

To: Andrew Chesterman, CEO
Redland City Council
PO Box 21
Cleveland QLD 4163
rcc@redland.qld.gov.au

Dear Andrew,

On behalf of the Redlands Coast Chamber of Commerce (the 'Chamber') and Championing Redlands Coast ('CRC') partners, we would like to submit our collective feedback as part of the community consultation process for the Our Future Redlands, A Corporate Plan to 2026 and Beyond.

As you would be aware, the Chamber, in partnership with the Redland City Council, Queensland Government and our industry partners engaged independent economist, RPS Group, to prepare a detailed research piece which identifies the city's project and infrastructure pipeline; identifies our city's employment and skilling opportunities; and provides a clear pathway to attract investment and strengthen local businesses. The finalised research piece is attached to this submission.

Broadly, the industry research identified that the Redlands Coast is currently home to 138 major aspirational, planned and approved projects and investments worth over \$6b. The projects have the potential to attract an additional 12,500 construction jobs years to the city. These projects range across numerous sectors, and the size and scale of the project pipeline demonstrates the potential for the economic success of the Redlands Coast at a time of serious uncertainty. The report also provides clear recommendations to drive an attractive economic vision for the city that will support delivery of these projects and jobs, as well as build confidence in, and growth of, the Redlands Coast.

Given the Corporate Plan identifies Council's strategic priorities and commitments for the next five years, it is critical that the Championing Redland Coast ('CRC') report, and particularly the recommendations, are adopted into the Corporate Plan. In this respect, our feedback refers specifically to the "**Thriving Economy**" goal.

To support a "**Thriving Economy**" the recommendations below need to be incorporated into the vision and goals for our City.

- **Consolidated investment attraction brand for the Redlands Coast** – Industry encourages council to establish a single "brand" for the Redlands Coast for use in investment attraction by all regional stakeholders. This could include a logo, tag line, intention statement as well as tailored investment prospectus and associated materials.
- **Economic development and investment attraction organisation for the Redlands Coast** – Industry encourages council in the establishment of a new independent economic development and investment attraction organisation for Redlands Coast. This organisation should have custody of the investment attraction brand and be responsible for proactively attracting new investment and businesses to the region and facilitating expansion of existing businesses.
- **Council Investment Attraction and Development Incentives** – Industry encourages council to commit to a standing suite of investment attraction and development incentives for the region. These should draw on previous experience in development incentives as well as seek to match incentives offered by competitor Councils across SEQ. These incentives should be an ongoing

offering that provide external investment attraction to organisations with clarity on the potential incentives available to facilitate the attraction of new businesses.

- **Council Development Concierge Service** – Industry encourages council to establish a development concierge service within the organisation. These roles should be tasked with facilitating progression of identified major developments through Council engagement, applications and approvals processes. These should be dedicated roles within Council separate from traditional development approvals responsibilities.
- **Prioritise a review and transitional approach to economic development** - attract and secure the best possible talent and experience to assist and guide Council in achieving the city's investment, development and infrastructure aspirations as captured by the CRC report.
- **Continue Championing Redlands Coast Partnership and Research** – Industry encourages council to continue to work collaboratively with Redlands Coast Chamber of Commerce, Championing Redlands Coast and its partners, seeking to capture the full potential of the Redlands Coast project pipeline. Council should continue its support of Redlands Coast Chamber of Commerce and the Championing Redlands Coast initiative that enables Championing Redlands Coast research, project & jobs pipeline can be updated on a six monthly basis.

It is also important to note that CRC report also highlights the **deep relationship between Quandamooka Country, environment, communities and lifestyle as a critical component of attracting and retaining investment, businesses and skilled workers to the city**. In addition to the above, we encourage Council to review the report in full and identify links to other goals within the Corporate Plan which may be relevant to and critical to the success of the economic vision and the broader prosperity of the community.

We thank you for valuing our feedback and we look forward to working with you closely as we collaborate to grow the Redlands Coast economy into a thriving and desirable region to live, work and do business.

Sincerely,

Rebecca Young (Signed on behalf of industry)

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