets.

LOCAL BUSINESS AND PRODUCTION

LOCAL BUSINESS AND INDUSTRY

Moreton Bay is the home of a diverse range of local and national businesses. In 2017, there were over 28,000 businesses registered in the Moreton Bay region, representing 60 businesses per 1,000 residents. Construction industry accounts for more than one in four (26.3%) of all employing businesses in the region.

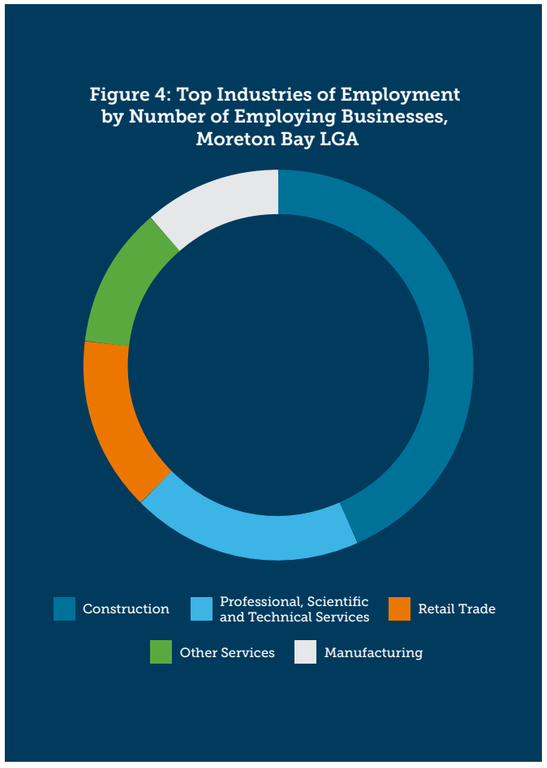
Health, education and public administrative sectors all feature prominently in the local jobs mix of the region, but these are Government-related sectors with lower share of business-related employment.

Fostering growth in the number of businesses in Moreton Bay is an economic priority in the region.

The Redcliffe peninsula is home to the highest number of businesses with almost 4,000 businesses calling the peninsula home. There are also over 2,600 businesses currently registered in the Caboolture/Morayfield area and a further 1,700 in Brendale – principally industrial and warehousing businesses.

In the future, the development of the Mill Site at Petrie as a commercial and knowledge precinct anchored by the University of Sunshine Coast campus is expected to become a major cluster of local innovative, high tech and professional services businesses.

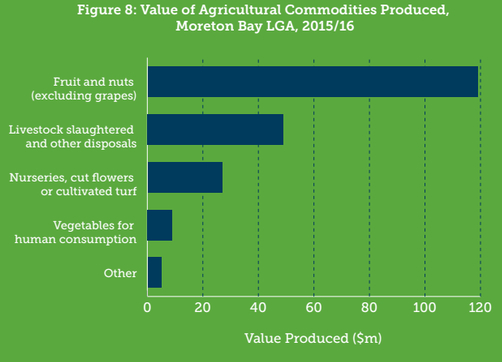
Figure 4: Top Industries of Employment by Number of Employing Businesses, Moreton Bay LGA



AGRICULTURAL PRODUCTION

Moreton Bay produces almost $220m in agricultural products annually, with fruit and nuts forming the core of the region's agricultural output, worth $119m per year. This includes 40% of Queensland's strawberry production. Livestock is also a common agricultural commodity, worth over $49m to the Moreton Bay economy, and nurseries, flowers and turf accounting for 16.6% of agricultural output, worth $37m.

Figure 8: Value of Agricultural Commodities Produced, Moreton Bay LGA, 2015/16



COMPETITIVE ADVANTAGES OF MORETON BAY

Moreton Bay is a diversified high growth economy with a range of distinct and sustainable competitive advantages that will underpin investment and economic growth in the future.

Fast Growing Region

Moreton Bay is experiencing rapid growth in its population and economy. It has a critical mass of population which is projected to exceed 600,000 by 2032, driving demand for a diverse range of higher order health, retail, education, recreation and lifestyle goods and services.

Industry and Business Supply Chains

The Moreton Bay business community is diverse and dynamic, with nationally significant construction and manufacturing supply chains supporting major projects and infrastructure investments across the State.

Accessibility

Moreton Bay is also strategically serviced by nationally significant highway and arterial roads, providing freight with access to key export infrastructure (including Brisbane Airport and Port of Brisbane) and businesses access to major local markets, skilled workers and national and global supply chains.

Affordability and Lifestyle

The region is a destination of choice for new residents and migrants seeking to leverage the comparative affordability of Moreton Bay (relative to Brisbane and other major Queensland centres) while accessing a high amenity lifestyle underpinned by the Bay, urban communities and more rural settlements and high order retail, entertainment and recreation services and facilities.

Tourism and Visitation

The Bay anchors an emerging tourism sector that offers visitors a diverse range of attractions and amenities. Coastal and water activities are complemented by a local food trail and a stunning natural environment and peri-urban townships. The critical mass of businesses support employment and business-related visitation while the new University of Sunshine Coast Petrie campus represents opportunity to attract international and domestic students in their thousands.

KEY ECONOMIC CLUSTERS

Regional Development Australia
MORETON BAY QLD

KEY INITIATIVES OF RDA MORETON BAY

MORETON BAY JOBS
moretonbayjobs.com.au

MORETON BAY REGION FOOD TRAIL
A REGIONAL DEVELOPMENT AUSTRALIA, MORETON BAY INITIATIVE
rdamoretonbay.org.au/foodtrailmap

MORETON BAY REGION SUPPLY CHAIN DIRECTORY
rdamoretonbay.org.au/supplychain

Sustainable Moreton Bay
sustainablemoretonbay.com.au

ABOUT RDA MORETON BAY

Regional Development Australia (RDA) is an Australian Government Initiative to support the growth and development of Australia's regions. RDA was an outcome from a Council of Australian Government's scheme to merge the activities of the previous national Area Consultative Committees with the state regional development boards.

RDA Moreton Bay works across the area covered by Moreton Bay Regional Council, and is focused on promoting business growth, job creation, collaboration, innovation, investment, international trade and entrepreneurship.

An Australian Government Initiative

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