



Advanced manufacturing

Industry Plan 2024-2028

Alignment with our vision

The Advanced Manufacturing Industry Plan is helping to achieve the City's Economic Strategy as part of Council's Corporate Plan 2022-2027 and realise our vision.

Our Moreton Bay. Amazing places. Natural spaces.

This plan supports the following strategic pillar and goals:



City of Moreton Bay will have a progressive and robust economy that capitalises on its unique competitive advantages, partnerships and technology.

Read more about Council's Corporate Plan and the pillars that underpin it.



Acknowledgment of Traditional Custodians

City of Moreton Bay acknowledges the Jinibara, Kabi Kabi and Turrbal peoples and pays respects to Elders, past, present and emerging. Council recognises that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to reconciliation and working in partnership with Traditional Custodians and Aboriginal and Torres Strait Islander communities to shape a shared future for the benefit of all communities within City of Moreton Bay and beyond.





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Disclaimer

City of Moreton Bay and its officers accept no liability for decisions made on information, expressed or implied, provided in this document.

Introduction

The Advanced Manufacturing Industry Plan 2024-2028 will contribute to the delivery of the key economic goals and outcomes of Council's Economic Strategy 2020-2041.

This Plan has been developed as part of the Strategy framework, which identifies advanced manufacturing as one of four priority industries in City of Moreton Bay.

This Plan outlines key focus areas and actions for Council to pursue to best support this industry and strengthen its links with businesses and other government agencies. It identifies Council's role to support the growth of advanced manufacturing in line with the Strategy's goals to create a bigger, bolder and brighter future for our city.

In order for Council to accomplish this, the Plan seeks to cultivate and attract industry talent to build business capacity and capability.

Supporting manufacturers to connect to new technologies and markets, as well as national and international networks, provides significant ongoing economic and community benefits to the city.

Key areas include industrial engineering, fabrication, marine product manufacturing (including repair and maintenance), building materials, electronics and robotics, and many unique and bespoke sectors.

This will connect industry benefits and outcomes to local businesses, community and partners, and further develop the city's reputation as a key Advanced Manufacturing Hub for Queensland.

Industry snapshot



\$4B
Advanced
Manufacturing
industry



1,564
manufacturing
businesses



Largest
export industry in
Moreton Bay



\$1.5B
Export sales



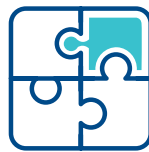
10,399
people employed
by the industry



3rd largest
contributor to
Moreton Bay's Gross
Regional Product



2.51B
Local sales



7.4%
of FTE
employment in
the area



5th largest
employment
industry in the area

Our drivers

Emerging trends



Robotics and automation

Automate manual tasks, increase production efficiencies, less reliance on workforce challenges



Internet of things

Allows interconnection and remote monitoring of sensors and devices, e.g. enterprise resource planning (ERP) and production line systems



Supply chain

Strong demand for locally manufactured products as inputs

Opportunities



Collaboration

Shared challenges, opportunities and local supply chain connectivity



Flexible workforce

Supports attraction and retention




Green economy

Contributes to net zero targets

Our planning context

Framework for transforming City of Moreton Bay's economy

Regional Economic Development Strategy (REDS) 2020-2041		 Bigger \$40 billion economy	 Bolder 100,000 new jobs	 Brighter Top 10 Regional Innovation Hub	Knowledge, innovation and entrepreneurship Leadership and identity	Trade and investment	Industry advancement
REDS 2 Year Action Plan 2023-2024		Develop entrepreneurial and innovation reputation Develop entrepreneurial capabilities	Assertively pursue city building projects Establish entrepreneurial hub	Facilitate business investment Support local innovation ecosystem	Maximise expenditure locally Create pathways to employment	Encourage business to business connections Build local business capacity	Support business retention and expansion
Industry Plans 2024-2028					Support skills and workforce collaboration Promote access to new markets and capital	Embrace technological advancement	Foster leadership and identity
International Engagement Plan		Sponsor major business conferences/exhibitions Connect business investment opportunities	Develop city building investment opportunities Engage key chamber membership	Work with federal and state agencies Deliver major marketing campaigns	Facilitate local business trade missions Leverage Brisbane 2032	Establish mutual growth partnerships	
Major Events Plan 2024-2028		Showcase City of Moreton Bay's event destination capacity and capability Position the city to host Olympic sports events and camps	Attract, build and support a diverse portfolio of events Collaborate with state and antional agencies	Activate major venues and encourage visitor dispersal Deliver collaboration and networking workshops	Promote the city's major events	Build accessibility and inclusion capacity	
Leverage 2032 for Business		Increase 2032 procurement pipeline registrations Highlight potential 2032 game changers	Promote industry opportunities Work with 2032 Legacy Committee	Support pre-2032 events and activities Link capacity to opportunities	Host discussions/workshops Create marketing information	Leverage growth sectors Communications tools	Undertake gap analysis



Industry case study

Local company Health Focus Manufacturers has been developing innovative cosmetic products for its partners for more than a decade. As contract manufacturing professionals, they collaborate with everyone from top global brands to new entrepreneurs looking to build their business.

Partners' products are stocked nationally and internationally in Mecca, Sephora, Adore Beauty, Ulta Beauty, Coles, Woolworths, Priceline, Chemist Warehouse, Oz Hair and Beauty, Myer, David Jones, ASOS, Amazon, Cult Beauty, and Nourished Life.

Starting with a team of six in 2011, Health Focus Manufacturers has grown to more than 40 staff, with a large portion being female employees. The team has 200+ years of combined experience in cosmetic manufacturing, formulating and quality control, nationally and internationally.

The company is in the process of attaining its TGA certification, which will allow them to diversify into exciting new product categories, such as sunscreens and medicated products.

Plans are also underway for a new purpose-built state of the art manufacturing facility by 2025 to accommodate the company's growth.

"Our new purpose-built facility in Brendale is a big step from where we are now, but this industry is growing very quickly. You have to jump at these opportunities and be ahead of the game as our clients expect us to be at the forefront of innovation constantly. This new facility will allow us to grow with our clients."

Derelle Mitchell, Managing Director, Health Focus Manufacturers

2024 APAC Insider Australian Enterprise Awards

Most Innovative Cosmetics Manufacturing Company

2024 Women in Industry Awards

Excellence in Manufacturing - Derelle Mitchell

2023 Stevie Awards

Company of the Year (Manufacturing)

People's Choice Awards (Manufacturing)

Industry case study

Local company Quality Plastic Products (QPP) is Australia's second largest supplier of advanced plant nursery products and plays an important role in the \$2.8 billion nursery industry.

The company has developed advanced manufacturing technology over the last 25 years, using recycled plastic in thinned walled injection moulding.

QPP is leading the transition from virgin materials to recycled materials by focusing on supplying products made from 100% recycled plastic, working with customers to reuse plastics, and accessing innovation and key talent to develop new products.

QPP opened its new 4,000sqm purpose-built premises in Narangba in 2023, supplying advanced plant containers and specialty pots to more than 500 nurseries across Australia, and internationally.

Their move and strong presence in Moreton Bay provides QPP with access to research and development, emerging technologies and an advanced manufacturing ecosystem of innovation to share ideas to grow their business.

"The excellent support provided by Council resulted in the decision to invest in Narangba."

Patrick O'Driscoll, General Manager, Quality Plastic Products



Our focus areas

City of Moreton Bay is an Australian hub for advanced manufacturing with a well-earned reputation for breeding industry leaders. Many local companies export products around the globe and are leaders in their respective fields.

Within South-East Queensland in 2023, City of Moreton Bay was responsible for:

- 37% of all domestic and international exports from print manufacturing
- 26% of all internationally exported manufactured woods
- 21% of all domestic and internationally exported manufactured furniture.

Additionally, 65% of total goods and services used in local production are sourced from the local economy.

The city has four major high growth industrial precincts mainly focused on the Bruce Highway:

- Caboolture
- Narangba
- North Lakes
- Brendale.

Additionally, Moreton Bay features smaller industrial zones in Elimbah East, Clontarf and The Hills District.

Businesses have an incredible opportunity to operate at scale in these established industrial precincts. With easy access to national and global markets through transport and utility infrastructure, a large and diverse skilled workforce, and more than one million workers within a 30-minute drive.

Moreton Bay Industrial Precincts



Support from external parties play an important role in delivering the Industry Plan actions. These include our communities, business partners, and other government agencies.

Expanding these connections will open future opportunities for discussions about potential funding and wider state or federal support.

This Plan identifies five key focus areas that will shape our actions over the next four years:

1. Technological advancement

- Implementation of cutting edge technologies will enhance productivity, sustainability and efficiency.

2. Skills and workforce

- Education and training to develop a skilled and adaptable workforce.

3. Collaboration

- Partnerships between industry, research institutions and government agencies to drive innovation and address common challenges.

4. Access to new markets and capital

- Connect businesses to new and established national and international networks, markets and capital.

5. Leadership and identity

- Strengthen the city's identity to promote our unique product offering and heritage, boosting local and global recognition.

Our action plan

	Focus areas	Actions	Council role	Timeframe
1	Technological advancement	1.1 Assist companies to establish R&D, trade skills and ongoing learning connections with UniSC, TAFE and other providers to address talent, productivity and competitiveness.	Facilitate	Ongoing
		1.2 Deliver a curated Advanced Manufacturing seminar series to build local business capacity and capability.	Deliver Partner	Ongoing
2	Skills and workforce	2.1 Skills 2042 - bring industry and training experts together to identify future industry skills requirements and chart a path to bridge gaps.	Partner	Medium-term
		2.2 Connect businesses to digital skills gap programs to attract talent, and enable people to upskill in technologies such as software development, data science, robotics, artificial intelligence, etc.	Partner Educate	Short-term
3	Collaboration	3.1 Support delivery of procurement programs to enable access to government contracting opportunities, and greater supply chain links into South East Queensland and beyond.	Deliver Facilitate	Ongoing
		3.2 Create an Advanced Manufacturing capability mapping scheme to demonstrate the city's calibre, growth opportunities and niche markets to promote our supply chains nationally.	Deliver	Medium-term
4	Access to new markets and capital	4.1 Deliver an annual event that focuses on new technologies/markets and showcases local businesses.	Deliver Partner	Short-term
		4.2 Connect businesses to new and established national and international networks, markets and capital.	Facilitate	Ongoing
5	Leadership and identity	5.1 Further develop Moreton Bay's reputation as a key Advanced Manufacturing Hub for Queensland.	Deliver Educate	Ongoing
		5.2 Advocate for and support the establishment of an Advanced Manufacturing Hub at The Mill.	Partner Facilitate	Medium-term

Council roles

Deliver	Plan, deliver and fund services, programs, and projects
Facilitate	Assist others to undertake activities by bringing interested parties together
Partner	Work with the community and other stakeholders to achieve shared goals
Educate	Share learning to support broader understanding and action
Advocate	Promote the interests of our communities to influence decision makers
Regulate	Regulating activities through local laws and legislation

Timeframes

Short-term	Within the next one to two years
Medium-term	Within the next three to five years
Long-term	After five or more years but may need to commence in the medium-term
Ongoing / BAU	Actions will continually be dealt with throughout the life of the Plan

Collaboration and alignment

This Plan has been established with the intention of working collaboratively with state and national agencies, in addition to the local business community and key stakeholders.

Example stakeholders

- Australian Government departments
- Queensland Government departments
- RDA Moreton Bay and Sunshine Coast
- University of the Sunshine Coast (UniSC)
- Innovation services providers
- Chambers of Commerce, business and industry groups, diplomatic corps
- Peak industry bodies



Monitoring our success

This Industry Plan will be reviewed annually to amend or include new actions as they are identified to ensure we are meeting expectations.

Success measures

Industry plan

- % of action plan items delivered to completion
- Comparative % of net change in business numbers
- Comparative % of export growth

Industry health

- Comparative % of value-add growth
- Comparative % of net change in job numbers
- Industry satisfaction with action plan programs

