

RDA BRISBANE REGIONAL ROADMAP 2020 UPDATE SYNOPSIS

1. Regional Vision

RDA Brisbane's Regional Vision is for

Brisbane to be a prosperous and leading economy in the Asia Pacific region, with a skilled workforce and strong, competitive businesses that work collaboratively and are connected regionally and globally

We have developed this Regional Vision by drawing from the economic themes in vision statements from the three levels of government and putting them together.



2. Regional Priorities

Through research, data, analysis and ongoing engagement with our stakeholders, RDA Brisbane has identified four regional priorities to strengthen the competitiveness of Brisbane's specialist and other industry sectors and promoting stronger connectivity to global markets and opportunities arising from major projects, to take Brisbane forward to 2020 and beyond towards realising its regional vision.

Strong and diverse businesses and industries are key to productivity and a strong economy. Industries in the developed world today are becoming more specialised and at the same time more globally connected. These priorities align strongly with the Brisbane 2022 New World City Action Plan, which was informed by a rigorous consultation process with over 600 stakeholders participating in 15 focus groups (to which the RDA contributed) capturing the critical thinking of key sectors. They also strongly align with Australian and Queensland Government economic and industry growth priorities that are aimed at driving smart ideas that create business and jobs growth, and global competitiveness.

Priority 1 - A More Globally focused and Sustainable Economic

Profile

Priority 2 - Projects and Infrastructure to drive Economic Development

Priority 3 - Business and Talent Attraction and Retention

Priority 4 - A Stronger Cross-regionally Connected Economy



It is important to point out that these regional priorities are for all three levels of government, business and the community to have a role in addressing, while RDA Brisbane will play its part as an impartial entity doing what it does best as:

- An **enabler** of innovative partnerships and solutions
- A **conduit** for sharing/disseminating information
- A **collaborator** in building capacity
- A **builder** of cross regional partnerships
- A **connector** to funding sources and assistance

Regional Priority 1 **A More Globally focused and Sustainable Economic Profile**

- High value industry growth sectors that collaborate locally to compete globally
- Innovation through new ideas, products and services relevant to global markets
- Businesses and startups that are entrepreneurial



Regional Priority 2

Projects and Infrastructure to drive Economic Development

- Industry and workforce capability to capitalise on opportunities provided by major infrastructure projects, such as the Queen's Wharf project
- Delivery of productive local projects and community infrastructure



Priority 3

Business and Talent Attraction and Retention

- Investment attraction and innovative major projects, to encourage businesses to set up or relocate to Brisbane
- An enviable lifestyle to attract skills and retain our best and brightest



Priority 4

A Stronger Cross-regionally Connected Economy

- A Brisbane-led approach to building a stronger, interconnected regional economy



- A 'whole of region' collaborative approach in the delivery of targeted and effective business development initiatives

3. Regional Development Framework

The Table below shows how the Regional Priorities cross reference with the four key components for long-term regional economic growth as set by the Australian Government.

RDA Brisbane's regional vision is for Brisbane to be a prosperous and leading economy in the Asia Pacific region, with a skilled workforce and strong, competitive businesses that work collaboratively and are connected regionally and globally

Regional Priorities for Brisbane		Four key components for long-term regional economic growth			
		Human Capital	Sustainable Communities & Population Growth	Access to Markets	Comparative Advantage & Business Competitiveness
1	A more Globally focused and Sustainable Economic Profile		●	●	●
2	Projects and Infrastructure to drive Economic Development	●	●		●
3	Business and Talent attraction and retention	●	●	●	●
4	A Stronger cross-regionally Connected Economy		●	●	●

4. RDA Activities, Projects and Initiatives

The RDA has developed a work plan of activities, projects and initiatives where it will lead or support measures to address the four identified Regional Priorities.

RDA Brisbane's work plan to 2020 has been developed around parameters of:

- Building on existing momentum wherever logical and supported by stakeholders
- Being mindful of the need to leverage available resources in order to widen the scope and capacity to deliver for the region
- Drawing on analysis of data, research and relevant reports and stakeholder engagement
- Selecting activities where it is perceived there is the greatest value-adding potential and where RDA involvement is most likely to generate outcomes
- Avoiding replication of the efforts of others and supporting initiatives of stakeholders which are in line with Roadmap goals
- The actions derived for the work plan are presented under each of the four RDA Brisbane priorities and identify in which period they will be undertaken. The work plan also identifies which of the key components of regional economic growth the priorities align with.

and to align with the Outcome Areas set by the Australian Government for all RDAs:

- **Outcome 1. Regional Plan** - A current three to five-year plan that focuses on economic development of the region taking into account Commonwealth, state, territory and local government plans.
- **Outcome 2. Critical issues** - Advice to the Government on critical issues affecting the RDA region
- **Outcome 3. Priority activities** (*i.e. those activities with an economic focus where the RDA takes a lead or supporting role*) - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the region's comparative advantages, based on consultation and engagement with community leaders.
- **Outcome 4. Project proposals** - Assistance to local community stakeholders in order for them to develop project proposals; and referral of stakeholders to appropriate public and/or private funding sources - including the \$1 billion National Stronger Regions Fund
- **Outcome 5. Promote Australian Government Programmes** - Increased awareness of Australian Government programmes in the RDA's region

Work Plan

Regional Priority 1

A more Globally focused and sustainable economic profile

- High value industry growth sectors that collaborate locally to compete globally
- Innovation through new ideas, products and services relevant to global markets
- Businesses and startups that are entrepreneurial

RDA Activities/Projects/Initiatives

Aligning with RDA Outcome Areas: 1. Regional Plan; 2. Critical Issues; 3. Priority Activities

1.1	<p>Initiate and support measures to increase and promote export capability of local businesses/industries</p> <ul style="list-style-type: none">• Support measures to promote and increase regional usage/industry take-up of the Manufacturing Toolbox and spin-off platforms in other sectors• Arrange a spatial and human bionics showcase and Manufacturing Toolbox presentation to a Queensland Trade Commissioners' event• Undertake research to identify sectors of new export potential
1.2	<p>Promote and support strategic development and capacity building of high value industry sectors with demonstrated comparative advantage, through collaboration, access to assistance and clustering</p> <ul style="list-style-type: none">• Continue with measures to establish industry clusters and capability in Human Bionics, Spatial, UAVs and Food & Agriculture• Continue the partnership with TCI Network Oceania in holding cluster events and other activities with the Australian Industry Growth Centres to promote a cluster culture
1.3	<p>Assist to build the capability of SMEs and startups to prosper in the digital economy and meet the challenges of digital disruption</p> <ul style="list-style-type: none">• Organise and run the CLICK! Digital Expo, the region's major digital event, with high level partnerships and engagement from sponsors, exhibitors and attendees

Regional Priority 2

Projects and Infrastructure to drive Economic Development

- Industry and workforce capability to capitalise on opportunities provided by major infrastructure projects, such as the Queen's Wharf project
- Delivery of productive local projects and infrastructure

RDA Activities/Projects/Activities

Aligning with RDA Outcome Areas: 4. Project proposals; 5. Promote Australian Government Programs

2.1	Assist stakeholders to access project funding for both soft and hard infrastructure <ul style="list-style-type: none">• Run workshops/information sessions for specific Infrastructure and/or Regional Development programmes, as tasked• Guide individual applicants with their project proposals and applications• Continue liaising with NSRF Round 3 applicants and promote successes
2.2	Support and promote Australian Government programmes and initiatives to build industry and business capability <ul style="list-style-type: none">• Participate in Lord Mayor's Business Forums to promote Government initiatives to support business growth and capability• Promote initiatives on the RDA website• Circulate through GIBIN and EXPRESSWAY networks
2.3	Support the capacity development of SMEs to supply to major projects, access new supply chains and grow their sectors through collaboration, access to networks, assistance measures and clustering <ul style="list-style-type: none">• Partner with the GBSBAS to arrange capacity building for emerging sectors, such as the makers' movement• Participate on the Commonwealth Games Embracing 2018 Regional Work Group

Regional Priority 3

Business and Talent Attraction and Retention

- Investment attraction and innovative major projects, to encourage businesses to set up or relocate to Brisbane
- An enviable lifestyle to attract skills and retain our best and brightest

RDA Activities/Projects/Initiatives

Aligning with RDA Outcome Areas: 3. Priority Activities 4. Project Proposals

3.1	Identify and promote new markets and growth opportunities, particularly in high value industry sectors
3.2	Develop/support projects, events and campaigns to attract new business and talent, address barriers to business, and drive industry innovation to make the environment for doing business more attractive and position Brisbane as an innovation hotspot <ul style="list-style-type: none">• Foster Brisbane's participation in the 2017 World Drones Challenge event, to draw attention to the region's specialisations in UAV technology and development• Encourage measures for retraining or transfer of skills so as to transition talent from declining sectors to high growth sectors
3.3	Support the efforts of the Brisbane City Council, Brisbane Marketing and the Council of Mayors SEQ to promote the region's comparative advantages for the attraction and retention of industry and skilled workers

Regional Priority 4

A stronger, cross-regionally connected economy

- A Brisbane-led approach to building a stronger, interconnected regional economy
- A 'whole of region' collaborative approach in delivering business development initiatives

RDA Activities/Projects/Initiatives

Aligning with RDA Outcome Areas: 1. Regional Plan; 2. Critical Issues

4.1	Drive and support cross-sectoral economic development networks <ul style="list-style-type: none">• Chair and coordinate the GIBIN• Provide partner support to EXPRESSWAY network forum• Have executive representation on EDA Queensland State Practitioner Network
4.2	Connect specialist sectors to networking and cross-sectoral collaboration opportunities across their sectors to explore new economic horizons <ul style="list-style-type: none">• Spatial industries, 3D capabilities and medical bionic technologies for cutting edge brain mapping capabilities• EXPRESSWAY Network Forum events
4.3	Play a leadership role in connecting and coordinating with regional and capital city counterparts and networks <ul style="list-style-type: none">• Connect Queensland RDAs to identified and requested opportunities• Collaborate with capital city RDAs in matters of mutual strategic interest• Partner in extending the EXPRESSWAY Network Forum to other Queensland regions
4.4	Provide regional intelligence and research on issues impacting the region's economic growth opportunities through <ul style="list-style-type: none">• Developing stronger interactive communications mechanisms to collect and disseminate information<ul style="list-style-type: none">○ Ramp up social media profiles○ Investigate developing an RDA Brisbane App○ Distilling intelligence into reports and advice to government on critical issues.