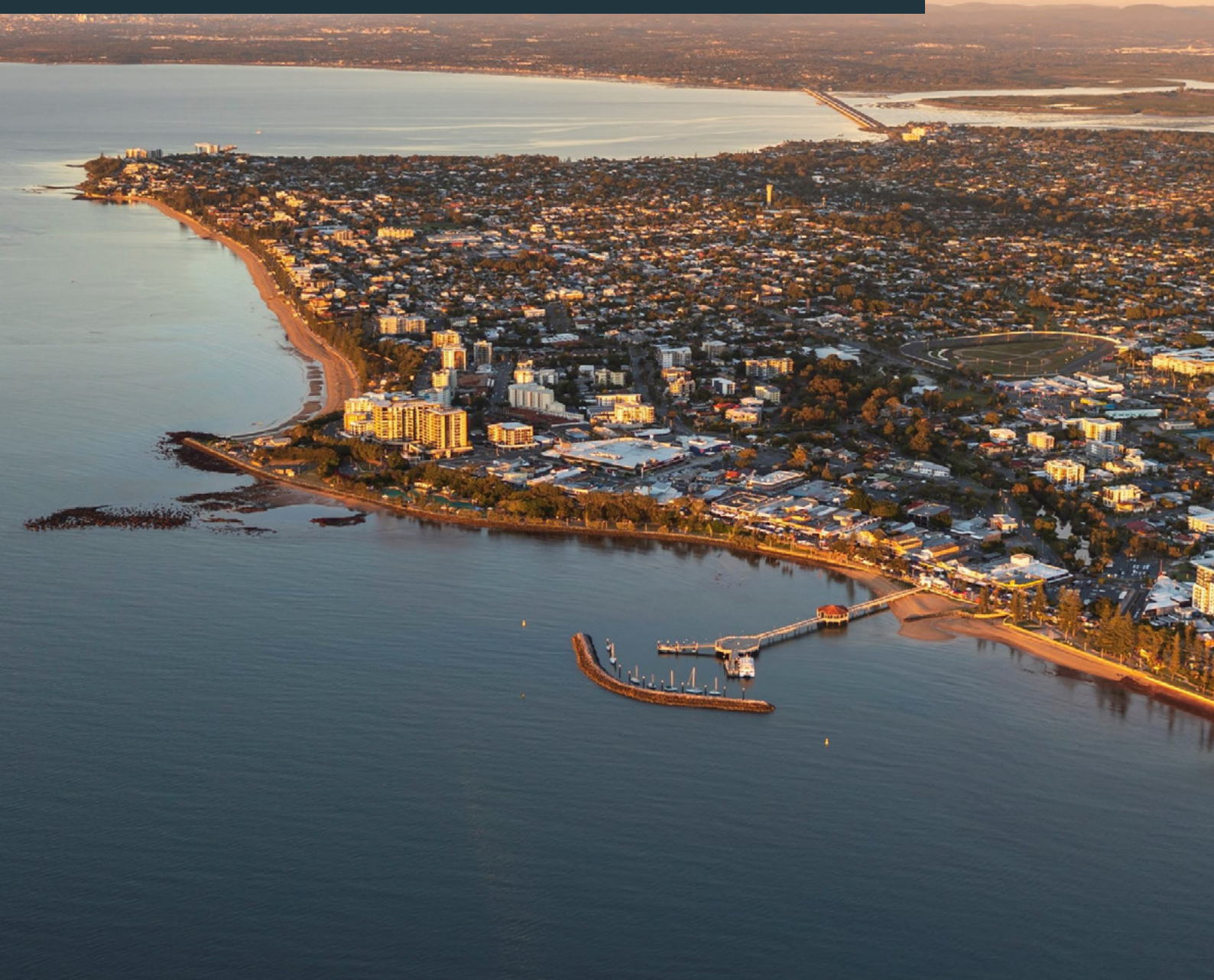


International Engagement Plan - 2024-2028



Alignment with our vision

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

A core commitment in the Strategy is to develop an International Engagement Plan to ensure that future partnerships enable mutual growth and opportunity and are aligned to Brisbane 2032 Olympic and Paralympic Games legacy opportunities.

This Plan outlines key focus areas and actions for Council to foster international connections, promote economic growth, and enhance the city's global presence. It identifies Council's role in supporting international engagement 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 engage the following audiences in key target markets:

- Investors and businesses: attract investment and promote trade opportunities.
- Talent: encourage international talent and position City of Moreton Bay as a must-live destination.
- Educational institutions: foster international partnerships with universities and schools.

Trade and investment provide the foundations to deliver the necessary economic impact to sustain our huge growth. By taking City of Moreton Bay to the world, we are ensuring we improve our quality of life, sustainability, and resilience by creating strong trade and investment outcomes.

Our city

City of Moreton Bay has 510,000+ residents from a range of cultural, linguistic, and socioeconomic backgrounds. One in four residents were born outside of Australia and 13% of residents speak a second language other than English. In the year ending 30 June 2023, 29,774 people relocated to City of Moreton Bay from elsewhere in Australia, and 8,144 people relocated to City of Moreton Bay from overseas.

Sister cities and other international activities

City of Moreton Bay has developed a valued relationship with its friendship city, Sanyo-Onoda City in Japan. The city also has other important international relationships through its local university and its international students and connections.

The city also enjoys foreign investment from across the globe, most notably the United States, United Kingdom, Canada, and Singapore across a range of industries including property, manufacturing, mining and health.



City snapshot



510,000+
population growing
to 796,500 by 2046



3rd largest
local government
area in Australia



3rd largest
net population
increase in Australia



12,000
new residents moving
here each year



2,045sq km
engine room in the
heart of South East
Queensland



294km
coastline and
estuaries



14,000+ha
reserves and
local parks



163,000
local jobs



\$21.9 billion+
local economy



31,800+
GST registered
businesses



259,000
working residents



4.6 million
visitors annually



39 years
median age
range



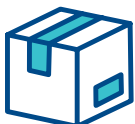
109
schools



2
TAFE Queensland
campuses



4,500
students at UniSC
Moreton Bay



\$528 million
in international
manufacturing exports
(2022/23)
*[The largest exports
industry in Moreton Bay]*



\$14.4 billion
in manufacturing
exports (international)
in SEQ (2021/22)
*[Largest exports
industry]*



**Global connectivity
for goods and services**
30 minutes reach
of Brisbane
International Airport
and Port of Brisbane



**Host venue for
Brisbane 2032**
Olympic and
Paralympic
Games

Our drivers

International engagement is a critical tool that will enable City of Moreton Bay to attract and grow our talent pool, open and diversify our economy, and provide jobs and growth for our communities.

In a fast paced, globally competitive world, cities are becoming more instrumental in shaping international engagement. They are quick to adapt and respond to challenges and opportunities and share common problems and issues which affect their communities.

Housing, infrastructure, employment, education and environment all play a role in the development of our economy. This plan aims to grow City of Moreton Bay's economy, while being cognisant to those challenges by creating opportunities and solutions for all.

National context

Australia is a resource rich country with a relatively high demand for capital and a small population.

Foreign investment fills the gap between what Australia saves and invests every year. The national investment and saving gap has averaged about 4% gross domestic product (GDP) over the last few decades.

Total investment is usually funded by a combination of domestic savings and foreign investment. Australia has recently flipped from being a net overseas borrower to a net lender.

Without foreign investment, Australia would be unable to build our economy to its full potential, and would have less funds available to spend on hospitals, schools, roads and other government services.

\$497 billion total investment (end of 2021):

- \$571 billion in domestic savings
- -\$74 billion in foreign investment
(ABS, National Accounts)

Approx. **\$280 billion** SEQ Gross Regional Product (GRP) almost 75% of the Queensland total

South East Queensland context

South East Queensland's (SEQ) growth is making global business consider SEQ as a viable investment opportunity compared with Sydney and Melbourne.

Value of foreign investment

Foreign investment is integral to Australia's economy. As an open, well-regulated economy with a highly skilled workforce, Australia enjoys an international reputation for innovation. City of Moreton Bay can make the most of these advantages by using international capital to supplement local savings.

Foreign investment can help us reach our economic potential by providing capital to finance new industries and enhance existing industries, boost infrastructure and productivity, and create employment opportunities.

This higher growth increases tax revenues to the federal and state governments, and increases funding for hospitals, schools, roads and other essential services.

Foreign investment can also attract new businesses with connections in different markets, and opens up additional export opportunities, boosting our overall export performance. It encourages competition and increased innovation by bringing new technologies and services to our market.

Challenges

The city's main challenges stem from its new identity and the lack of awareness internationally. This is not fixed overnight. To meet this challenge, the city will be selective in its target markets, and the opportunities it investigates in those markets.

A case study in New Zealand demonstrated that a target hotel investment campaign, linked to the Dolphins NRL Team and Warriors from New Zealand (who had previously called City of Moreton Bay home) enabled meaningful engagement and outputs.

Beyond this challenge, Council needs collaborative partnership with state and federal trade and investment bodies in an ever increasing competitive landscape. Council must be deliberate in its approach and actions and show that it can add value to discussions and opportunities.

Target markets

This Plan identifies target markets with established resources that help drive our city's performance. These target markets have been identified with:

- Familiar legal, cultural and business frameworks
- Language and marketing capability
- Strong air and sea links
- Strong political alignment and existing diplomatic relations
- State and federal trade and investment agencies are in-market
- Historically strong bilateral business relations
- Strength in Economic Strategy core focus sectors.

	United States	United Kingdom	ASEAN (Singapore+)	Japan	New Zealand
Established Free Trade Agreement	✓	✓	✓	✓	✓
Direct flight connection	✓	x	✓	✓	✓
Rank as source of international investment into Australia ¹	1	2	5	4	12
Rank as source of international visitors into Australia ²	3	4	8	5	1
Rank as source of largest export markets ³	5	15	7	2	8
Rank as two-way trading partner ⁴	3	13	5	2	9
Olympics legacy	✓	✓	x	✓	x
State and federal in-market support	✓	✓	✓	✓	✓
Focus opportunities					
Investment	✓	✓	✓	✓	✓
Trade/exports	✓	x	✓	✓	✓
Advanced Manufacturing	✓	✓	✓	✓	✓
Food and agribusiness	✓	x	✓	✓	✓
Tourism, sport and major events	✓	✓	✓	✓	✓
Knowledge, innovation and entrepreneurship	✓	✓	✓	x	✓

We will continue to review other markets, including India and China, as opportunities and priorities adapt and evolve.

¹Department of Foreign Affairs and Trade – Foreign investment statistics (2022)


²Tourism Research Australia – Visitor economy facts and figures (May 2024)

³Department of Foreign Affairs and Trade – Australia's trade in goods and services (2022)

⁴Department of Foreign Affairs and Trade – Australia's trade in goods and services (2022)

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



Our focus areas

City of Moreton Bay has limitless potential to harness our competitive strengths and take advantage of key growth opportunities through the Economic Strategy. However, we do not have limitless resources.

A focused perspective is necessary to achieve a vision where City of Moreton Bay is a recognised destination for investment, trade, education, and talent in key target markets.

Increased competition for jobs, visitors, talent and capital means that Council must focus on actions that add the most value to ensure we deliver our strategy commitments.

Major projects, city shaping opportunities, and supporting our own ambitious businesses will yield the highest outcomes.

City of Moreton Bay will focus on targeted campaigns offering opportunities and solutions that meet the growth needs of more sophisticated investors and businesses looking for bespoke and tailored propositions and solutions.

Success requires an all of city approach to ensure we can provide a seamless and connected offer that meets the needs of investors and businesses alike.

Support from key partners, stakeholders, the private sector, and state and federal governments will play an important role in delivering the action plan.

This International Engagement Plan will support City of Moreton Bay to enhance our global presence, attract foreign investment, foster economic growth, and create new job opportunities for our residents. While maintaining flexibility and adaptability in response to changing global economic conditions, geopolitics and opportunities.

The Plan identifies three focus areas that will shape our actions over the next four years:

1. **Profile building:** Promote key sector opportunities/city-building projects that deliver lead generation.

- Create campaigns targeting key international markets.
- Highlight opportunities in city-building projects.
- Showcase industry capability.

2. **Collaboration:** Strengthen economic ties.

- Host international trade delegations.
- Develop trade and investment missions to target countries.
- Establish strategic relationships with target cities/regions.

3. **Leadership and identity:** Cultivate educational and research partnerships.

- Establish agreements with international universities for research, student and faculty exchanges.
- Promote UniSC launch pad.
- Leverage The Mill as an innovation and entrepreneurial precinct.

Our action plan

	Focus areas	Actions	Council role	Timeframe
1	Profile building	1.1 Deliver four major campaigns in select target markets and key sectors.	Deliver	Ongoing
		1.2 Be a sponsor at two major business conferences/ exhibitions each year.	Partner	Ongoing
2	Collaboration	2.1 Create opportunities for local businesses to join trade missions and attend key business events.	Facilitate	Ongoing
		2.2 Connect businesses directly with trade and investment opportunities.	Facilitate	Ongoing
		2.3 Work with key federal and state trade and investment organisations to profile City of Moreton Bay projects and industries.	Partner	Ongoing
		2.4 Engage with domestic and international Chambers of Commerce, industry groups and diplomatic corps.	Partner	Ongoing
3	Leadership and identity	3.1 Establish two mutual growth partnership initiatives to leverage Brisbane 2032.	Partner	Ongoing
		3.2 Develop two international investment projects into city-building opportunities.	Deliver	Ongoing

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

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

Success measures

- Comparative % of jobs and investment assisted from international activities
- Comparative % of impact from campaigns
- Comparative % of mutual growth partnerships and projects



