

# CHAMPIONING REDLAND COAST

Project Pipeline Findings



## DISCLAIMER

This Presentation was prepared by RPS for Redlands Coast Chamber of Commerce

This presentation is supplied for the sole and specific purpose for use by RPS’ client. The report does not account for any changes relating the subject matter of the report, or any legislative or regulatory changes that have occurred since the report was produced and that may affect the report.

RPS does not accept any responsibility or liability for loss whatsoever to any third party caused by, related to or arising out of any use or reliance on the report.

Document status					
Version	Purpose of document	Authored by	Reviewed by	Approved by	Review date
Draft A	Draft for initial client review	MW	MW	MW	26/09/2020
Draft B	Draft including client comments	MW	MW/JA	MW	30/09/2020

## TABLE OF CONTENTS

CRC Project	3
Redlands Coast Economic Profile	7
COVID19 Impacts	12
Redlands Coast Project Pipeline	15
Economic Development Vision and Desired Outcomes	20
Conclusions & Recommendations	24

# CRC PROJECT

## CHAMPIONING REDLANDS COAST PROJECT



*The Championing Redlands Coast initiative will provide a strong cohesive narrative of the Redlands Coast's future*

From industry engagement, RCCC identified an immediate need to understand:

- ***Existing, approved and aspirational projects within the region***
- ***How these current or future opportunities within the city can be leveraged***
- ***What talent pool is need to support these projects;***
- ***What obstacles are limiting further organic growth in sectors***
- ***Redland Coast's opportunities in the SEQ context***
- ***Likely impact of COVID19***



**42 Online  
Survey  
Responses**



**17 Major  
Project  
Interviews**



**8 Business  
Exit  
Interviews**



# BUILDS UPON PREVIOUS RESEARCH & CURRENT POLICIES



Economic Development Queensland

Toondah Harbour Priority Development Area Development Scheme

May 2014

Great state. Great opportunity.



ShapingSEQ  
South East Queensland Regional Plan 2017

State Infrastructure Plan  
Part B: Program – 2019 update



Minjerribah  
Futures

Supporting the economic transition  
of Minjerribah (North Stradbroke Island)



Redland City  
Tourism Strategy and Action Plan  
2015 – 2020



Redland City  
Economic Development Framework  
2014 – 2041



Redland City  
Health Care and Social Assistance  
Industry Sector Plan  
2018 – 2023

# REDLANDS COAST ECONOMIC PROFILE



# KEY ECONOMIC INDICATORS

## Population Growth

(% Last 5 Years)



1.2%

## Unemployment Rate

(% March 2020)



4.4%

## Top 5 Industries



Health



Education



Construction



Retail



Accommodation and Food

## Count of Businesses

(June 2019)



12,071

## Businesses/1,000 People

(2018-2019)



76

## Dwellings Approved

(Year to March 2020)



724

## Dwelling Approvals Value

(Year to March 2020)



\$228.4m

## Value of Non-Residential Approvals

(Year to March 2020)



\$58.1m

## Number of Visitor Nights

(Year to June 2019)



1.73m

## Growth in Visitors

(Year to June 2019)



-1.7%

## International Share

(Year to June 2019)



29.4%

## Gross Regional Product

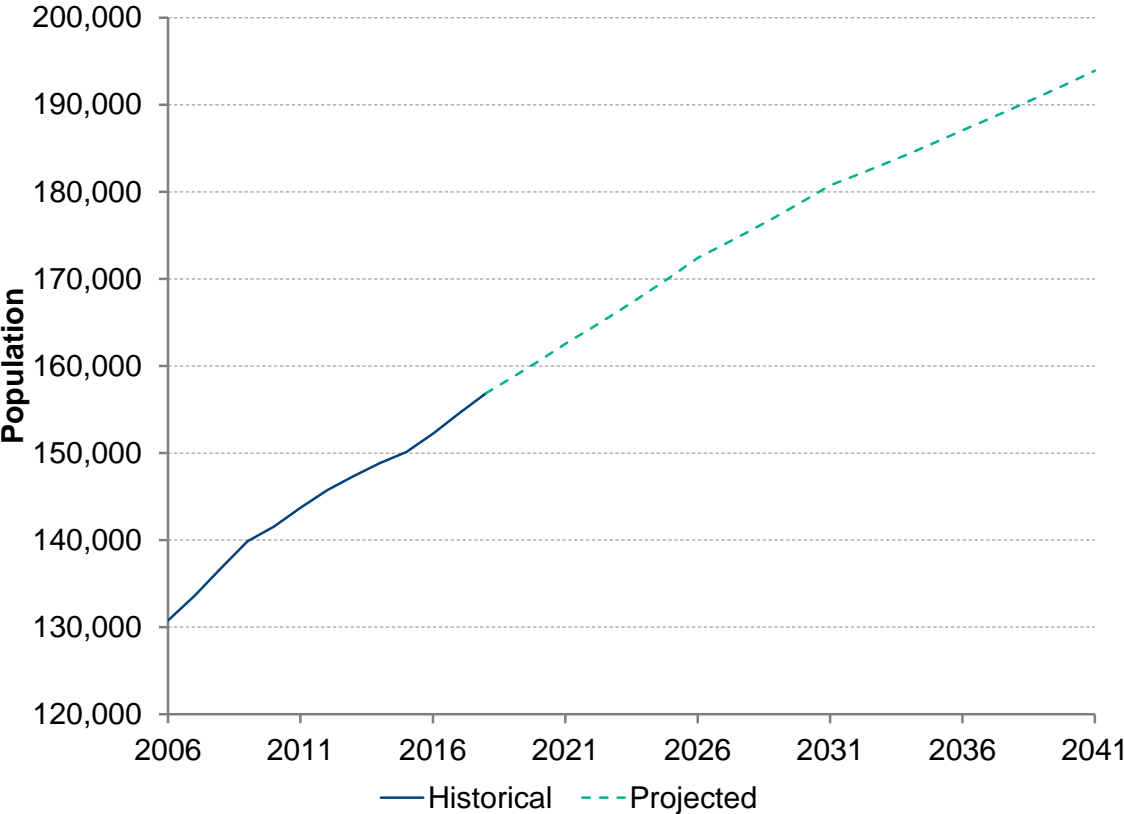
(Year to June 2019)



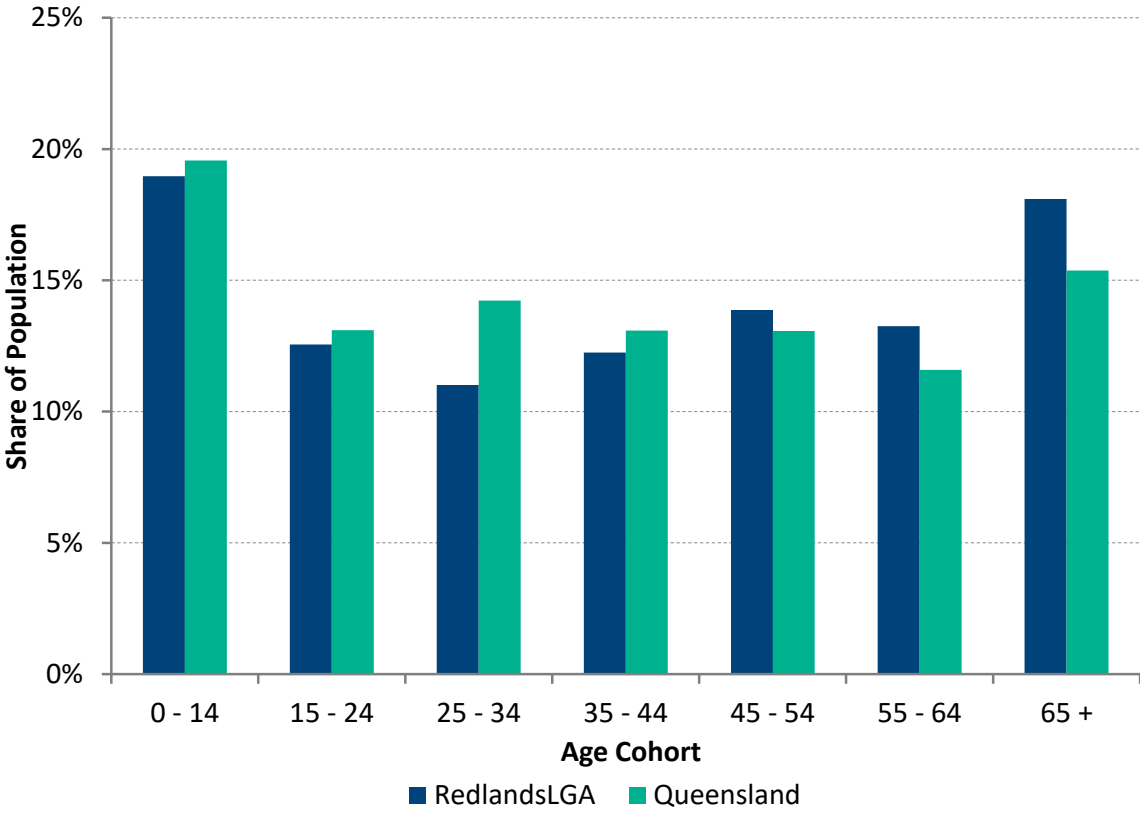
\$6.79b



# STRONG POPULATION GROWTH IN YOUNGER AND OLDER AGE GROUPS

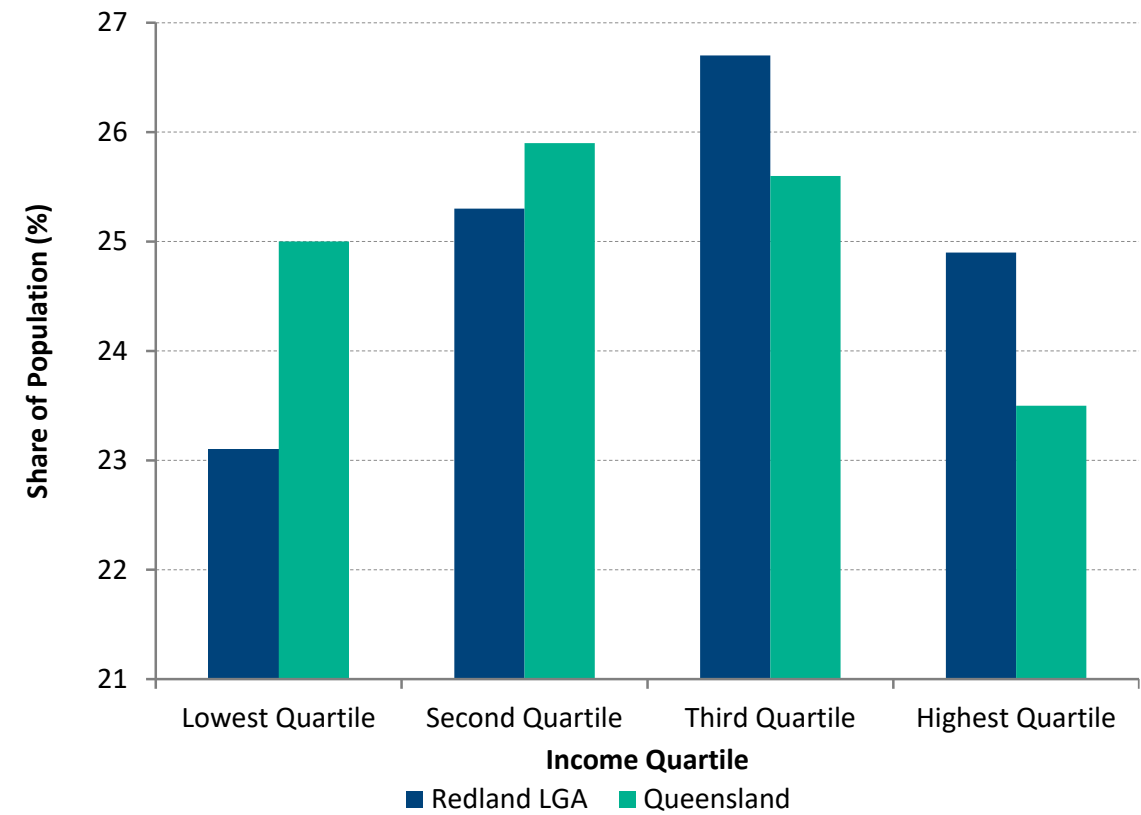


**Estimated Residential Population, Historical and Projected, Redland (C), 2006 to 2041**

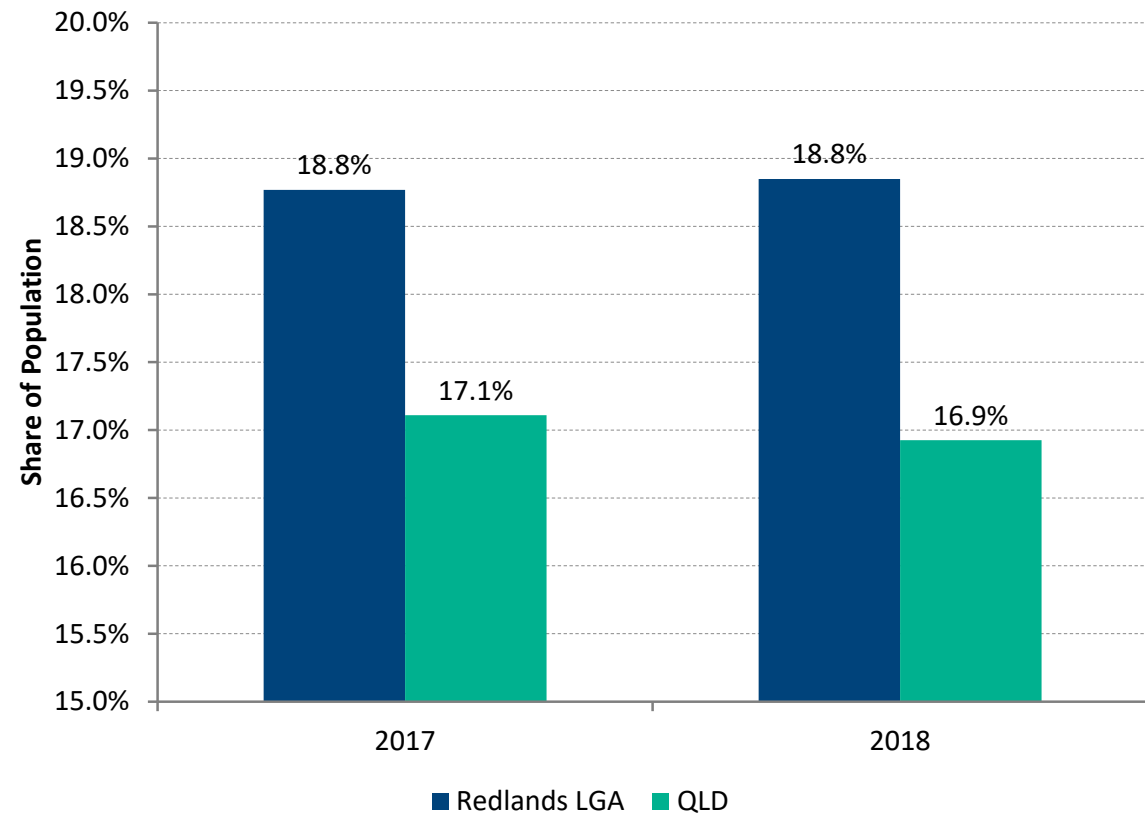


**Population by Age, Redland (C) and Queensland, 2018**

# HIGH MEDIAN INCOME BUT ALSO HIGH AGED PENSION RATES



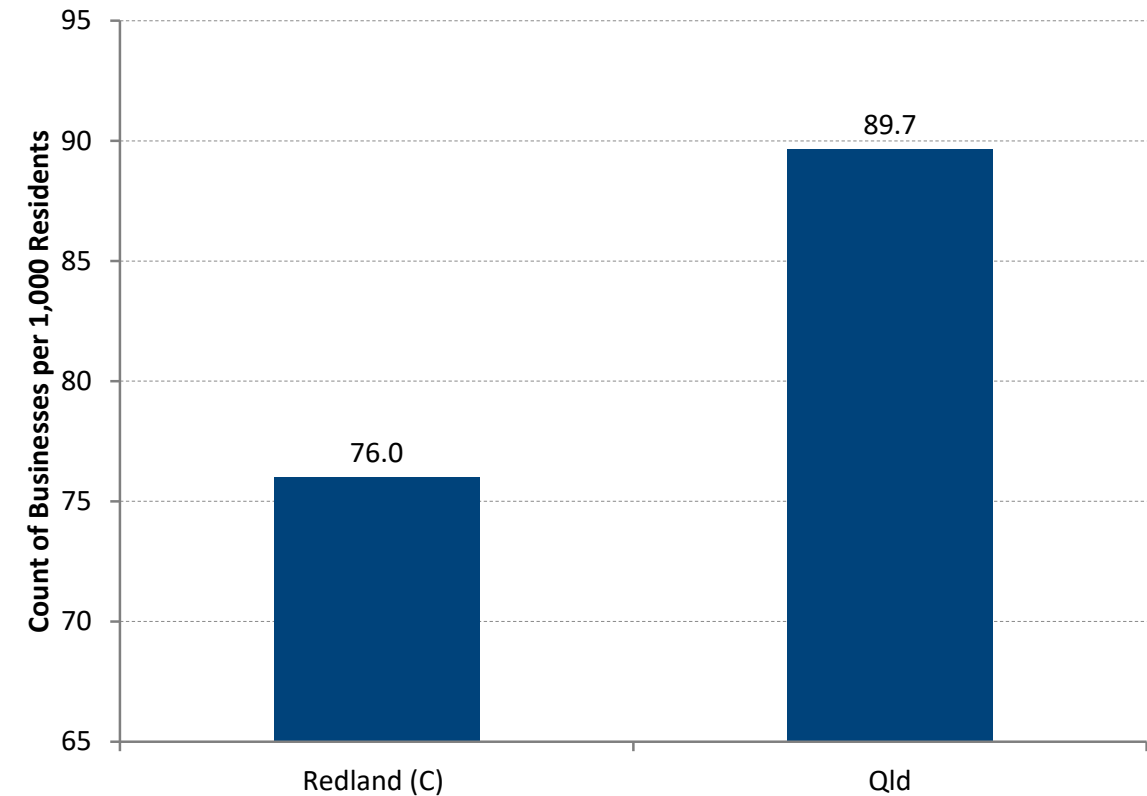
**Personal Income Quartiles, Redlands and Queensland, 2016/17**



**Share of Population Receiving a Government Pension, Redland (C) & Queensland, 2017/18**

## BELOW AVERAGE EMPLOYMENT & BUSINESS LEVELS

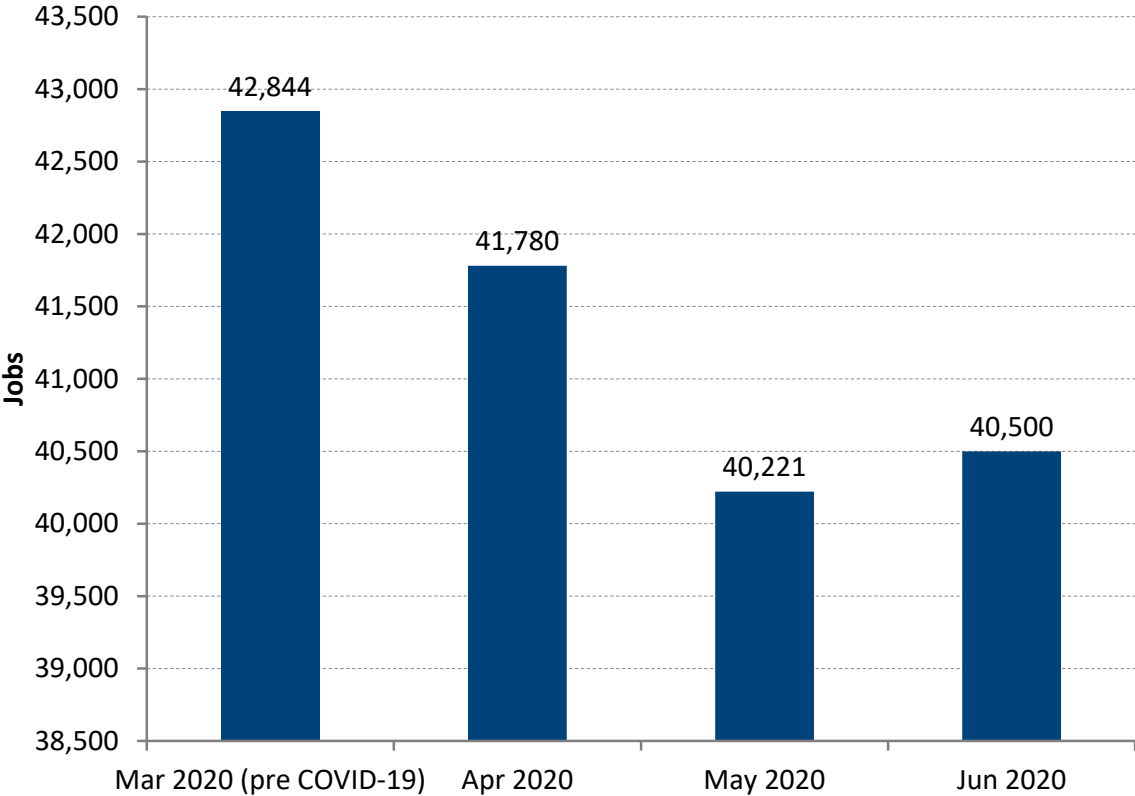
- Employment self-sufficiency in Redlands Coast in 2016 was only 57% - i.e. there are 56 jobs for every 100 workers living in the region.
- Highest ESS is in Health Care, Education, Retail and Aged Sectors – reflecting population age profile.
- Lowest ESS in professional services, “white collar” and manufacturing as well as high value jobs in Health Care (Doctors, medical specialists) and Education (Higher Education workers).
- Highlights potential gap in the local employment market as well as a reliance on population and ageing related sectors.



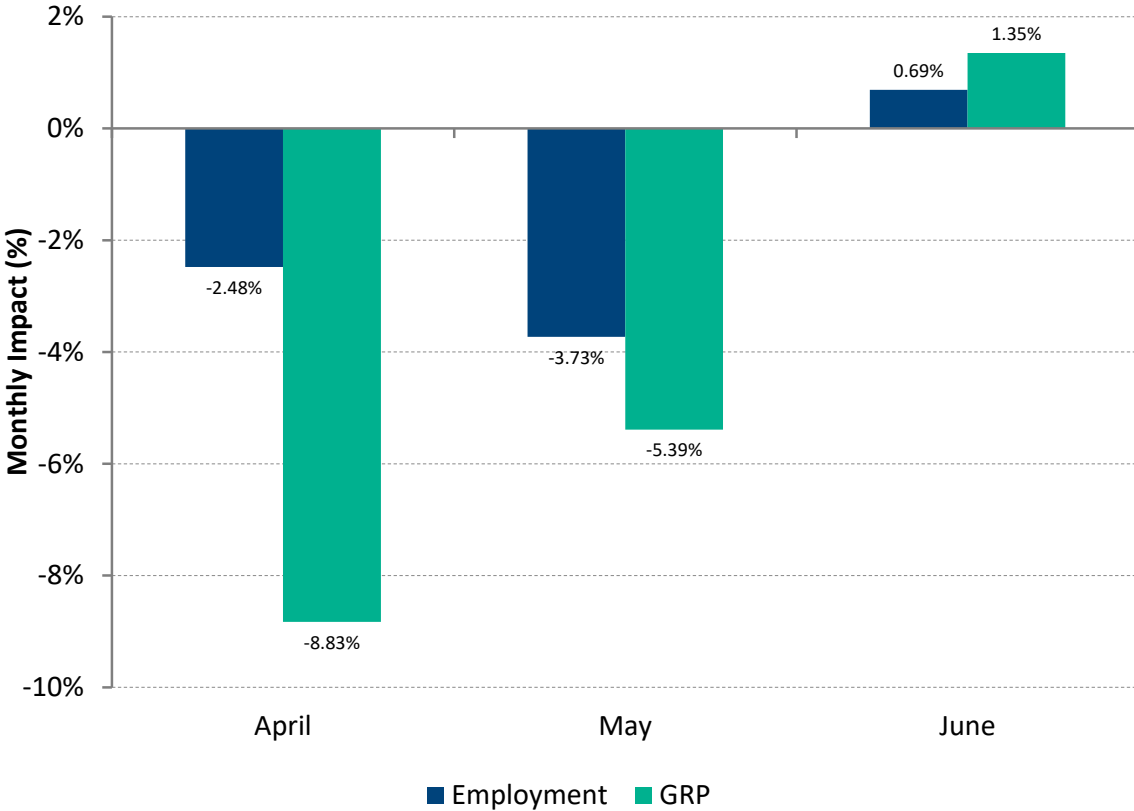
**Count of Registered Businesses per 1,000 residents, Redland (C) and Queensland, 2019**

# IMPACT OF COVID19

COVID19 IMPACTS PEAKED IN MAY BEFORE RECOVERING



COVID19 Impacts on Employment, Redland (C)  
March 2020-June 2020

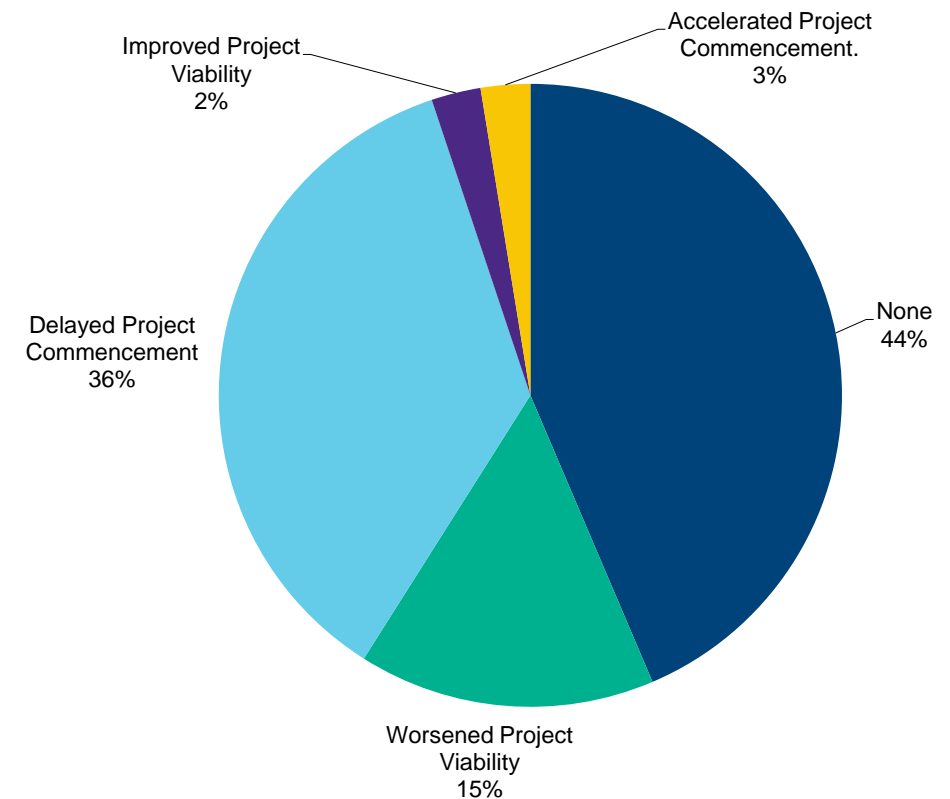


COVID19 Impacts on Employment and Gross  
Value Added, Redland (C), March 2020-June 2020



## COVID19 IMPACTS ON PROJECTS MIXED

- 44% of Projects not impacted by COVID19 - mostly due to those Projects being in the planning phase.
- 36% delayed project commencement – transitionary impact due to project timing.
- Only 15% experienced a worsening of project viability – half of these projects were also delayed.
- 5% of Projects better off due to COVID19 – improved project viability or brought forward project commencement.



**Impact of COVID19 on Individual Projects,  
Survey and Interview Responses, as of Sept-20**

# REDLANDS COAST PROJECT PIPELINE

---

## SIGNIFICANT PIPELINE OF PROJECT FOR REDLANDS COAST



138

**Number of  
Projects**

\$6b

**Capital  
Value**

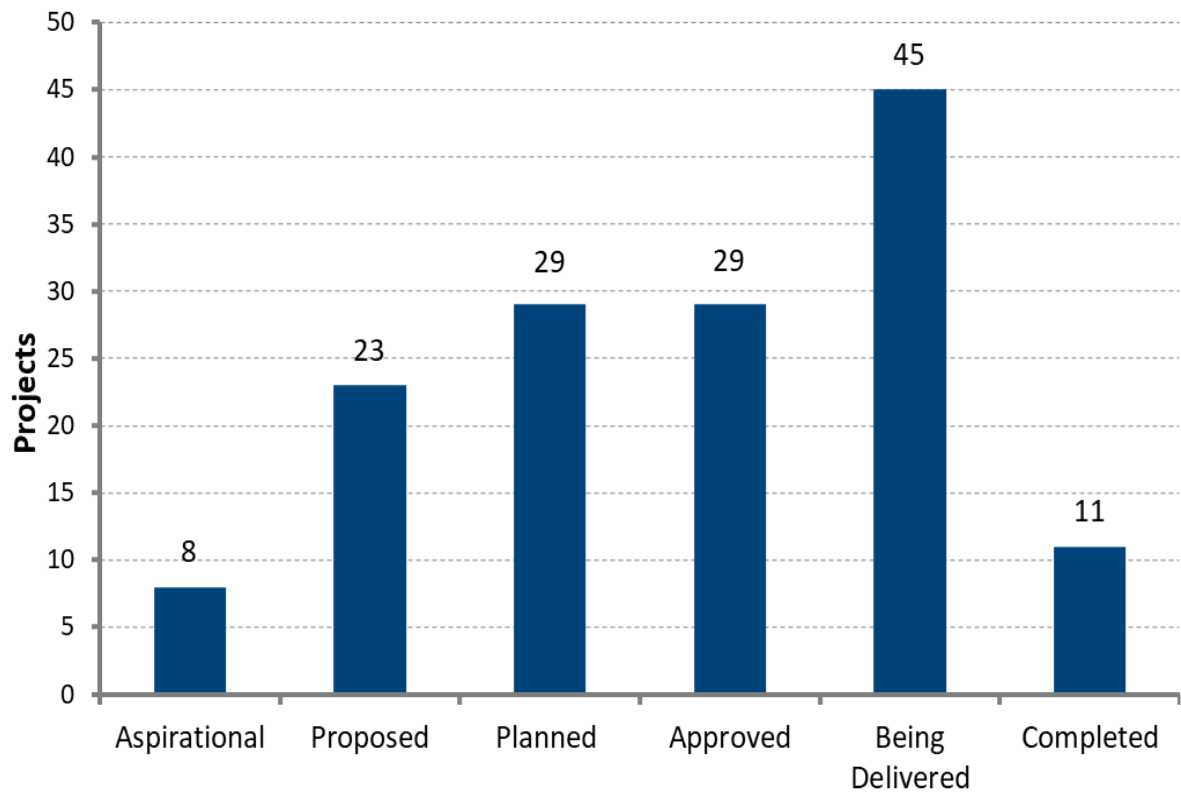
12,250

**Construction  
Job Years**

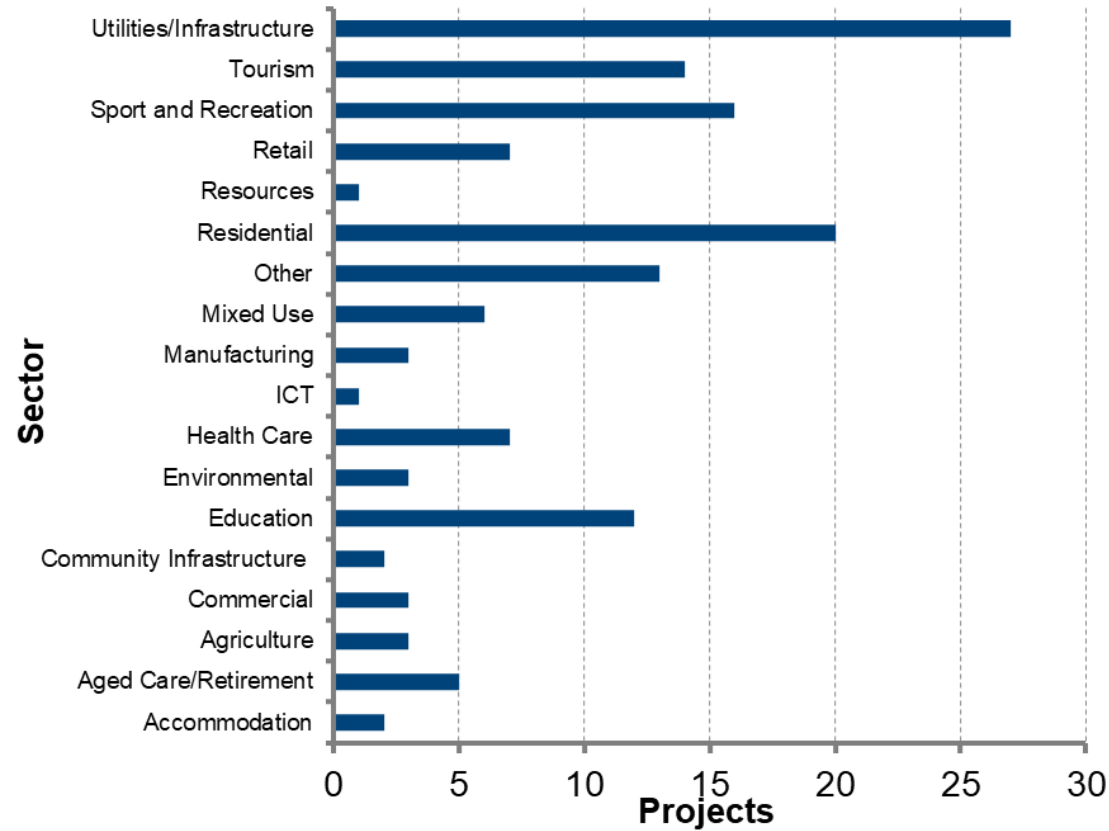
# EMERGING PIPELINE GAP POST 2024/25



# LARGE SHARE OF INFRASTRUCTURE AND RESIDENTIAL PROJECTS

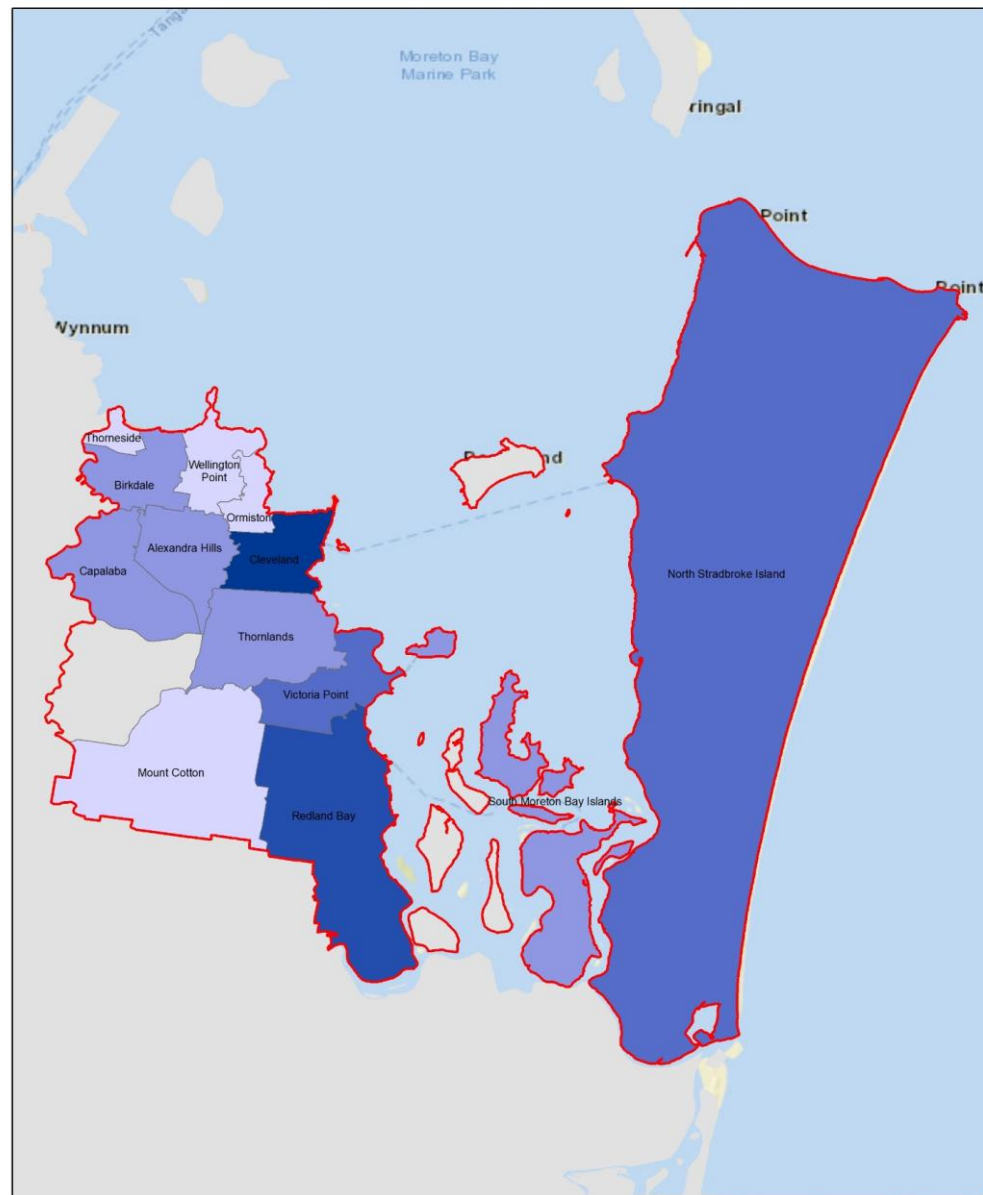


**Pipeline Projects by Stage, Redlands Coast,  
As of Sept-20**



**Pipeline Projects by Sector, Redlands Coast,  
As of Sept-20**





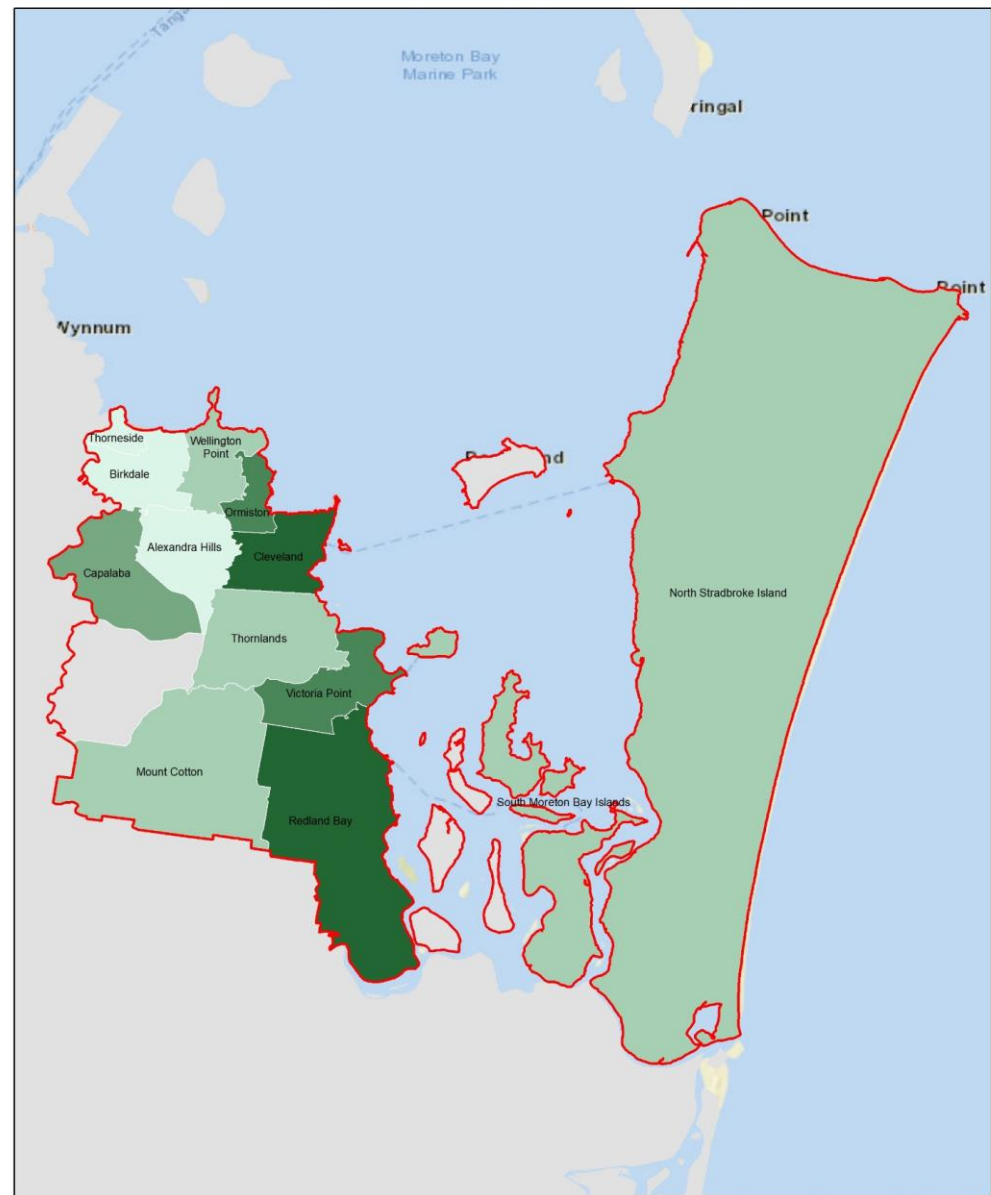
Subject Area

00.51 2 3 4 5 6 7 8 Kilometres

### Legend

Count of Projects	
	2 - 5
	6 - 9
	10 - 14
	15 - 20
	21 - 27

Scale: 1 : 220,000 @ A3 | Date: 22/09/2020



Subject Area

00.51 2 3 4 5 6 7 8 Kilometres

### Legend

Value of Projects	
	Less than \$38,000,000
	\$38,000,001 - \$115,000,000
	\$115,000,001 - \$225,000,000
	\$225,000,001 - \$410,000,000
	\$410,000,001 and over

Scale: 1 : 220,000 @ A3 | Date: 22/09/2020

# **ECONOMIC DEVELOPMENT VISION & DESIRED OUTCOMES**

---

## ECONOMIC STRENGTHS & WEAKNESSES



A word cloud of economic strengths is presented within a light gray oval. The words are arranged in a circular pattern, with 'several business locations' and 'attractive lifestyle' being the most prominent. Other visible terms include 'bay and islands', 'established market', 'North Stradbroke/Merrinjabah', 'supportive Council', 'residential demand', 'business culture', 'Quandamooka culture', 'outdoor lifestyle', 'health and aged care demand', 'captured market', 'older age group', and 'transport and access'.

older age group  
transport and access  
established market  
North Stradbroke/Merrinjabah  
supportive Council  
bay and islands  
attractive lifestyle  
several business locations  
residential demand  
business culture  
Quandamooka culture  
outdoor lifestyle  
health and aged care demand  
"captured" market

### Economic Strengths



A word cloud of economic weaknesses is presented within a light gray oval. The words are arranged in a circular pattern, with 'market depth/demand' and 'local jobs' being the most prominent. Other visible terms include 'project approvals', 'anti-development culture', 'foreshore/bay access', 'kids leave the region', 'ageing population', 'distance from raw materials', 'access to regional markets', 'tertiary education', 'investment in infrastructure', and 'rail transport access'.

access to regional markets  
tertiary education  
investment in infrastructure  
rail transport access  
market depth/demand  
local jobs  
project approvals  
anti-development culture  
foreshore/bay access  
kids leave the region  
ageing population  
distance from raw materials

### Economic Weaknesses

---

## BY 2036:

- the Redlands Coast region will be recognised as one of the ***most dynamic, prosperous, competitive and sustainable economies*** in South East Queensland and Australia. ***Residents and businesses will take pride*** in being part of the Redlands Coast region and will champion the progress of the region and its prospects.
- The ***Redlands Coast economy will be diverse and innovative***, leveraging the natural environment, Bay islands and coastal location to attract and retain export-oriented businesses and skilled and educated workers.
- ***Targeted development in strategic sectors***, coupled with catalytic transport, sporting, tertiary education and health investment will make Redlands Coast a destination of choice for families and businesses alike. This investment will ***generate and support valuable and meaningful employment and competitive economic opportunities*** for future generations.

## DESIRED OUTCOMES FOR REDLANDS COAST ECONOMY



**More Jobs**



**More Business &  
Investment**



**Catalytic  
Infrastructure**



**Local Education &  
Skills**



**Community Spirit  
& Culture**



**Increased  
Competitiveness**



**Enhanced  
Lifestyle**



# CONCLUSIONS & RECOMMENDATIONS

## SUCCESS TO BE CELEBRATED

- The Redlands Coast is currently home to 137 major projects and investments worth over \$6b.
- The size and scale of this project pipeline demonstrates the economic success of the Redlands Coast at a time of serious uncertainty – success that ***should be celebrated***.

## BUILDING THE PIPELINE IN THE LONG-TERM

- However, this success is not cause for complacency, with ***a gap in the Pipeline emerging 2024/25*** onwards.
- While exacerbated by COVID19 uncertainty in the short-term, the region needs a ***community culture that promotes investment*** in the region, for the benefit of future generations.

## SUSTAINABLE ECONOMIC DEVELOPMENT

- Fostering a positive community attitude towards sustainable development is key to facilitating tangible ***economic opportunities for the next generation***.
- This will require a commitment by all stakeholders to promoting and encouraging ***economic development that is sustainable***.
- Sustainable economic development is ***not about constraining economic progress and opportunities***.
- It is about ***adopting a considered, measured and thoughtful approach*** to development that protects, enhances and leverages the natural environment to achieve real, positive, holistic ***benefits for the community***.

---

## ENHANCING REGIONAL AMENITY & LIFESTYLE

- This approach is critical, not only to help protect valuable environmental assets in the region, but ***also to enhance the amenity and lifestyle*** of the region.
- While the Redlands Coast's bayside location and natural environment is identified as a major economic advantage for the region, ***the level of engagement and interaction with the bay and coast in Redlands is low***, compared to Brisbane and Moreton Bay,.
- This can result in these important natural assets being regarded as "***out of sight, out of mind***".
- It also ***impedes the development of the region's tourism sector***, by constraining access to and engagement with key natural assets.
- Developing strategic opportunities to enhance the ability of households, workers and visitors to engage and interact with the natural environment is ***critical to leveraging the region's competitive advantages*** and continuing to invest in and grow the amenity and lifestyle values of the region for residents and businesses.
- This includes supporting ***critical transport infrastructure to Minjerribah and the Southern Moreton Bay*** so major cultural and environmental assets to be celebrated and support meaningful employment and economic opportunities.

---

## A COORDINATED, STRATEGIC AND COMPETITIVE REDLANDS COAST

- The Redlands Coast exists within a highly competitive region where ***other Local Governments are actively seeking to encourage the relocation of Redlands businesses*** out of the region and to ***capture new businesses and investments*** considering Redlands as a potential destination.
  - Maximising the competitiveness of the Redlands Coast requires more than leveraging the region's natural environment and coastal amenity.
- It requires:
    1. ***a coordinated and strategic approach to investment attraction and retention*** across all economic development agencies and stakeholders
    2. ***a uniform and universal economic development brand*** with strong community and business buy-in; and
    3. ***a dedicated and resourced agency*** to proactively position the Redlands Coast as the destination of choice of new investment and businesses.

---

## ROLE OF REDLANDS CITY COUNCIL

- The Council has an important role to play in promoting and encouraging business.
  - Perceptions from both stakeholder engagement and surveys consistently identified “project approvals” and Council decision making as barriers to investment, both historically and compared to proactive local governments within SEQ.
  - While it was consistently recognized in interviews that the culture of the Council had improved in recent years, it was perceived that the role of Council had not fundamentally shifted from a planning and approvals agency, to a proactive facilitator of development and investment.
- This shift may require:
    1. the establishment of ***development and investment facilitator and concierge roles*** within Council.
    2. The ***establishment of a dedicated economic development agency***. This agency would possess greater branding and marketing flexibility with a mandate to drive investment and growth in the Redlands Coast.



## CONTACT:

Mark Wallace  
RPS Australia Asia Pacific  
P: 0431 676 254  
E: [mark.wallace@rpsgroup.com.au](mailto:mark.wallace@rpsgroup.com.au)  
W: [rpsgroup.com.au](http://rpsgroup.com.au)