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**PROJECT PIPELINE**  
The Redlands Coast is currently home to

**137 MAJOR PROJECTS**  
Investments worth over **\$6b**

**Celebrating the success of the CRC pipeline.**

**A BRIGHT FUTURE AHEAD**  
Major investments have been generated manufacturing, residential, health care, tourism, infrastructure and retail sectors which will help deliver short term economic growth as well as provide a foundation for the future prosperity of the region through construction and operational jobs.

**Opportunity for the Next Generation**

www.ChampioningRedlandsCoast.com.au

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#ChampioningRedlandsCoast #aBrightFutureAhead

**Lets build local opportunities for local work & education - together.**

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The Redlands Coast has a bright future ahead with a strong project pipeline that will bring new work and education opportunities to the region.

Building a culture supporting of economic progress is critical to support the delivery of these projects as well as attracting new businesses and investment needed to support new opportunities.

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**Live, Work, Play**

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JANE SMITH

**"if my grandkids could stay in the Redlands and study, then I could visit them more"**

**Integrated education, research, health and allied health areas in the Redlands**

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*A bright future ahead*

**Promoting Innovation in Renewables**

\*Hydrogen \*Solar

**Connected to prosperity**

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**Get stuck in a lifestyle, not traffic**

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**OPPORTUNITY FOR THE NEXT GENERATION THE CITY VISION**

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**Small Business: We need you**

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**Welcome from Sirromet**



**Thank you all for coming**



**#ABRIGHTFUTUREAHEAD**



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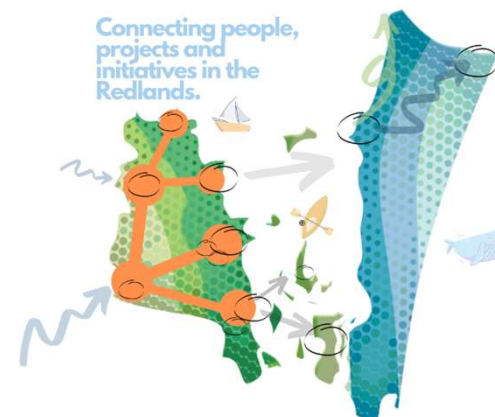
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# Why the CRC Project ?

- Several exciting new businesses, initiatives and projects with the potential to attract investment, new residents, employment opportunities and improve lifestyles within the region
- A clear vision that showcases the potential of the region
- We developed an ethos of needing Redlands Coast Champions
- Align all key stakeholders to become Champions for the Redlands Coast.
- Industry is yet to develop a platform to work collaboratively





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# Creating a Vision

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RCCO | Redlands | Redland

OPPORTUNITY FOR THE NEXT GENERATION

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# Championing Redlands Coast *A bright future ahead*



- Weinam Creek PDA
- Redland Bay Village Expansion
- Shoreline

- Victoria Point Structure Plan Area

- Redlands Coast Regional Sports and Recreational Precinct

- Southern Thomlands Potential Future Growth Area

- Redlands Health and Wellness Precinct



- Toondah Harbour





### Weinam Creek PDA

- Revitalisation of Redland Bay marina
- Improved connections to SMBI
- New pedestrian and cycle ways
- Rejuvenation of existing parkland
- A mix of residential and retail spaces including cafes, restaurants and potential for a medical precinct.



Weinam Creek PDA

Redland Bay Village Expansion

Victoria Point Structure  
Plan Area

Redland  
Sports

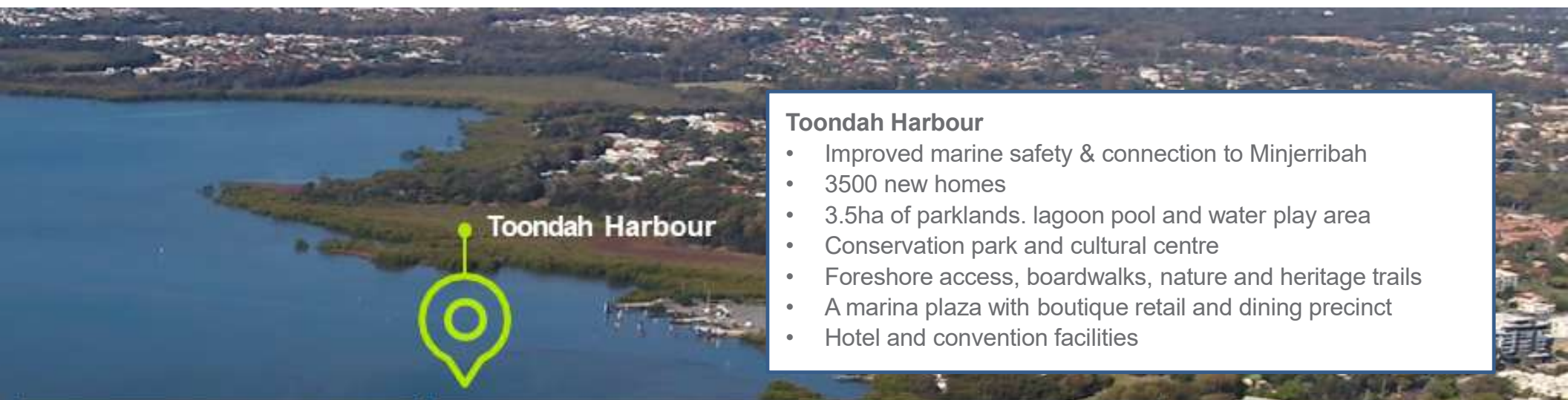


### Shoreline

- 3000 new homes, 10,000 new residents
- Community access to more of Redlands coastline
- Walking tracks, cycleways and new parks

Shoreline





### Toondah Harbour

- Improved marine safety & connection to Minjerribah
- 3500 new homes
- 3.5ha of parklands. lagoon pool and water play area
- Conservation park and cultural centre
- Foreshore access, boardwalks, nature and heritage trails
- A marina plaza with boutique retail and dining precinct
- Hotel and convention facilities



# Championing Redlands Coast

*A bright future ahead*



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- Toondah Harbour

# Championing Redlands Coast

*A bright future ahead*



Redlands Health and Wellness Precinct



Capalaba Town Centre



Birkdale Land Purchase/Potential Olympic White Water Rafting Venue

Southern Thomlands Potential Future Growth Area



Redlands Hospital Expansion

Alexandra Hills TAFE Extension



DAF Hydrogen Pilot Program



Eastern Busway



Cleveland Town Centre Rejuvenation



Rail duplication



Toondah Harbour





### Redlands Health & Wellness Precinct

- An opportunity to integrate service delivery across education, research, health and allied health areas.

*“Projects such as the Redlands Health and Wellness Centre have the potential to add billions of dollars of economic activity to the region, by reversing outflows of activity and services to Brisbane and building a critical mass of public and private health activity in line with global best practices”*  
RPS, CRC Phase 3 Report.

Redlands Health and Wellness Precinct

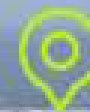
DAF Hydrogen Pilot Program

Capalaba Town Centre



Redlands Hospital Expansion

Alexandra Hills TAFE Extension



Cleveland Town Centre



Eastern Creek





### Capalaba Town Centre Revitalisation

- A new civic heart for the Capalaba CBD;
- A new day & night economy for Capalaba that includes commercial, retail, entertainment, and community.
- A key project in encouraging the Eastern Busway & other catalytic infrastructure to the city.



Capalaba Town Centre

Birkdale Land Purchase/Potential Olympic White Water Rafting Venue

Eastern Busway

Rail duplication





Yalingbilla Bibula (Whale on the Hill)



Minjerribah Panorama Coastal Walk Stage One

Minjerribah Ganaba



Bradburys Beach Camping Ground



Dunwich (Gumpi) Master Plan



Quampi, Quandamooka Art Museum and Performance Institute

**Championing Redlands Coast**  
*A bright future ahead*





Yalingbila Bibula (Whale on the Hill)

### Yalingbila Bibula (Whale on the Hill)

- A landmark tourism attraction telling the story of the Island's Traditional Custodians and their continuous and ongoing connection to the majestic Eastern Humpback whales.



Minjerribah Panorama Coastal Walk Stage One

### Minjerribah Ganabah

- Commercial training kitchen, outdoor performance and learning spaces and a language centre;
- Partnering with tertiary providers and attracting national & international students to Minjerribah;

### Minjerribah Ganaba



Bradburys Beach Camping Ground

Dunwich (Gump

## QUAMPI

- Art gallery, ceremonial performance spaces;
- Restaurant and conference facilities looking over Deanbilla Bay at Dunwich;
- Key tourism driver attracting \$8.5m to the local economy during construction and \$2.5 million for local businesses once up and running.



Quampi, Quandamooka  
Art Museum and  
Performance Institute

Dunwich (Gumpi) Master Plan





# What does CRC success look like?

- **Strong coordinated, compelling vision & narrative**
- **A competitive approach** to shaping the future of the Redlands Coast
- **More advocates** proactively supporting the future of Redlands Coast
- **Career, education, housing and lifestyle opportunities** for the next generation
- **Growth and vibrancy on the Redlands Coast** that creates, retains & attracts talent, jobs, investment, businesses, visitors and students
- **Sustainable growth & development** that enhancing and showcasing our natural coastal environment
- **Timely delivery of catalytic infrastructure** that connects Redlands to SEQ and beyond
- Strengthening our sense of **community & regional identity**
- Contributing to the future success of the SEQ region as a **global destination**



# What is the role of RCCC?

- **Advocate** for the Redlands Coast as a destination for investment, business, lifestyle, tourism and education
- **Marketing** the opportunities of the project pipeline
- **Support and engage** with industry, providing networking opportunities, welcoming new businesses and investors
- **Drive enhanced linkages** between economic development and workforce development
- **Attract** new talent
- **Continue to link** new projects into the City's narrative
- Keep all stakeholders, including the community, **informed and included** in decision making.
- **Adopting CRC ethos** through the entire RCCC

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# Partner Introductions





**Introducing:  
Mark Wallace, RPS Group**

# CHAMPIONING REDLAND COAST

Project Pipeline Findings





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## 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.***

---

## STAKEHOLDER ENGAGEMENT



**42 Online  
Survey  
Responses**



**17 Major  
Project  
Interviews**



**8 Business  
Exit  
Interviews**

# REDLANDS COAST PROJECT PIPELINE

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**SIGNIFICANT PIPELINE OF PROJECT FOR REDLANDS COAST**



**Number of  
Projects**

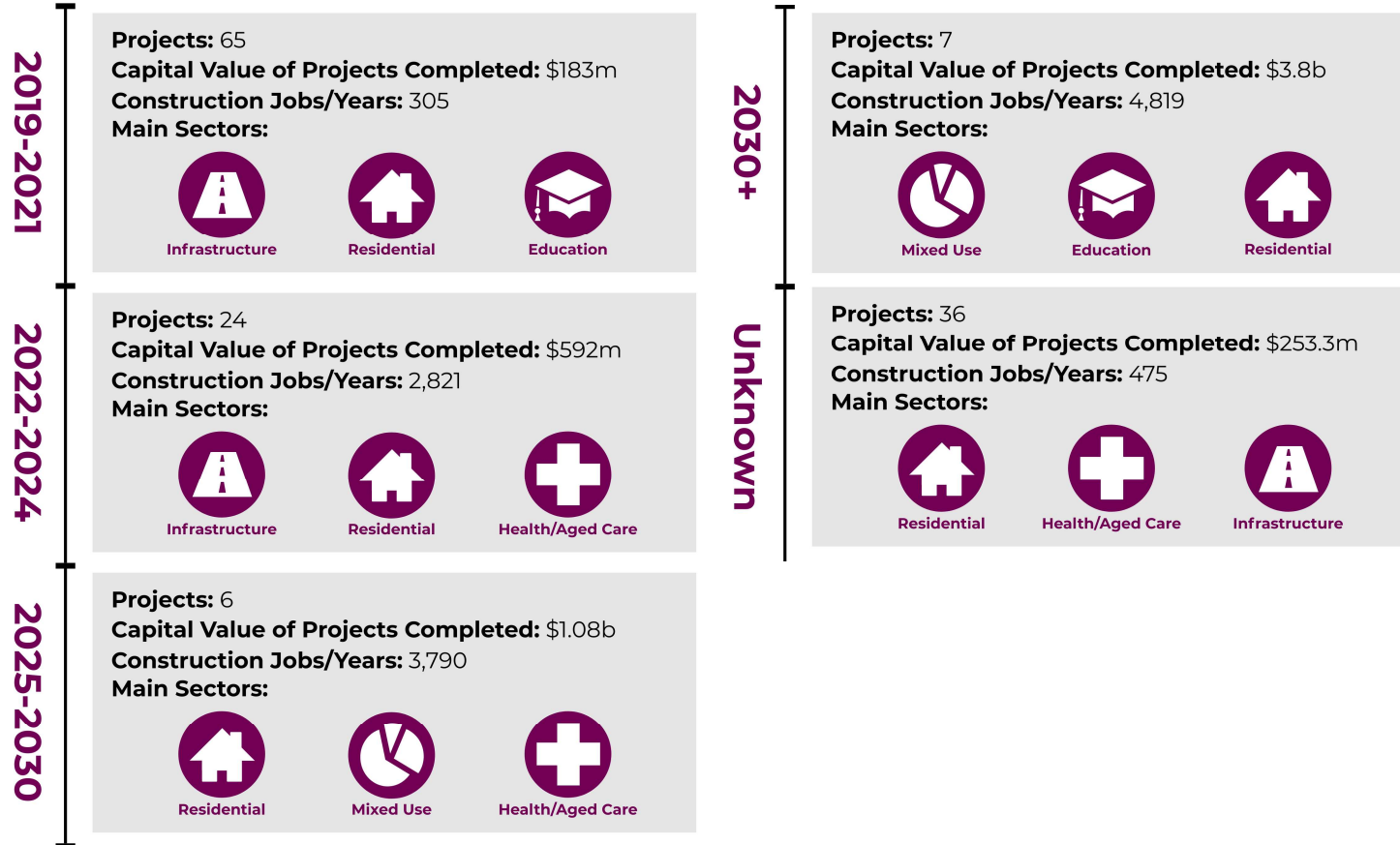


**Capital  
Value**



**Construction  
Job Years**

## EMERGING PIPELINE



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## ECONOMIC STRENGTHS & WEAKNESSES



A word cloud of economic strengths presented in a light grey oval. The words are arranged in a roughly circular pattern, with 'several business locations' and 'attractive lifestyle' being the most prominent. Other 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 presented in a light grey oval. The words are arranged in a roughly circular pattern, with 'market depth/demand' and 'local jobs' being the most prominent. Other 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

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**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**



---

## 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.

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## 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***.

---

## 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:

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W: [rpsgroup.com.au](http://rpsgroup.com.au)

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# **CRC Priorities: John Aitken, Inspiring Cities**

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# **Social Impact Investment: Cindy Corrie, RCCC**



## **Cindy Corrie**

**2018 Australia Day Award Winner  
(Local Hero - Redlands)**

**GOOD HUMAN**  
INCLUSION STRATEGIES

### **Good Human**

Good Human Inclusion Strategies

### **Culture Partner**

Verity Consulting Partners

### **Founder, Board Director (prev. CEO)**

The Sycamore School

### **Member of Executive Committee & CRC Sub-Committee**

Redlands Coast Chamber of Commerce

### **Mentor – Start-ups / Founders**

QUT Entrepreneurship, School of Business QUT

### **Australian Autism Alliance**

Education Partner

### **Masters of Philosophy (Current)**

QUT School of Management: Inclusive Organisational Culture

### **Bachelor Social Science**

University of Queensland

### **Post-Graduate Certificate – Autism Studies**

Griffith University



# CRC is bigger than a project pipeline.

- It's a holistic vision of the Redlands that provides meaningful community outcomes.
- There's a love-hate relationship between economic development and community outcomes.
- **We need to build more enthusiasm for this vision in the community.**



More Jobs



More Business & Investment



Catalytic Infrastructure



Local Education & Skills



Enhanced Lifestyle



Community Spirit & Culture



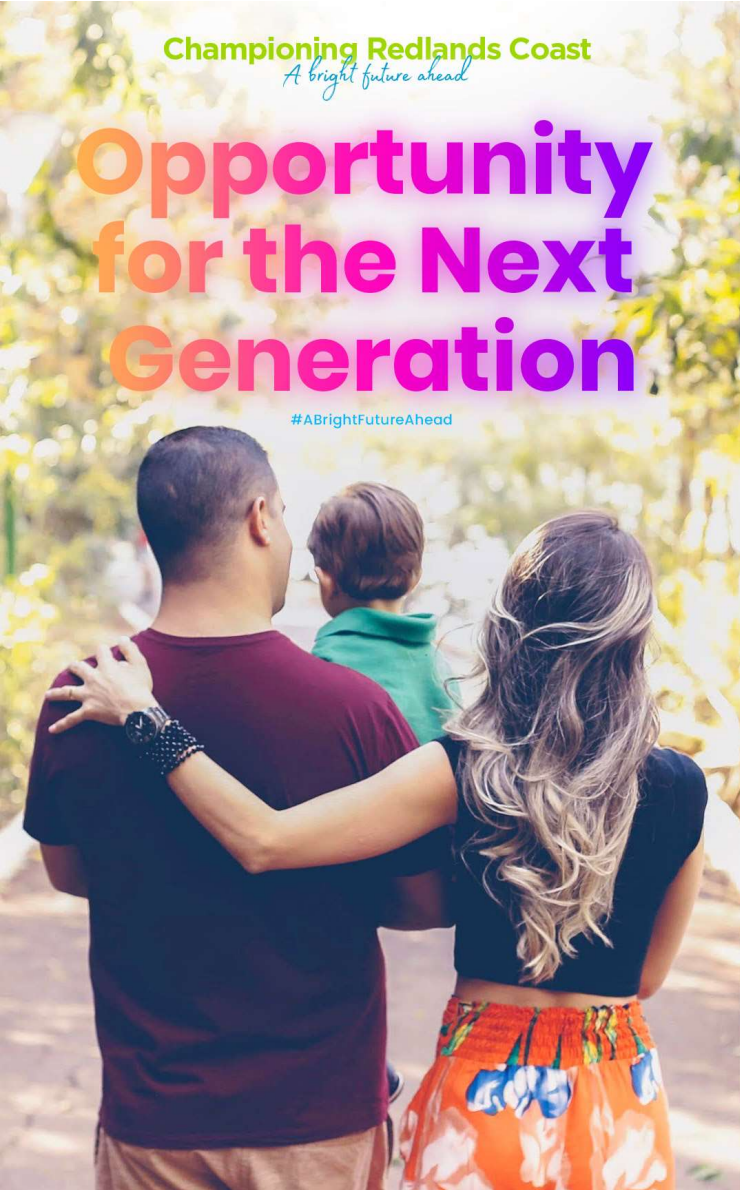
Increased Competitiveness

**So how can we shift the cultural narrative and aversion to economic change in the community?**

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# Opportunity for the Next Generation

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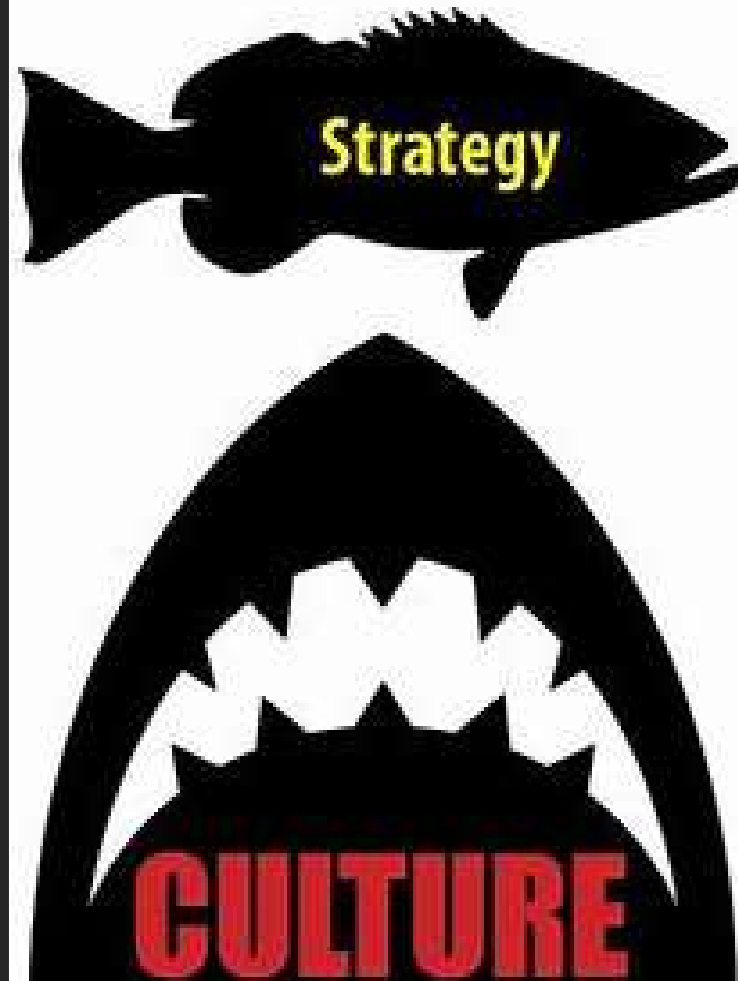


## CRC is a vision for the Community

- Use CRC as a platform to link the project pipeline and industry partners with community needs.
- Demonstrate industry's commitment to not only the execution of the pipeline, but a commitment to the community outcomes.
- Support the NFP's, social enterprises, and charitable works that happen in the Redlands, people are making change everyday.

# Culture eats strategy for breakfast

- We can do more than just deliver a pipeline - we can have meaningful impact.
- No matter how strong your strategy is, if we don't nurture a more positive culture we only limit our success.





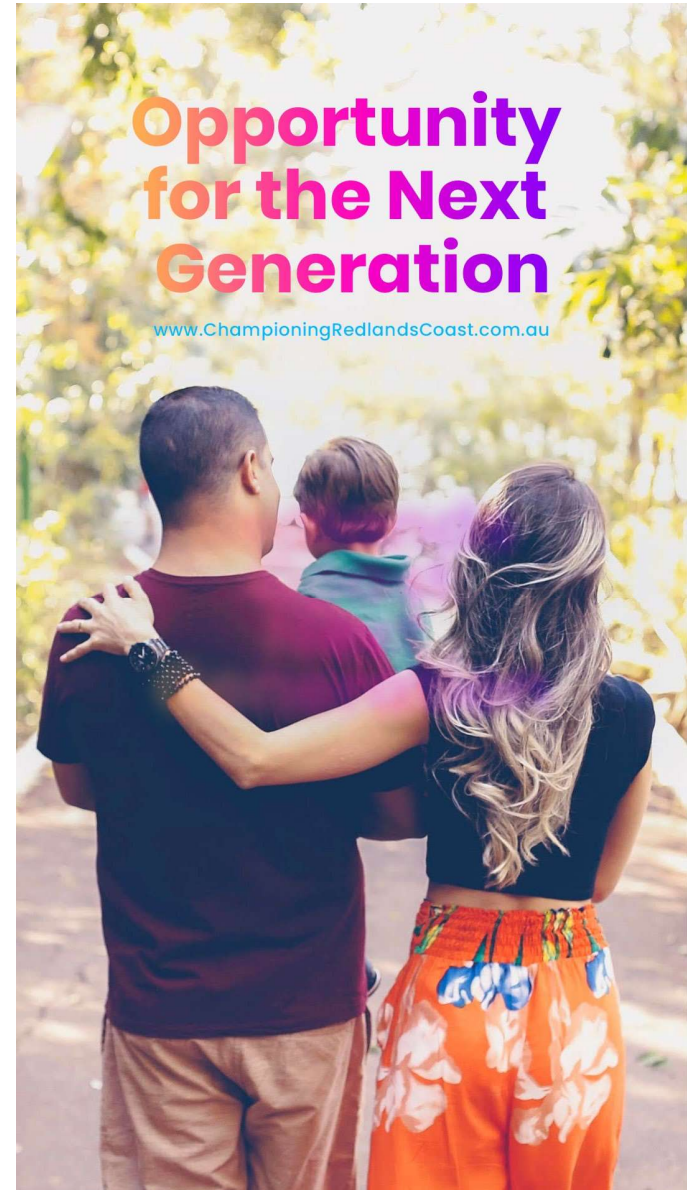
# Open Discussion



# **What's Next: Rhett Bowlen, RCCC**

# What's next?

- **A number of CRC events planned** for the next 12 months. Plus all Chamber events will be run with the vision/foundation of CRC.
- **Call to action!**  
The six steps that you can do to build CRC and shape the future of the Redlands Coast.
- **Help shape the messaging** of the CRC
- **Continue the discussion.** This is not a one-way conversation. If you have an idea or a way to do it better we need your input.



# The next 12 months



**10 NOV. 2020**  
Inaugural **CRC Business Boardroom** hosted by Sirromet

**CORPORATE PLAN SUBMISSION**  
11 November 2020

**FINALISE REPORT**  
13th November 2020 -  
Finalise **CRC Research Report**

**SECOND BOARDROOM EVENT**  
First week of Feb 2021  
hosted by TBC.

**FUTURES FORUM**  
Third week of Feb 2021

**2ND CRC PIPELINE RELEASED**  
March 2021 - Second  
release of **Research Report & Pipeline**

**BUSINESS OF CITIES**  
Event April 2021

**THIRD BOARDROOM EVENT**  
June 2021 hosted by TBC.

**PRODUCTIVE PRECINCTS EVENTS**  
Event August 2021

**3RD CRC PIPELINE RELEASED**  
September 2021 - Third  
release of **Research Report & Pipeline**

**2021 FINAL BOARDROOM EVENT**  
October 2021 hosted by TBC.





February 2021.

Levering the CRC Pipeline to prepare community & businesses for the opportunities coming to the city.

- **Workforce planning** at a regional level can create a skills base to **attract new industries and businesses** to the region.
- For existing industry and employers, **growth can generate skills development** and increase employment pathways in the region.
- **Industry-driven skills demand and employment opportunities can attract new residents to the region.**
- **New residents can drive an increase in essential services demand, further encouraging growth, regional employment and prosperity.**









# What can you do to help build the CRC vision?

**Championing Redlands Coast**  
*A bright future ahead*

## WHAT CAN YOU DO TO BUILD CRC?

SIMPLE STEPS WITH HUGE IMPACT

- **1 SUPPORT THE CHAMBER**  
**ACTION: JOIN THE CHAMBER & ENGAGE IN EVENTS**  
The Redlands Coast Chamber of Commerce is the custodian of CRC. Our 2021 strategy is to ensure all events advance the CRC vision and we need your help to do this.
- **2 CONTINUE TO ADD PROJECTS TO THE CRC PIPELINE**  
**ACTION: CONTINUE TO FILL IN THE SURVEY AND ENCOURAGE OTHERS TO DO THE SAME**  
Head to [www.championingredlandscost.com.au](http://www.championingredlandscost.com.au) and click 'add my project' to build the vision.
- **3 USE #ABRIGHTFUTUREAHEAD**  
**ACTION: LINK YOUR PROJECTS TO THE CITY VISION USING THE HASHTAG**  
Continue to link projects back to the vision for the city and reinforce the narrative of the Redlands Coast
- **4 HOST THE NEXT BOARDROOM**  
Our next business boardroom event is planned to be in February 2021. Help build the conversation and engagement by hosting the next event.

# Championing Redlands Coast

*A bright future ahead*

## WHAT CAN YOU DO TO BUILD CRC?

SIMPLE STEPS WITH HUGE IMPACT

1

SUPPORT THE CHAMBER

# SIMPLE STEPS WITH HUGE IMPACT

1



## SUPPORT THE CHAMBER

**ACTION: JOIN THE CHAMBER & ENGAGE IN EVENTS**

The Redlands Coast Chamber of Commerce is the custodian of CRC. Our 2021 strategy is to ensure all events advance the CRC vision and we need your help to do this.

**CONTINUE TO ADD PROJECTS TO THE CRC PIPELINE**



2

the custodian of CRC. Our 2021 strategy is to ensure all events advance the CRC vision and we need your help to do this.

## CONTINUE TO ADD PROJECTS TO THE CRC PIPELINE

**ACTION: CONTINUE TO FILL IN THE SURVEY AND ENCOURAGE OTHERS TO DO THE SAME**

Head to [www.championingredlandsc coast.com.au](http://www.championingredlandsc coast.com.au) and click 'add my project' to build the vision.



2



3

**USE #ABRIGHTFUTUREAHEAD**

Head to [www.championingredlandsc coast.com.au](http://www.championingredlandsc coast.com.au)  
and click 'add my project' to build the vision.



3



## USE #ABRIGHTFUTUREAHEAD

**ACTION: LINK YOUR PROJECTS TO THE CITY  
VISION USING THE HASHTAG**

Continue to link projects back to the vision for the city and reinforce the narrative of the Redlands Coast

## HOST THE NEXT BOARDROOM



4



Continue to link projects back to the vision for the city and reinforce the narrative of the Redlands Coast

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5

CELEBRATE!

ACTION: CELEBRATE THE REDLANDS COAST

conversation and engagement by hosting the next event.



5



## CELEBRATE!

### ACTION: CELEBRATE THE REDLANDS COAST

Share examples of the work industry partners do for the wider community and their contribution to community outcomes fostered by CRC. Use social media and other communication channels to send positive messages about the CRC vision, and shift the conversation!

## ASSIST US TO SHOWCASE YOUR PROJECT

As part of CRC's ongoing media and communications campaign

6



outcomes fostered by CRC. Use social media and other communication channels to send positive messages about the CRC vision, and shift the conversation!

## ASSIST US TO SHOWCASE YOUR PROJECT

6

As part of CRC's ongoing media and communications campaign, we need your support to provide additional project imagery and information including the projected benefits your project will deliver.

Chamber may require industry partner support in the design and placement cost of advertising.



**Championing Redlands Coast**



*A bright future ahead*

information including the projected benefits your project will deliver.

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## Championing Redlands Coast

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### Contact Us

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[@championingredlandsc coast](https://www.instagram.com/championingredlandsc coast)

[#abrightfutureahead](https://www.instagram.com/championingredlandsc coast)





# Lets build local opportunities for local work & education - **together.**

The Redlands Coast has a bright future ahead with a strong project pipeline that will bring new work and education opportunities to the region.

Building a culture supporting of economic progress is critical to support the delivery of these projects as well as attracting new businesses and investment needed to support new opportunities.

#ABrightFutureAhead

6 OCT 2020

Facebook, Twitter, LinkedIn, Instagram icons

**Live, Work, Play**

youtube.com/redlandcoast | instagram.com/championingredlandcoast

www.ChampioningRedlandsCoast.com.au

**JANE SMITH**

**"if my grandkids could stay in the Redlands and study, then I could visit them more"**

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In partnership with



**Connected to prosperity**

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#championingredlandcoast  
#abrighterfutureahead #transport

**Get stuck in a lifestyle, not traffic**

Our Redlands Coast lifestyle improves the ability of businesses to attract qualified and skilled workers, generate tourism and lifestyle supporting jobs for the economy.

OPPORTUNITY FOR THE NEXT GENERATION

**THE CITY VISION**

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.





**Thank-you to our speakers**

1 **The mainland to Minjerrabah and bay islands. Connected.**

The success of the project pipeline as well as the attraction and retention of both talent and businesses will be significantly improved by regular, high quality connections to the bay, Stradbroke and the surrounding islands.

**PROJECT PIPELINE**  
The Redlands Coast is currently home to

**137 MAJOR PROJECTS**  
Investment worth over **\$6b**

**Celebrating the success of the CRC pipeline.**

**A BRIGHT FUTURE AHEAD**  
Major investments have been generated manufacturing, residential, health care, tourism, infrastructure and retail sectors which will help deliver short term economic growth as well as provide a foundation for the future prosperity of the region through construction and operational jobs.

**Opportunity for the Next Generation**

www.ChampioningRedlandsCoast.com.au

**RCC** @ChampioningRedlandsCoast

6 OCT 2020 7P.30 PM

**If your business is looking to grow on the Redlands Coast, we will support you.**

**Quandamooka Culture**  
A new future as a leading destination for cultural and eco-tourism.

**A Powerful Connection to Country**

Watch new video

**CRC**  
Championing Redlands Coast

**Championing Redlands Coast**  
*A bright future ahead*

Home to **137 MAJOR PROJECTS** and investments worth over **\$6b**

#ChampioningRedlandsCoast #aBrightFutureAhead

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6 OCT 2020

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JANE SMITH

**"if my grandkids could stay in the Redlands and study, then I could visit them more"**

**Integrated education, research, health and allied health areas in the Redlands**

@ChampioningRedlandsCoast

**Promoting Innovation in Renewables**

\*Hydrogen \*Solar

**Connected to prosperity**

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**Small Business: We need you**

Delivery of the Projects in the pipeline is dependent on a network of small and medium suppliers, distributors and outsourcing firms to collectively deliver the vision of the Redlands Coast.

#abrightfutureahead