MAJOR PROJECTS

THE MILL AT MORETON BAY

The Mill Priority Development Area at Petrie will help to deliver a precinct that fosters knowledge and innovation, and provides learning and employment opportunities. At a regional level it will help to diversify Moreton Bay’s economy and support more than 6000 local jobs. The Mill project is a gamechanger that will solidify the region’s innovation and entrepreneurship ecosystem.

The Mill at Moreton Bay is a 460 hectare mixed use and redevelopment project located at Petrie. The precinct includes the Petrie Town Centre, Petrie Rail Station and the former Amcor Petrie Paper Mill Site, providing a platform of 65 hectares for new development. The site is the home of the University of the Sunshine Coast Petrie Campus, which opened in January 2020. The site presents a considerable opportunity for the Moreton Bay region as it is the largest greenfield innovation precinct in Australia. Beyond education, there are significant opportunities for commercial and industry uses on the site that can become a catalyst for innovation and jobs.

85 NEW RESIDENTIAL DEVELOPMENTS GRANTED

85 residential developments have been granted approval along the new rail corridor. Whilst development has increased along this corridor, there are still 1,800 hectares of greenfield available that has been designated for development.

REDCLIFFE WAR MEMORIAL POOL REFURBISHMENT

Moreton Bay Regional Council has awarded a $234,200 contract to refurbish the Redcliffe War Memorial Swimming Pool. Work is targeted for completion in September 2020, ready for its 50 year anniversary in 2021.

BRUCE HIGHWAY UPGRADES

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 includes:

• Caboolture to Caloundra upgrade ($195m)
• Pine River to Caloundra Road Interchange ($563m)
• Caboolture-Bribie Island Road to Steve Irwin Way ($563m)
• Deception Bay Interchange Upgrade (163m)
• Managed Motorways – Gateway Motorway to Caboolture ($105m)

Scan the QR Code with your Mobile Phone to view the Moreton Bay Region Prospectus online www.rdamoretonbay.com
ABOUT MORETON BAY

HISTORY
The lands surrounding Moreton Bay are the traditional lands of the Jinibara, Kabi Kabi, Turrbal, Waka and Yugara people since the formation of the bay over 6,000 years ago. Local indigenous tribes leveraged the region’s abundant sources of food, including oysters, mullet and other seafood, as well as the bunya nut.

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 1840’s.

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.

LOCATION AND GEOGRAPHY
- Over 2,000km²
- Third largest Local Government Area in Australia
- 29km or 39min travel from Brisbane CBD to the Moreton Bay Region
- 25km or 29min travel from Brendale to Brisbane Airport
- 294 km Coastline and estuaries

PEOPLE, LIFESTYLE & AFFORDABILITY

POPULATION
The Moreton Bay region is home to almost 470,000 people and is a residential destination of choice for new residents to South East Queensland. Since 2009 over 100,000 new residents have moved to the Moreton Bay region, with the population expected to continue its rapid expansion to over 600,000 by 2032. This includes proposed new residential developments in Caboolture West and Morayfield.

The Moreton Bay region 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 the Moreton Bay region is highly attractive to young families with 44% of the population being couples with children, who 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.
Strong population growth, particularly among young families, has underpinned demand for new houses and dwellings in the Moreton Bay Region over the past 5 years. Housing supply and construction 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 4,000 new dwelling approvals in 2018/19.

Housing in the Moreton Bay Region is regarded as affordable compared to Brisbane, with house and land prices in the Moreton Bay Region 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 the Moreton Bay Region over the past 5 years.

HEALTH

Moreton Bay Regional Council is serviced by the Metro North Hospital 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 public hospitals within the Moreton Bay Council region - the Caboolture Hospital and the Redcliffe Hospital.

The region is also serviced by a number of private hospital including: Pine Rivers Private Hospital; Peninsula Private Hospital; North West Private Hospital; Caboolture Private Hospital; Moreton Day Hospital and North Lakes Day Hospital.

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

EDUCATION

The region has an extensive public schooling system with:
• 49 state primary schools
• 13 state secondary schools
• two combined (primary & secondary) state schools
• five special schools
• 37 private schools

While the Moreton Bay region has historically been a region lacking in tertiary education options (with local students studying in Brisbane or the Sunshine Coast), the opening of the University of the Sunshine Coast, Petrie campus, at The Mill site in 2020 provides 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 and Bribie Island, with their beaches, markets, cafes and restaurants, attract residents and visitors from across Australia.

The bayside focus is complemented by high amenity peri-urban locations, particularly in areas of the Pine Rivers & Samford regions, Elimbah, Wamuran and towards Bribie Island. Agriculture continues to play an important role in the regional economy, with the region being recognised for its horticultural production in fruits and nuts. There is significant opportunities for boutique agricultural and food production in the region. Historically families often chose to live in the Moreton Bay region 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.
The Moreton Bay region is a $36 billion diversified economy, well positioned to significantly benefit from South East Queensland’s existing and future export infrastructure.

**ECONOMIC ACTIVITY**

The Moreton Bay Region economy has grown by an average of 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, Narangba and Clontarf) and investment in transport, health and education infrastructure.

**EXPORTING INDUSTRIES**

Total exports from the Moreton Bay Region are worth over $6 billion each year to the regional economy. Manufacturing is the most prominent exporting industry worth $1.85 billion, accounting for almost one third of all regional exports (30.8%). Construction export are worth $1.27 billion while Agriculture, Forestry & Fishing exports from the region are worth $541.4 million.
TOURISM OPPORTUNITIES

TOURISM ASSETS AND ATTRACTIONS

Whale Watching - Moreton Bay is recognised as one of the world’s best whale watching destinations, of all the great whales, the Humpback whale is the most surface active whale.

Tours and charters depart from the Redcliffe Pier during the season, which is from June until early November.

Moreton Bay Food Trail - the Moreton Bay region is known for its seafood and strawberries, including the Moreton Bay Bug. View the interactive map and: pick your own strawberries; enjoy freshly caught seafood; visit the many breweries and winery; or wander through the organic herb and vegetable farms.
https://www.rdamoretonbay.org.au/foodtrailmap

Bribie Island -connected by bridge to the mainland, Bribie Island is mostly covered by the Bribie Island National Park and forestry plantations (covering almost 56 km square). 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 the Moreton bay, as well as direct access to the Pacific Ocean on the eastern side of the island.

Caboolture Historic Village - The village is one of the top destinations in the region. Visitors step back in time to a village in 1959 with an old post office, barber, butcher and general store included in the over 40 historical buildings in the village. The village is open 7 days a week from 9am to 4pm

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

TRENDS IN TOURISM

The Moreton Bay Region 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.

EXISTING EXPORT INFRASTRUCTURE

RAIL

The Moreton Bay region 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, stretches from Petrie to Kippa-ring, providing greater access between precincts within the Moreton Bay region.

AIRPORTS

Brisbane’s domestic & international airports are a gateway for 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 Caboolture. The Moreton Bay region will benefit from the opening of the new second runway at Brisbane Airport, which opened in July 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. The port is just a short drive from the major economic hubs of the Moreton Bay region: 40 minutes from Brendale and the Redcliffe peninsula; and 50 minutes from the Caboolture area.

MAJOR ROADS & HIGHWAYS

The Moreton Bay region is services 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

The Queensland Government draft SEQ Transport Plan identifies the establishment of an intermodal freight hub in its planning.

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 a potential completion by 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 Region businesses are expected to benefit from the Cable through improved broadband connections to overseas markets.
LOCAL BUSINESS AND PRODUCTION

LOCAL BUSINESS AND INDUSTRY

The Moreton Bay Region is the home of a diverse range of local and national businesses. In 2019 there were over 32,000 businesses registered in the Moreton Bay Region, representing 60 businesses per 1,000 residents. The Health Care and Social Assistance industry accounts for over one in five (22%) of all jobs. Construction, Retail trade, Education & Training, Accommodation & Food Services, and Manufacturing feature prominently in the local jobs mix of the region. Fostering growth in the number of businesses in the Moreton Bay region is an economic priority.

The North Lakes - Mango Hill area is home to the highest number of jobs, with a focus on retail. Manufacturing is the largest export industry for the Moreton Bay Region, valued at approximately $923.8 million. The three main manufacturing hubs are in Brendale, Narangba and Caboolture. Further development of the Mill Site at Petrie as a commercial and knowledge precinct is planned. Anchored by the University of the Sunshine Coast campus, it is expected to become a major cluster of local innovative, high tech and professional services businesses.

AGRICULTURAL PRODUCTION

The Moreton Bay Region produces $846m in agricultural products annually, with fruit and nuts forming the core of the region’s agricultural output. The region contributes 55% of Queensland’s strawberry production, worth $121m annually. The production of other berries is a $40m industry annually and contributes to 16% of Australian production.

The rich soils and a sub-tropical climate has contributed to the region’s thriving agricultural industry, with agricultural exports valued at around $420m.

COMPETITIVE ADVANTAGES OF THE MORETON BAY REGION

The Moreton Bay Region 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

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

Industry and Business Supply Chains

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

Accessibility

The Moreton Bay Region is also strategically services 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 the Moreton Bay Region (relative to Brisbane and other major QLD 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 per-urban townships. The critical mass of businesses support employment and business-related visitation while the new University of the Sunshine Coast Petrie campus represents opportunity to attract international and domestic students in their thousands.
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 the Moreton Bay Regional Council and is focussed on promoting business growth, job creation, collaboration, innovation, investment, international trade and entrepreneurship.