

# Annual Plan and Budget

# 2021-22

Including forward estimates

2022-23 to 2024-25

Presented and submitted to the Council on

Wednesday 16 June 2021 by The Right Honourable, the Lord Mayor of Brisbane, Councillor Adrian Schrinner

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Economic Development

Program goal

Council is building Brisbane’s economy and creating new and innovative jobs, while strengthening the city’s reputation as a global lifestyle, business and investment destination. The Program will focus on implementing the *Brisbane Economic Development Plan 2012-31* and *Brisbane’s Future Blueprint*.

Program description

The *Brisbane Economic Development Plan 2012-31* establishes a vision for Brisbane in 2031 as a top 10 lifestyle city and global hub for resource and related service industry businesses. Its high-performing economy is known for its strong international business and cultural links.

The *Brisbane Economic Development Plan 2012-31* addresses five key priorities:

* Building Brisbane's global reputation
* Productive Brisbane
* Talent attraction and global connections
* Lifestyle city
* Leadership, engagement and implementation.

To ensure Brisbane meets its full potential for economic growth and job creation, this program will continue to have a strong focus on supporting local businesses, attracting new capital to the economy, driving economic vitality in the suburbs and bringing skilled workers, and visitors to Brisbane. The program will have a critical role in delivering economic recovery strategies following the impact of COVID-19.

Building digital capacity, ensuring digital-readiness and encouraging innovation is also vital to future proof Brisbane’s economy. The program will deliver data-driven decisions, providing economic and city insights to ensure policies and projects can support customer expectations and deliver a liveable, prosperous and sustainable city.

This program will support the delivery of *Brisbane’s Future Blueprint* key principles of create a city of neighbourhoods and create more to see and do by supporting and activating local business areas to provide easy access to personalised service, lifestyle and leisure options in the suburbs.

This program will support Brisbane's long-term economic growth by assisting and actively participating in the implementation of a range of strategic economic capacity building projects, informed by ongoing research and analysis. It will also strengthen alignment across Council to ensure that all Council strategies and program plans support Brisbane's potential for achieving long-term economic prosperity.

This program is delivered jointly by Council and Brisbane Economic Development Agency (Brisbane EDA) which is a wholly owned subsidiary of Council and is the custodian of the Brisbane brand.

Program outcomes and financial summary

The anticipated consequences from the economic impact of COVID-19 have been reflected in the proposed budget. As a result, capital and expense costs have been modified in a number of programs and projects to align with projected Council revenue impacts.

| Program outcomes |  | Anticipated | Proposed | Proposed | Proposed | Proposed |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 | $000 |
| 7.1 - Growing Brisbane's Economy | Capital | - | - | - | - | - |
|  | Expense | 702 | 718 | 729 | 728 | 752 |
|  | Revenue | - | - | - | - | - |
|  |  |  |  |  |  |  |
| 7.2 - Enabling Economic Growth | Capital | - | - | - | - | - |
|  | Expense | 1,994 | 2,223 | 1,956 | 1,998 | 2,064 |
|  | Revenue | - | - | - | - | - |
|  |  |  |  |  |  |  |
| 7.3 - Thriving Suburbs and Business | Capital | - | - | - | - | - |
|  | Expense | 1,928 | 2,669 | 2,127 | 2,021 | 2,086 |
|  | Revenue | (600) | - | - | - | - |
|  |  |  |  |  |  |  |
| 7.4 - Delivering World Class Economic Precincts | Capital | 5,042 | 4,026 | - | - | - |
|  | Expense | 16,997 | 13,648 | 15,848 | 16,122 | 16,600 |
|  | Revenue | 12,340 | 15,782 | 15,732 | 16,255 | 16,782 |
|  |  |  |  |  |  |  |
| 7.5 - Brisbane Economic Development Agency | Capital | - | - | - | - | - |
|  | Expense | 20,613 | 18,646 | 20,264 | 20,545 | 21,174 |
|  | Revenue | - | - | - | - | - |
|  |  |  |  |  |  |  |
|  | Capital | 5,042 | 4,026 | - | - | - |
|  | Expense | 42,234 | 37,904 | 40,924 | 41,414 | 42,676 |
|  | Revenue | 11,740 | 15,782 | 15,732 | 16,255 | 16,782 |

Outcome 7.1 Growing Brisbane’s Economy

Outcome description

Facilitate strategies and activities to attract new business investment and generate new and innovative jobs for Brisbane.

Where we are now

Brisbane continues to enhance its status as one of the fastest growing regions in Australia. Brisbane is the main engine of economic growth for SEQ and the most significant economy in Queensland. Despite the impacts of COVID-19, employment, population and economic growth in Brisbane and across SEQ are expected to be strong over the next 20 years.

Brisbane’s economic recovery following COVID-19 requires a sustained focus on industries where Brisbane demonstrates a competitive advantage. These advantages include appropriately skilled workers, business climate, suitable and affordable business accommodation, market access, infrastructure and the quality of life supported by Brisbane and SEQ. Effort is directed to ensuring that the city provides the best possible environment to support new and existing business growth and investment.

Where we want to be

To deliver the strong growth that is forecast, Brisbane needs to be globally recognised as a world-class location for business. Key attributes of the city, which will support growth among existing businesses and attract new businesses and capital, include an efficient regulatory system, seamless customer service, world-class infrastructure and the provision of services which are responsive to business requirements.

Brisbane will have a strong profile as a profitable business location, both nationally and internationally, resulting in strong links with other economies. Identification of investment opportunities will ensure that Brisbane continues to generate the employment and economic outcomes that will sustain a strong and prosperous economy. Brisbane’s industry clusters will attract global attention and will drive innovation and collaboration.

Strategy 7.1.1 Economic Strategy and Support

Development of economic strategy and support to sustain growth in jobs, exports and investment.

Service 7.1.1.1 Supporting Business Growth

This service undertakes targeted activities to develop strategy and support for businesses in Brisbane. This will enable Council to continue to provide real-time strategic data and information on Brisbane’s economy, capabilities and opportunities.

The strategic information will be widely distributed to support Brisbane businesses and prospective business operators. This will also support the activities of Brisbane EDA and provide economic and statistical input to various Council initiatives, including infrastructure, social planning and urban design projects. This will be informed by ongoing dialogue with local businesses and business stakeholders to evaluate the performance of the Brisbane economy and identify emerging opportunities.

Activities in this service include:

* analysing, assessing and determining the opportunities for economic recovery following COVID-19
* delivering the Brisbane Economic snapshot and key economic indicators for the city
* delivering forums, workshops and business skill development opportunities.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 566 | 661 | 672 | 670 | 693 |
| Revenue | - | - | - | - | - |

Service 7.1.1.2 Recognition of Brisbane's Businesses

In this service, Council partners with key stakeholders and leading industry organisations through sponsorships and other initiatives to commend, highlight and acknowledge Brisbane’s businesses.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 57 | 57 | 57 | 58 | 59 |
| Revenue | - | - | - | - | - |

Outcome 7.2 Enabling Economic Growth

Outcome description

In the face of rapid population growth, changing economic conditions and technological advancements, Council will ensure that appropriate projects are identified and prioritised, and that Council’s regulatory frameworks and policies are responsive and enabling.

Where we are now

Technological change, population growth and changes in customer behaviour and expectations require Council to be more agile than ever.

New products and services are entering the city at a rapid rate. This brings new economic opportunities, new ways of working and living, and new expectations on how the city can support and enable residents, visitors and businesses to thrive.

The emergence of new technology provides unprecedented opportunity to capture and analyse data to understand how the city is performing, and how it’s responding to changing conditions.

Where we want to be

Council will explore how data, technology and innovation can help accelerate the city’s progress in achieving broader sustainability, prosperity and liveability goals.

Brisbane will deliver data-driven decision making to build a robust economy, develop a stronger and safer community, and improve service delivery to residents, businesses and visitors.

Strong alignment between urban planning and infrastructure delivery will maintain a well-functioning city that is attractive to highly skilled workers and ensure Council can provide the services and infrastructure to meet the needs of future generations.

Strategy 7.2.1 Economic Data, Connectivity and Insights

Use data to inform Council projects, policies and regulatory frameworks to support the efficiency and competitiveness of the city.

Service 7.2.1.1 City Analytics

This service drives data-enabled decisions, providing economic and city insights to ensure policies and projects can support customer expectations and deliver a liveable, prosperous and sustainable city.

Through dedicated city and economic analytics teams providing coordinated economic and statistical support across Council, opportunities and initiatives are delivered to help build and sustain the growth and development of our city and deliver smarter, more responsive services to Brisbane businesses and ratepayers.

Activities in this service include:

* continuing to provide economic and statistical support to Council projects, Brisbane EDA, and the Brisbane business community
* benchmarking Brisbane across a range of indicators to measure Brisbane’s performance of city services and quality of life
* promoting coordination and alignment with the Australian Government, Queensland Government and other Council programs in applying strategic economic principles and forecasts
* providing economic advice for infrastructure and urban planning projects and to help Brisbane’s local economic precincts and neighbourhoods be successful and sustainable
* monitoring and reporting on changes in Brisbane’s economic conditions
* tracking Brisbane’s economic performance against projections from the National Institute of Economic and Industry Research
* pursuing a data and analytics culture to better understand the city’s challenges and performance, and enable data-driven decision making
* delivering releases of Council information on the public Open Data portal
* providing secretariat and support services to the City Analytics and Innovation Steering Committee.

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| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 1,994 | 2,223 | 1,956 | 1,998 | 2,064 |
| Revenue | - | - | - | - | - |

Outcome 7.3 Thriving Suburbs and Business

Outcome description

Build an enterprise culture to enable businesses to develop skills and networks to drive growth and activate local business areas.

Where we are now

Local businesses are vital to the economy and Council has already made significant progress supporting business in Brisbane through dedicated information, liaison and incubation programs. However, many are particularly vulnerable to the impacts of digitalisation, e-commerce, globalisation, access to capital and talent and volatile consumer trends. Even before the impacts of COVID-19, the challenges for local businesses in Brisbane have been visible in local business areas with empty shopfronts being a worldwide issue caused by the popularity of online shopping and changing market conditions. Local business areas in the suburbs play an important role in ensuring residents are close to the services they need and the lifestyle and leisure options they want.

Where we want to be

Council will continue to back business to provide an environment where Brisbane’s businesses can thrive and continue to provide local goods and services across our city. Council is uniquely placed to provide enhanced information and to facilitate capacity building and networking on both a citywide scale and in local economies. We will become Australia’s most business friendly local government by understanding the needs of local businesses, providing fit-for-purpose services and improving processes to make it easy to do business in Brisbane.

Brisbane’s businesses will be supported through training and development programs, information relevant to various stages of business growth and access to forums and programs that facilitate networking and business connection. Clusters of businesses and trade groups will work together to develop local brand identities and develop unique offerings, while activating their precincts to build relationships and loyalty with each other and the local community.

Strategy 7.3.1 Capacity Building for a Stronger Economy

Encourage entrepreneurial activity and deliver opportunities for business to grow skills, networks and workers to drive suburban economic vitality in local precincts.

Service 7.3.1.1 Building Skills and Networks

This service will investigate and provide opportunities for businesses to learn new skills, engage with the broader business community and access new markets and opportunities. By encouraging the entrepreneurial spirit of the people of Brisbane, we will develop and incubate emerging businesses and drive demand for locally made goods and services.

Activities in this service include:

* suburban business hub to enable businesses to connect, access support and development opportunities
* business skills program, networking events and industry specific training
* online content for Brisbane businesses
* liaison officers actively supporting the business community
* facilitating successful partnerships and projects to support social enterprise development
* growing the maker economy and driving demand for locally made artisan products
* investigating opportunities to boost youth entrepreneurship and employability, aiming to develop and retain future talent.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 551 | 646 | 645 | 639 | 660 |
| Revenue | - | - | - | - | - |

| Projects |  | Proposed | Proposed | Proposed | Proposed |
| --- | --- | --- | --- | --- | --- |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Business and Local Economy Support | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 1,031 | 547 | 447 | 461 |
|  | Revenue |  -  |  -  |  -  |  -  |

Strategy 7.3.2 Suburban Economy Support

Grow local economies and promote access to business opportunities by creating partnerships and initiatives to support emerging businesses and improve the vitality of local precincts.

Service 7.3.2.1 Local Precinct Support

Council will drive suburban economic vitality to create lively and vibrant local business areas and will support initiatives and activations that bring communities and consumers into local precincts.

Activities in this service include:

* empowering local businesses to work together to create distinct neighbourhood brands
* supporting business groups to conduct local area marketing and activation
* engaging with landlords to activate vacant shopfronts with pop-up uses
* demonstrating localised collaboration opportunities
* offering grants for shopfront façade improvements
* supporting local businesses to trial new events and activities that expand usual trading hours.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 584 | 771 | 712 | 710 | 733 |
| Revenue | - | - | - | - | - |

| Projects |  | Proposed | Proposed | Proposed | Proposed |
| --- | --- | --- | --- | --- | --- |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Supporting Business Partnerships | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 166 | 167 | 169 | 174 |
|  | Revenue |  -  |  -  |  -  |  -  |
| Supporting Suburban Business | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 55 | 56 | 56 | 58 |
|  | Revenue |  -  |  -  |  -  |  -  |

Outcome 7.4 Delivering World Class Economic Precincts

Outcome description

Support Brisbane's key high economic growth locations by facilitating the strategic planning and activation of these key precincts to maximise their potential for economic success.

Where we are now

The city centre, comprising the CBD and fringe (including Fortitude Valley, Spring Hill, Paddington, Milton, South Brisbane and Woolloongabba) is an economic asset.

It covers less than one percent of the surface area of the Brisbane Local Government Area, contains four percent of Brisbane's population and yet accounts for approximately 30% of metropolitan Brisbane's gross regional product, 30% of employment and 17% of all businesses.

A significant focus has been placed on renewing and activating Brisbane's key retail and entertainment precincts.

The Queen Street Mall is Queensland's premier retail destination and activation of the space has increased to over 1000 events across the financial year, attracting 26 million visitors a year. The Chinatown Mall is a pedestrian and retail friendly space while the Brunswick Street Mall remains a destination for live music and artistic expression, but also continues to grow its daytime economic offering.

Australia TradeCoast is one of Australia's fastest growing port precincts. Australia TradeCoast's capacity to expand, near both air and sea port facilities and serving one of the fastest growing regions in Australia, makes it an attractive location for establishing and growing significant export industries. The South-West Industrial Gateway also leverages road transport links to greater Queensland and interstate.

Where we want to be

Brisbane's future success relies on our city being a vibrant, activated and cultural city. Business and economic growth will be optimised if our precincts continue to be vibrant and attract significant visitor numbers and promotion. Precincts such as Brisbane CBD, Fortitude Valley, Spring Hill, Paddington, Milton, South Brisbane and Woolloongabba will continue to grow as vibrant centres of activity, increasing cultural opportunities and attracting both visitors and residents. Investment and jobs will intensify providing key opportunities for people to live and work in the inner-city suburbs.

The city centre and major industry areas will become global centres of commerce. International and multinational companies will be attracted to Brisbane in increasing numbers if first-class transport and communication networks, skilled workers and high amenity local services are available.

Strategy 7.4.1 World Class City Centre

Deliver precincts that are vibrant and fit-for-purpose for a 24-hour economy and provide a world-class experience for visitors and workers.

Service 7.4.1.1 Economic Precincts Management

This service facilitates Council’s delivery of a world-class city for business, visitors and community through integrated place management of the 24-hour economy.

Activities in this service include:

* coordinating, integrating and facilitating of the delivery of Council services
* assisting trader groups to activate their precincts’ economic development initiatives
* delivering major projects in key precincts across Brisbane.

This includes working with external partners including peak industry bodies to deliver outcomes which will drive the growth of Brisbane’s industries and world-class precincts and delivering strategies to support the development of Brisbane’s 24-hour economy.

Through the delivery of the CitySafe program, an expanded network of 137 CCTV cameras are monitored 24/7 in a dedicated control room in partnership with the Queensland Police Service.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 233 | 240 | 248 | 243 | 252 |
| Revenue | - | - | - | - | - |

| Projects |  | Proposed | Proposed | Proposed | Proposed |
| --- | --- | --- | --- | --- | --- |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| City Safe | Capital | 2,530 |  -  |  -  |  -  |
|  | Expense | 497 | 503 | 515 | 531 |
|  | Revenue |  -  |  -  |  -  |  -  |
| Living Villages Development Levy | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 53 | 53 | 54 | 55 |
|  | Revenue | 50 | 50 | 50 | 50 |

Strategy 7.4.2 Queen Street and Valley Malls

Provide support for the Queen Street and Valley Malls, including marketing, promotion, operational expenses and capital improvements.

Service 7.4.2.1 Queen Street Mall Operations

This service operates and manages the Queen Street Mall to enhance economic vitality and amenity, and provide a clean, safe and accessible mall.

This service funds upgrades and improvements to the Queen Street Mall to ensure it remains a vibrant public space that supports the City’s 24 hour economy.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 7,764 | 6,962 | 7,234 | 7,369 | 7,581 |
| Revenue | 10,383 | 12,355 | 13,578 | 14,028 | 14,482 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Projects |  | Proposed | Proposed | Proposed | Proposed |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Albert Street Amenity Block Greening Project | Capital | 1,496 |  -  |  -  |  -  |
|  | Expense |  -  |  -  |  -  |  -  |
|  | Revenue | 1,350 |  -  |  -  |  -  |

Service 7.4.2.2 Queen Street Mall Activation and Marketing

This service promotes the Queen Street Mall as the retail epicentre of the city and Australia's most successful pedestrian mall.

The 12 month program will include destination marketing campaigns to position and promote Brisbane CBD as an attractive destination for residents, workers, visitors and businesses.

Events will be delivered in 2021-22 to activate the precinct and attract residents and visitors back to the city.

Activities in this service include:

* Queen Street Mall branding
* city centre marketing
* activation of the mall
* Christmas celebrations.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 5,662 | 3,502 | 5,486 | 5,562 | 5,732 |
| Revenue | - | - | - | - | - |

Service 7.4.2.3 Valley Malls Operations

This service operates and manages the Valley Malls with the goal of increasing the economic vitality and amenity of this key economic precinct. Council will continue to provide a clean, safe and accessible mall.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 1,797 | 1,985 | 1,908 | 1,948 | 2,005 |
| Revenue | 1,907 | 2,027 | 2,104 | 2,177 | 2,250 |

Service 7.4.2.4 Valley Malls Activation and Marketing

This service promotes the Valley Malls, including a 12-month program of multicultural festivals and activations. This provides a platform for emerging live music artists and generates business for Valley traders. An overarching marketing and event activation plan will also provide a long-term approach to grow the daytime economy. This includes brand and tactical marketing, including a dedicated website for the Valley promoting food, retail and event offerings.

Events will be delivered in 2021-22 to activate the precinct and keep the strong connection Chinese residents and visitors have with the Valley.

Activities in this service include:

* website and social media strategies
* Lunar New Year celebration
* Autumn Moon celebration
* Live and Local music.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 408 | 409 | 416 | 431 | 444 |
| Revenue | - | - | - | - | - |

Outcome 7.5 Brisbane Economic Development Agency

Outcome description

Brisbane Economic Development Agency (Brisbane EDA) will deliver a range of programs that drive economic recovery, create employment, help local businesses navigate economic change and opportunity, and strengthen the Brisbane brand.

Where we are now

Brisbane, for many years, experienced growth across a range of priority industries, including tourism, business events, international education, food services and aviation. This growth was both driven and underpinned by substantial investment across the local economy, from large projects such as Brisbane’s second airport runway, Brisbane Metro and Queens Wharf project, to smaller investment in individual hospitality businesses and professional and technology based start-ups.

The COVID-19 outbreak and restrictions imposed to contain it temporarily paused many elements in the Brisbane local economy. This resulted in a concentrated focus towards the most impacted industry sectors including but not limited to retail, hospitality, and tourism.

The foundational economic drivers for Brisbane such as workforce skills and capacity, major projects and investment remain consistent. The current economic environment has resulted in needing to strengthen consumer and business confidence along with reviving destination demand to attract product and services export revenue.

Where we want to be

Brisbane is a globally connected, prosperous city with an enviable lifestyle. Brisbane’s economy will be well placed to deliver on the targets outlined in the *Brisbane Economic Development Plan 2012-2031*.

With the changing global economic landscape and the immediate need to rebuild aspects of the local Brisbane economy, Brisbane EDA will focus on creating demand for Brisbane and growing priority industry sectors.

Key focus areas for 2021-22 will be:

* Business Support and Growth
* Tourism, Marketing and Events.

Strategy 7.5.1 Business Support and Growth

Brisbane EDA will deliver a series of programs and activities designed to support Brisbane’s economic recovery. These programs will provide key industry sectors with capacity building, mentorship, and business development strategies.

The Brisbane Business Hub, in partnership with industry leaders will provide local businesses with one-on-one mentoring, workshops, networking opportunities and access to inspirational leaders. The Brisbane Business Hub is a one stop shop for collaboration, engagement, and businesses innovation. Industry specific aggregators will also be progressed to support our priority industries to scale and grow. By doing so Brisbane EDA will create new jobs, retain existing jobs, attract new capital and fill supply gaps in the Brisbane economy.

Service 7.5.1.1 The Brisbane Business Hub

The Brisbane Business Hub in partnership with Brisbane City Council is a direct response to the economic impacts of COVID-19. This initiative is part of the economic recovery plan to support local businesses to recover and grow through current economic times. The Brisbane Business Hub is delivered in partnership with Brisbane industry leaders and Chamber of Commerce Industry Queensland.

As a free service available to all Brisbane businesses, activities include:

* personalised business mentoring
* targeted workshops to build business capability and resilience
* diverse panels for topical business discussion
* keynote inspirational leaders
* meeting and networking space
* online learning resources.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 2,853 | 1,903 | 2,984 | 3,026 | 3,118 |
| Revenue | - | - | - | - | - |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Projects |  | Proposed | Proposed | Proposed | Proposed |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Brisbane Business Hub | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 1,819 | 1,823 | 1,848 | 1,905 |
|  | Revenue |  -  |  -  |  -  |  -  |

Service 7.5.1.2 Industry Growth and Trade

Through Brisbane EDA this service will deliver economic and industry growth to support local Brisbane businesses. Focus will be on priority industries and trade opportunities that position Brisbane as a destination for industry growth and innovation. In collaboration with sector priorities, initiatives will focus on innovation, capability and export opportunities for industries including but not limited to property, advanced manufacturing, and technology.

Activities in this service include:

* delivering programs to assist local companies to scale, grow and generate employment in Brisbane
* assisting local companies to trade with and export to markets outside of Brisbane
* attracting and facilitation of companies to re-shore manufacturing in Brisbane
* retaining businesses and jobs within Brisbane
* attracting new business and investment to Brisbane.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Projects |  | Proposed | Proposed | Proposed | Proposed |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Industry Growth and Trade | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 2,076 | 2,081 | 2,109 | 2,174 |
|  | Revenue |  -  |  -  |  -  |  -  |

Strategy 7.5.2 Tourism, Marketing and Events

Leisure tourism, major events and business events are significant contributors of economic activity in Brisbane, supporting large numbers of local businesses.

Prior to COVID-19, Brisbane experienced record growth in tourism numbers with 9.7 million visitors for year-end 2019, generating 51.5 million visitor nights and a total expenditure of $8.2 billion.

Destination marketing plays a critical role in raising the global profile of Brisbane and creating demand in priority visitor markets.

Service 7.5.2.1 Tourism, Marketing and Events

Under this service, Brisbane EDA will partner with key stakeholders to deliver the *Visitor Economy 2031* which aims to build experiences in Brisbane, encourage brand awareness and global advocacy and encourage more visitors to stay longer and spend more in the Brisbane region.

Brisbane EDA will deliver programs for our local businesses that build the tourism product and experience offering for the Brisbane region, creating more compelling reasons to visit.

Brisbane EDA will attract business events that fill our hotels and use our local suppliers while showcasing local industry and talent. Major events play a critical role in profiling the city and attracting out of region visitors to Brisbane, while providing more for residents to see and do, reflecting the vibrant Brisbane lifestyle.

Destination marketing is an essential tool in raising the awareness of Brisbane across the tourism and events offering in key domestic and international markets. With a strong focus on corporate, media and government agency partnerships, Brisbane EDA will play a lead role in driving demand for Brisbane. It will position the city and region as a place to visit and do business through the delivery of marketing programs in support of the visitor economy and targeted industry growth sectors. These programs will focus on the greater Brisbane region, the city centre and selected priority precincts.

Brisbane EDA will remain the custodian of evolving the Brisbane brand to reflect its desirable position amongst our domestic and international markets. Brisbane EDA will undertake a highly targeted approach to engage with priority customer segments.

Activities in this service include:

* delivery of product and experience development programs in partnership with local tourism operators
* delivery of national and international trade development programs
* attraction of business events and incentives to Brisbane
* attraction of major events to Brisbane
* attraction of new direct international airline routes to Brisbane
* domestic and international marketing and campaigns to attract visitors and businesses to Brisbane
* development and coordination of Brand Brisbane
* partnerships with external organisations to promote the Brisbane brand and destination.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Operating | Anticipated | Proposed | Proposed | Proposed | Proposed |
|  | 2020-21 | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 | $000 |
| Expense | 1,427 | 878 | 1,380 | 1,399 | 1,442 |
| Revenue | - | - | - | - | - |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Projects |  | Proposed | Proposed | Proposed | Proposed |
|  |  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  |  | $000 | $000 | $000 | $000 |
| Tourism, Marketing and Events | Capital |  -  |  -  |  -  |  -  |
|  | Expense | 11,970 | 11,996 | 12,163 | 12,535 |
|  | Revenue |  -  |  -  |  -  |  -  |

| Total project expenditure  |
| --- |
|  Projects | Proposed | Proposed | Proposed | Proposed |
|  | 2021-22 | 2022-23 | 2023-24 | 2024-25 |
|  | $000 | $000 | $000 | $000 |
| Albert Street Amenity Block Greening Project | 1,496 | - | - | - |
| Brisbane Business Hub | 1,819 | 1,823 | 1,848 | 1,905 |
| Business and Local Economy Support | 1,031 | 547 | 447 | 461 |
| City Safe | 3,027 | 503 | 515 | 531 |
| Industry Growth and Trade | 2,076 | 2,081 | 2,109 | 2,174 |
| Living Villages Development Levy | 53 | 53 | 54 | 55 |
| Supporting Business Partnerships | 166 | 167 | 169 | 174 |
| Supporting Suburban Business | 55 | 56 | 56 | 58 |
| Tourism, Marketing and Events | 11,970 | 11,996 | 12,163 | 12,535 |
| Total  | 21,693 | 17,226 | 17,361 | 17,893 |