



Knowledge, innovation and entrepreneurship

Industry Plan 2024-2028

Alignment with our vision

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

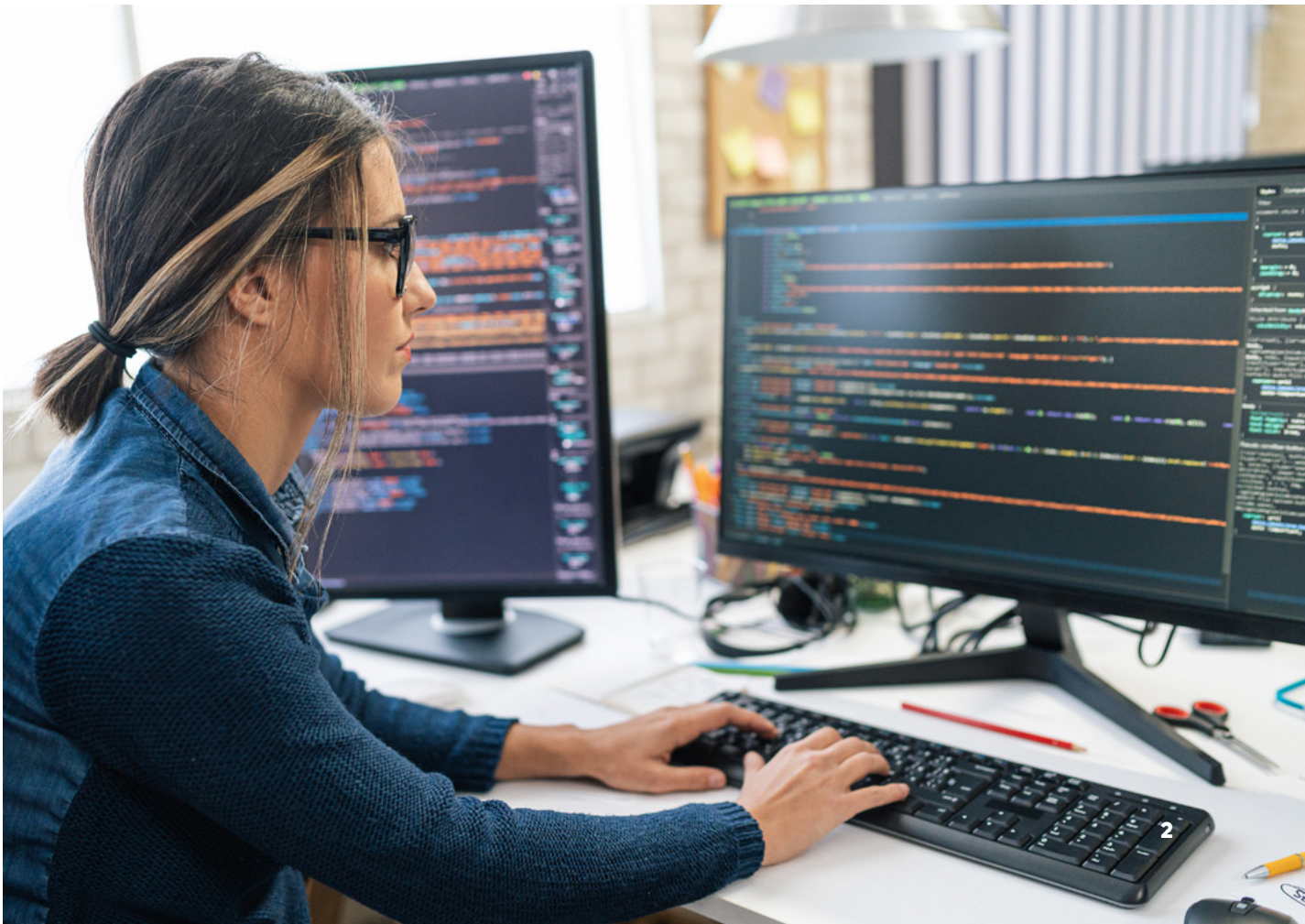
Our Moreton Bay. Amazing places. Natural spaces.

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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Introduction

The Knowledge, Innovation and Entrepreneurship 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 knowledge, innovation and entrepreneurship as one of four priority industries in the City of Moreton Bay.

This Plan identifies Council's role to help develop our innovation capacity and capability in line with the Strategy's goals to create a bigger, bolder and brighter future for our City. It will also further our innovative reputation to become known as a top 10 Regional Innovation Hub.

Additional 'anchor' infrastructure such as innovation spaces or hubs and a range of support mechanisms are required to grow and expand the existing culture of innovation and entrepreneurship.

With the University of the Sunshine Coast (UniSC Moreton Bay) now located at The Mill at Moreton Bay, new infrastructure at this precinct will further support the growth of innovation and entrepreneurship.

Innovation will be supported through sustainable and adaptive business strategies, connecting industry benefits and outcomes to local businesses, community and regional partners.

Industry snapshot



39,819

People employed
by knowledge-
intense industries



27%

of employment
in the city



Distribution of knowledge intense jobs

25% Education services

19.7% Hospitals, medical, health care

7.3% Residential care and social assistance

7% Professional, scientific and technical services

5.5% Heavy and civil engineering and construction

4.8% Advanced manufacturing

4.2% Public administration, order and safety

2.9% Store based retailing

2.7% Administration, personal and other services

2.6% Food and agribusiness

2.3% Computer system design and related services

2.2% Tourism, sport and events

Source: ABS, Census 2021, various series

Our drivers

Emerging trends



Technology adoption



Robotics / automation



Artificial intelligence

The tech sector is a critical pillar of Australia's economy

"The tech sector is a major employer, with 861,000 Australians – or 1 in 16 working Australians – working in tech-related employment. Since 2005, tech jobs have grown by 66 percent, compared to an average jobs growth rate of 35 percent across the economy. By 2030, tech sector activity has the potential to contribute more to GDP in Australia than primary industries or manufacturing."
- Tech Council of Australia

"Queensland's technology sector is a crucial driver of the state's economy, employing over 140,000 tech workers. This figure is expected to grow to 185,000 by 2030, making it three times larger than Queensland's agricultural industry today." - Queensland Tech Jobs Opportunity report (July 2023).

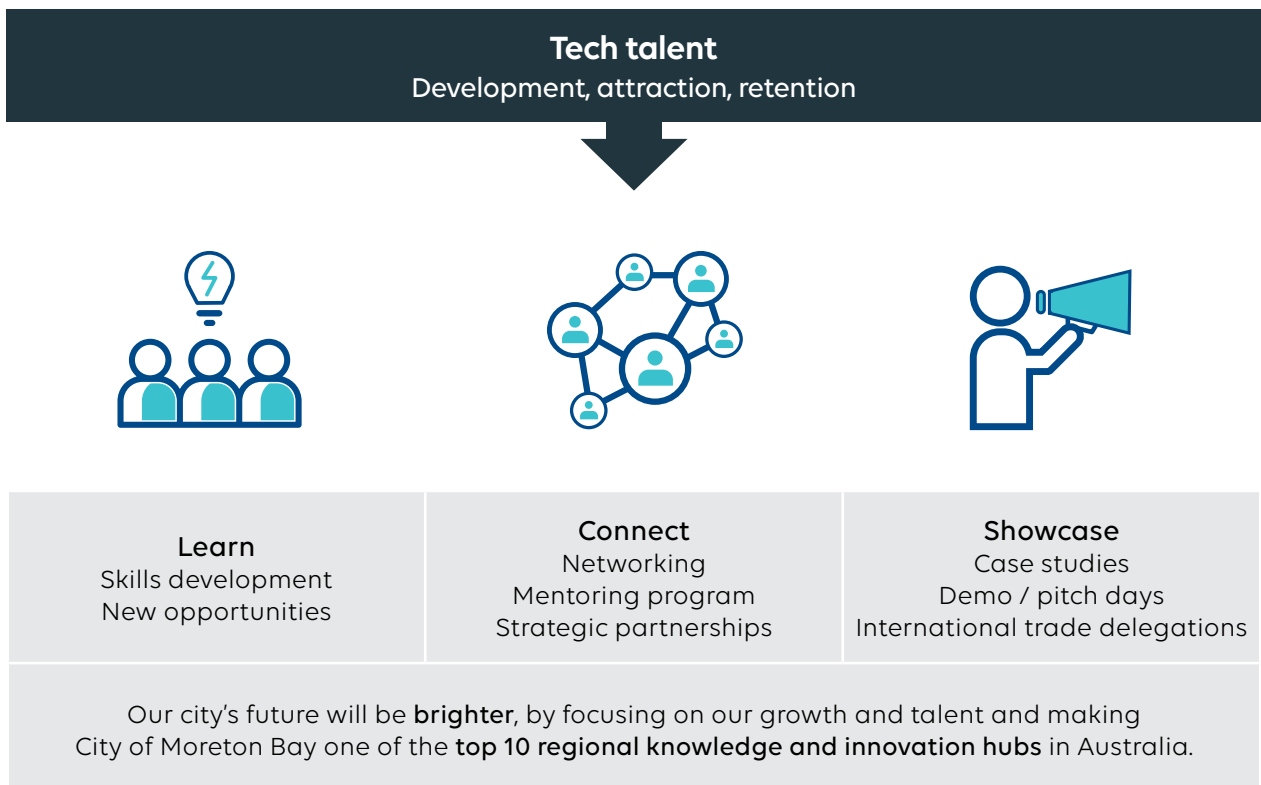
The Tech Council of Australia has set three goals for the tech sector:

- To see 1.2 million Australians employed in jobs in tech by 2030.
- To increase tech's economic contribution to \$250 billion by 2030.
- To make Australia the best country in the world to create and invest in tech companies.

From a City of Moreton Bay perspective:

- In 2023, City of Moreton Bay was one of only five local government areas in Queensland with a Digital Inclusion Index score above the national average.
- City of Moreton Bay has knowledge and technology precincts - Petrie, Redcliffe, Caboolture; and three major industrial hubs - Brendale is one of the top 10 places to work in greater Brisbane.
- There is a strong match between skills of residents and skills sought by businesses - the city is ranked in the top 10% of all Australian LGAs.
- City of Moreton Bay businesses generated 429 trademarks in 2023 - more than six times the number generated a decade ago.
- New professional, scientific and technical services businesses account for 11% of all new business registrations in the City of Moreton Bay in 2022/23.
- 24.7% of all jobs in City of Moreton Bay require knowledge-intensive work of the highest skill level.
- 12,325 residents in the city are qualified in engineering and related technologies.

Our innovation ecosystem



City's innovation ecosystem attracts talented entrepreneurs and a skilled workforce

A city's innovation ecosystem attracts talented entrepreneurs and a skilled workforce in place of a linear process. Innovation is now well understood to be an 'ecosystem' in which various networks each play a strong role in developing new technologies and bringing them to market.

City of Moreton Bay's innovation ecosystem fosters collaboration among businesses, government agencies, education and research institutions, as well as other stakeholders.

Programs such as Innovate Moreton Bay as well as other initiatives create opportunities for sharing ideas, knowledge, and resources, leading to the creation of new products and services via tailored support and bespoke innovation and entrepreneurship programs.

Partners such as UniSC play a critical role not only in the ecosystem but as stewards for our next generation of talented workforce. After establishing their new Moreton Bay campus at The Mill in 2020, this leading research and teaching institute has grown significantly in the past four years, ensuring that The Mill is set to become one of the State's premier innovation precincts over the next 10 years.

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	Support business retention and expansion Build local business capacity
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

Council has partnered with Moreton Bay Region Industry and Tourism (MBRIT) to provide specialist innovation and growth services to foster the city's entrepreneurial spirit through the Innovate Moreton Bay program.

Innovate Moreton Bay delivers programs that support the city's innovation and entrepreneurship ecosystem, and in turn, the Economic Strategy objective of becoming a top 10 regional knowledge and innovation hub.

The program supports the city's start-ups and scale-ups, and provides resources to enable locals, including youth, to prosper and build the capability to compete successfully in global markets.

Between 2022-2023, Innovate Moreton Bay has collaborated with numerous stakeholders, community and business leaders, resulting in a genuine #TeamMoretonBay effort, including an annual events calendar that supports early-stage businesses on their innovation journey.

"Since the beginning, Innovate Moreton Bay has been instrumental in turning my business idea into a tangible reality with significant potential. The Creative Industries Demo Day marked a turning point, opening doors to a series of events that have fuelled my ongoing growth.

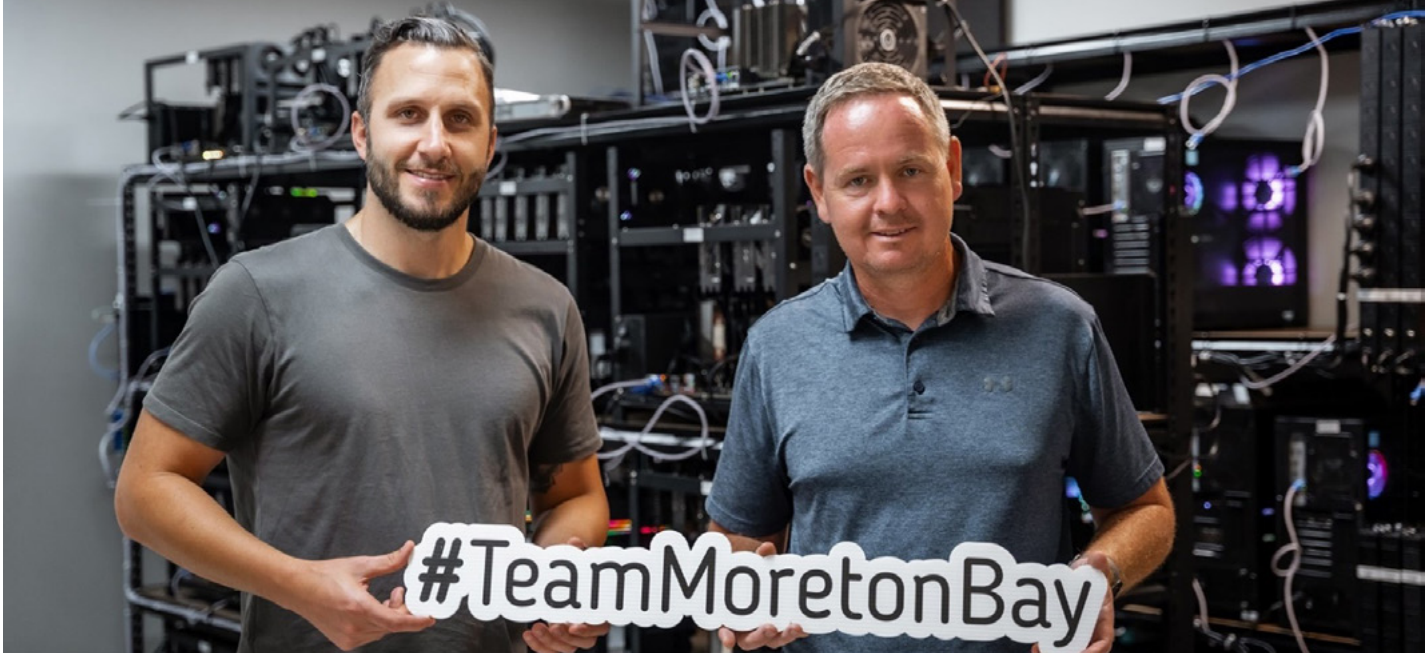
"Now, I'm developing my own digital platform and exploring a business partnership. The workshops and networking sessions have played a pivotal role in shaping me as a small business owner."

Viviana Castrillon, Managing Director, Digital SB Pty Ltd (2023 CI Demo Day participant and Techstars Startup Weekend participant)

Innovate Moreton Bay

2022-2023 Impact		Events
50 innovation ecosystem events	1538 participants	<ul style="list-style-type: none"> • Creative Industries Demo Day • Techstars Start-up Weekend • Innovations Day
189 networking events supported	584 connections and referrals	<ul style="list-style-type: none"> • Sustainability Demo Day • Skill development, knowledge and business growth workshops and speaker events • GovHack • Mayor's Telstra innovation Awards





Industry case study

Pixel Zoo is an animation studio that offers a script-to-screen solution for clients around the world, spanning animated movies, TV shows, web series and commercials from its North Lakes base.

Pixel Zoo pioneered the webisode format for children's content and produces for many toy companies across the world including L.O.L Surprise, Bratz, Rainbow High, Mermaze, Go Buster, Penelope Farm and Lego Duplo.

Since early 2013, the company has grown from 15 staff, and a mostly Australian clientele, to 70+ staff and a growing list of international clients and expanded to 250 staff during the COVID-19 pandemic, an increase of 233%.

By embracing innovation and fostering a culture of continuous improvement, the Pixel Zoo team has positioned themselves as pioneers in the Australian animation landscape.

"We live in a world of artificial intelligence (AI) where innovation is key to survive. I've been in the industry for 20 years and I've seen so much change and we have to innovate or else we'd be left behind.

"We have a young demographic that are looking for that alternate lifestyle. The City of Moreton Bay offers exactly that. It's a lifestyle away from the city and open to amazing locations like the beach or the hinterland. And I think it provides an all-rounded lifestyle.

"We're really excited to see further growth in the region and attracting more talent to the area. More talent means more business for us."

Paul Gillett, Founder and CEO Pixel Zoo

Our focus areas

City of Moreton Bay has existing knowledge workers and a growing innovation ecosystem which can be enhanced through further engagement, promotion and investment into programs and infrastructure.

Supporting our start-ups, scale-ups and providing access to resources will enable locals, including our youth, to prosper and build the capability to compete successfully in global markets.

External parties will play an important role in delivering the industry plan actions. These include our business partners, community organisations and other government agencies.

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

1. Technological advancement

- Increased investment in technology by local businesses will result in global competitiveness
- Resulting in an increase in our city's net exports by over 20%

2. Skills and workforce

- Ensuring our business owners have the skills and tools they need to grow their business, and access to a highly skilled workforce
- Resulting in an increase in percentage of high-value job numbers

3. Collaboration

- Increased number of businesses, government agencies and education partners collaborating on programs and events
- Resulting in long-term sustained and measurable institutional support for business growth

4. Capital

- Access to capital for growth and export readily available for local businesses
- Resulting in an increased percentage of value-add growth

5. Leadership and identity

- City of Moreton Bay is highly regarded for both investment and business growth opportunities
- Resulting in increase in percentage of business numbers comparative to other cities

Our action plan

	Focus areas	Actions	Council role	Timeframe
1	Technology advancement	1.1 Promote links between UniSC's research capabilities and local industry to support the creation of innovative new products and services.	Facilitate	Ongoing
		1.2 Fast track technology adoption by establishing a mentor program using experienced experts and matching them with engaged and motivated local businesses.	Deliver	Short-term
2	Skills and workforce	2.1 Provide specialist training for at-risk youth in a supportive learning environment to spark their enthusiasm for innovation and entrepreneurship and support their ability to create their own business.	Deliver	Short-term
		2.2 Develop a digital skills gap program that links businesses with people wishing to upskill in technologies such as software development, data science, robotics, artificial intelligence, etc.	Partner	Medium-term
		2.3 Build capacity and connection via supported speaker events and workshops on topics such as entrepreneurship, new technology trends, raising capital, legal, company structure, etc.	Deliver Partner Facilitate Educate	Ongoing
3	Collaboration	3.1 Provide coordinated support for Moreton Bay's innovation, entrepreneurship and start-up ecosystem through introductions and referrals by the Regional Innovation Coordinator, and regular networking events.	Deliver	Ongoing
4	Capital	4.1 Provide connections and referrals to angel and investor networks, including new markets overseas, via export and trade skills development, training, and access to trade missions.	Facilitate Educate	Short-term
		4.2 Facilitate the development of affordable commercial spaces through direct investment and planning mechanisms, including wet labs and research infrastructure.	Partner Facilitate	Medium-term
		4.3 Advocate for and support the establishment of an innovation hub at The Mill.	Partner	Medium-term
5	Leadership and identity	5.1 Enhance City of Moreton Bay's reputation as a desirable location to establish a high-growth knowledge-based business.	Deliver	Ongoing
		5.2 Establish a Talent Repatriation Program that identifies pathways for talented and experienced professionals to return to Moreton Bay in the future.	Partner	Medium-term
		5.3 Create an open innovation framework to drive collaboration between Council and the local business ecosystem while aiming to solve Council, government and other market challenges.	Deliver Partner Educate	Short-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	Example stakeholders
<p>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.</p>	<ul style="list-style-type: none"> • 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, including Tech Council of Australia, Australian Computer Society and others

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

- Industry satisfaction with action plan programs
- % of action plan items delivered to completion
- % Increased number of ecosystem collaborators in the delivery of actions
- Comparative % of ecosystem growth

Industry health

- Comparative % of value-add growth
- Comparative % of net change in business numbers
- Comparative % of net change in high-value job numbers
- Comparative % of net exports

Industry case study

From tyre fitting at the family business to studying mechatronics at university to building lunar simulation robots at CSIRO, Michael Tedge's new career is taking him to the moon and back.

Lunar life begins at 40 for the Wamuran mechanic who graduated from UniSC with a Bachelor of Engineering (Mechatronics) Honours and a University Medal for his near-perfect grade point average of 6.87 out of 7.

After high school Michael entered the family auto repair business as a tyre fitter, completed a certificate as a mechanic and after six years in the workforce left to travel through Africa and Europe.

He didn't turn his attention to university opportunities until his late 30s when he enrolled at UniSC Moreton Bay in 2020, the year the campus opened at Petrie.

"In my first year I presented as a finalist in the Engineers Without Borders showcase, which was a competition for universities across Australia. In my third year, I was a member of a team recognised nationally for a project that we submitted to the GovHack challenge."

Michael is now a mechatronic engineer at CSIRO's Queensland Centre for Advanced Technologies in Brisbane.

Extract from UniSC News, July 2024.



