

**LOGAN CITY
ECONOMIC DEVELOPMENT STRATEGY
2008 – 2012**



Logan *office of Economic Development*

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Mayor's message

Strategically positioned within a rapidly changing region and global economy, Logan is a dynamic city that is on the cusp of great opportunity and growth.

To ensure a smooth path through this period of change, Council is well aware of the need to develop a long-term strategy.

Any long-term strategy brings with it significant challenges, so to help us achieve our goals, the Logan Office of Economic Development will play a key role in the coordination, formulation, implementation, monitoring and review of the Economic Development Strategy over the next four years.

Based on wide industry consultation, the Economic Development Strategy works hand in hand with Council's City Direction 2026 and its corporate vision for the city.

It is also important that the strategy acknowledge the significant changes that have occurred, and will continue to occur, within and surrounding Logan City, currently the sixth largest local government area in Australia.

Guiding the economic development of a city the magnitude of the new-look Logan City takes great deliberation, vision and planning.

Over the next four years, it is imperative that we adhere to the State Government's South East Queensland Regional Plan. The strategy has identified five key themes that are integral to Logan's continued economic growth: workforce development; business engagement; sustainable growth strategies; creative, high value growth; and linking economic and community development.



As well as these key themes, we have identified a variety of projects for potential implementation before 2012. The projects include skills and workforce development; an industry network program; attracting business and investment and a central knowledge/university precinct.

The focus for Logan is to continue to provide quality lifestyle and a strong economy for all our residents and businesses. I am confident that Council's Economic Development Strategy 2008-2012 will help achieve that goal.

A handwritten signature in black ink that reads "Pam Parker".

Councillor Pam Parker
Mayor of Logan City

EXECUTIVE SUMMARY:

- Economic Development Strategy (EDS) for Logan.
- Vision and values guiding the strategy.
- Logan City profile and economy.
- Economic development themes.
- Economic development action areas and key projects.
- Link to the Logan City Tourism Strategy
- Implementing the strategy.



EXECUTIVE SUMMARY

EDS, new Logan City, vision and SEQ regional plan

This Economic Development Strategy (EDS) 2008 – 2012 has been formulated to encompass the new enlarged Logan City. The strategy has been prepared in the context of the Queensland Government's South East Qld (SEQ) Regional Plan 2005-2026. This EDS is compatible with Logan City Council's Corporate Vision for the city. This strategy outlines a vision for economic growth and identifies key projects which will contribute to achieving the vision.

This strategy has been developed based on extensive industry consultation in 2006/07 and 2008.

The vision for the city's economic development is to:
achieve a more diversified, innovative and sustainable growth economy in Logan City

Values guiding the strategy

A number of **values** underpin this economic development strategy.

- sustainable business growth
- positive investment environment
- vibrant and innovative economy
- vital infrastructure
- local work opportunities for Logan residents
- improved quality of life
- build on the existing diversity and strength
- partner with neighbouring local government authorities

Economic development themes

This strategy has been developed using these five economic development **themes**:

- workforce development
- business engagement
- sustainable growth strategies
- creative, high value growth
- linking economic and community development

Key economic development projects

Various projects have been identified in this strategy for potential implementation over four years from 2008 to 2012. Five **lead projects** have been selected for priority implementation:

- skills & workforce development
- industry network program
- investment/business attraction
- business environment project
- university central/knowledge precinct

DIVERSE, INNOVATIVE & SUSTAINABLE GROWTH ECONOMY

STRATEGY ELEMENTS

- Workforce development
- Industry network
- Investment attraction
- Local centre development
- Retaining youth in the city
- Technology uptake.
- Supply chain development
- Business environment
- Business parks/precincts
- Export development
- Multiculturalism
- Sector development
- Knowledge industries

Existing economic base in 2008

Stronger economy with a focus on growth and innovation

CREATIVE, HIGH VALUE GROWTH

Lifestyles of health and sustainability in Logan.
University central/knowledge precinct.

BUSINESS ENGAGEMENT STRATEGIES

Industry networks.
Industry development.
Industry leadership and communication.
Small business support strategies.

SUSTAINABLE GROWTH STRATEGIES

Investment attraction including the South West Enterprise and Innovation corridor.
Business environment project.
Centre development in Logan.

LINKING ECONOMIC AND COMMUNITY DEVELOPMENT

Working centres – connecting for growth.
Logan youth project.
Quality of life in Logan.
Multicultural and inclusive Logan.
Infrastructure to support economic development.

WORKFORCE DEVELOPMENT

Logan skills strategy
Logan employment strategy.
Sector skills formation.



DIVERSE, INNOVATIVE & SUSTAINABLE GROWTH ECONOMY

LINK TO THE LOGAN CITY TOURISM STRATEGY

Economic development and tourism development are very closely linked. Creating a vibrant destination with enhanced visitor services supports tourism generated by visiting friends and relatives. It also supports business tourism and creates a high quality lifestyle that attracts workers and business investment.

The Logan City EDS complements the Logan City Tourism Strategy for the city which was formulated in parallel. The tourism strategy has been approved-in-principle by Logan City Council.

LOGAN CITY PROFILE

As a result of the Local Government reform and subsequent amalgamations in 2008, Logan City grew from 229 sq km to 913 sq km., almost 4 times as large.

The population of the city increased from some 175,000 in 2006 in the old Logan to more than 260,000 in the new Logan. The city will grow a projected 50.6% to 382,388 in 2026 .

With an estimated gross regional product of \$6.3 billion and an estimated \$3.9 billion in exports, Logan City is a major economic destination within South East Queensland.

The city has in excess of 21,000 businesses providing some 66,000 jobs. Key industries in the city's economy include manufacturing and retail sectors, business and community services, building and construction and agricultural industries.

The city exports 29.0% of its output and imports represent 25.6% of the output value. This economy has the potential to grow and further diversify in the next four years while adding a increased focus on technology, innovation and knowledge-based industries.

IMPLEMENTING AND MONITORING THE EDS

This economic development strategy has specifically derived lead projects with associated key performance indicators (KPIs) that are designed as catalysts for growth and development. Partners and stakeholders for these lead projects have been identified.

The Logan Office of Economic Development (LOED), a new Branch within Council, has a prime role in coordinating the implementation and monitoring progress of the EDS.

The EDS will be implemented mainly by way of annual Economic Development Operational Plans and associated budgets but also by LOED having an influence on the policies and plans of the city and other levels of government.

The EDS will be monitored and reviewed to ensure that it remains relevant and flexible enough to cope with evolving issues. A full scale review of the EDS will be conducted in 2012 at the end of the implementation period with an ensuing performance monitor to assess outcomes and highlight achievements.

BACKGROUND

In 2003 Logan City Council produced and approved the city's first formal Economic Development Strategy (EDS) for the city. That EDS covered the period 2003-2007.

In 2007 Logan City Council prepared a draft Economic Development Strategy (EDS) 2007-2011 for the former Logan City. The draft EDS was formulated within the framework of the SEQ Regional Plan 2005-2026 and the subsequent 2006 Amendment. The draft EDS was based on substantial industry research and consultation. The Local Government Review by the Queensland Government and subsequent amalgamations of 2008 necessitated a review of the draft EDS to take account of the northern areas of Gold Coast City and Beaudesert Shire which became part of the new Logan City.

As soon as the new boundaries for an enlarged Logan City were known, work commenced on preparing a revised Economic Development Strategy (EDS), as well as a Tourism Strategy for the new City. Further industry consultation was conducted to gain input from the newly acquired areas. The revised Logan City EDS 2008-2012 was formulated and approved by Logan City Council (LCC).

This strategy for the new Logan City adheres to the SEQ Regional Plan framework, particularly the Principles inherent in the economic development Desired Regional Outcomes (ie DR09). The EDS is also compatible with the Logan City Council's corporate vision for the city as being a place for families, lifestyle and business.

LOGAN CITY PROFILE

Location, size and population

Logan City now covers 913 sq km in central south east Queensland, which is almost four times as large as the previous Logan City. The city sits between Brisbane in the north, Gold Coast to the south, Ipswich to the west, Scenic Rim to the south west and Redlands to the east. The new city extends now to include the former northern urban sector of Beaudesert including Cedar Grove, Jimboomba, Greater Flagstone, Yarrabilba and Logan Village and south to Beenleigh, Eagleby and the Albert River. (refer to the map below)

The population of the new city at the 2006 census was in excess of 260,000 and is forecast to reach 382,388 by 2026 - 50.6% growth in the 20 years to 2026.

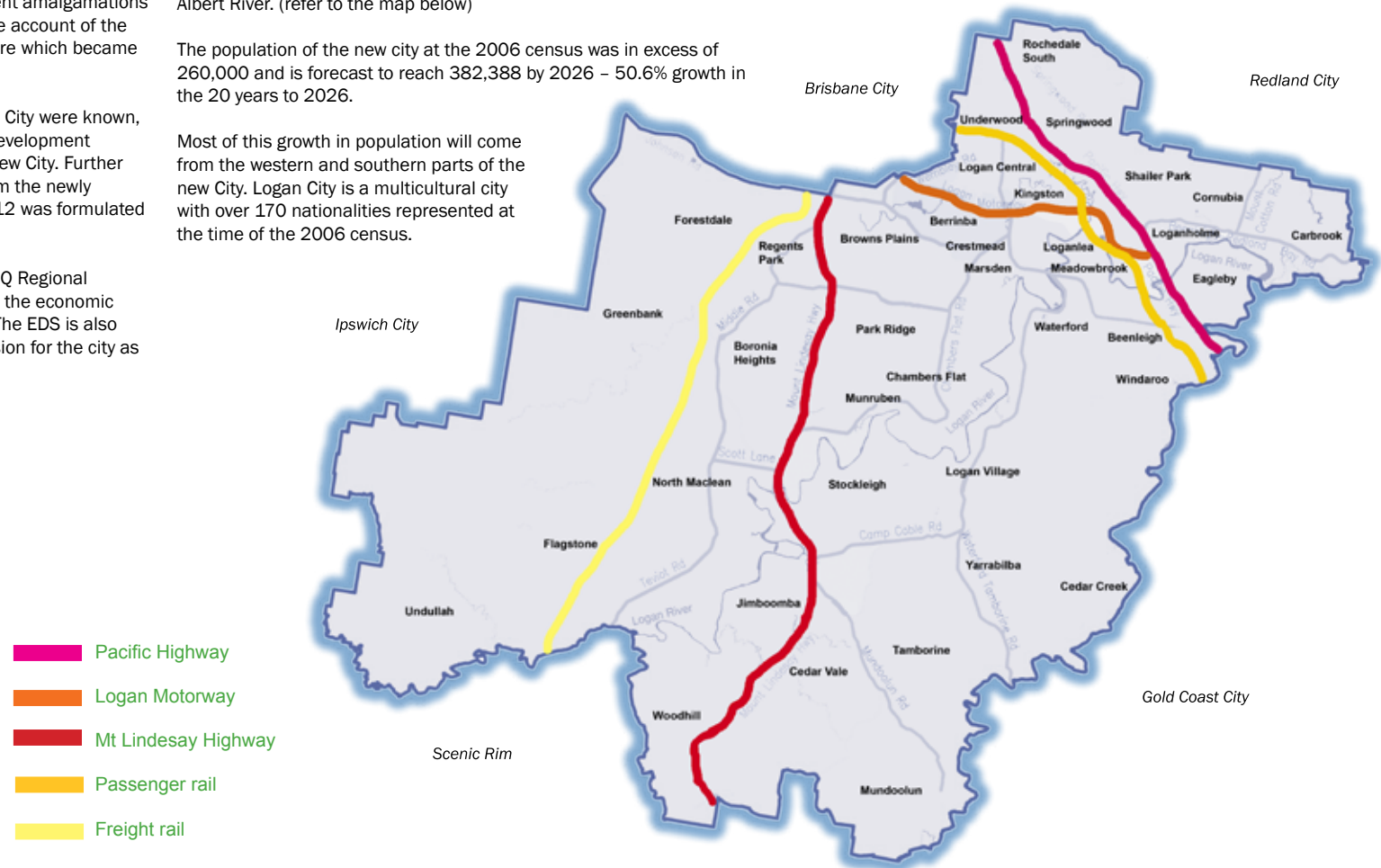
Most of this growth in population will come from the western and southern parts of the new City. Logan City is a multicultural city with over 170 nationalities represented at the time of the 2006 census.

20 minutes to Brisbane CBD

30 minutes to the Gold Coast

20 minutes to the Port of Brisbane

30 minutes to Brisbane international and domestic airport



LOGAN CITY ECONOMIC PROFILE

Logan City is a major growth and investment zone in south east Queensland. The city's population and economic output are expected to increase significantly in the next 20 years.

This section provides an overview of the city's current economic profile.

Employment by industry - major contributors

Retail	14,600	22%
Manufacturing	9,400	14%
Education	6,700	10%
Health and community services	6,700	10%

Exports by industry - major contributors

Manufacturing	\$1,658	42%
Wholesale	\$535	14%
Construction	\$429	11%
Property and business services	\$368	9%

Output by industry (gross revenue generated) - major contributors

Manufacturing	\$3,809	28%
Property and business services	\$1,738	13%
Construction	\$1,722	13%
Retail	\$1,365	10%

Measure	Logan City
Output and comparison with the state economy	With an estimated gross regional product of \$6.3 billion, Logan City is a major economic destination within south east Queensland – currently representing 3.2% of gross state product.
Industry sector profile – output and value added	<p>The estimated total output for Logan City was \$13.6 billion in March 2008. The major contributors to output were manufacturing (28.0%), property and business services (12.8%) and construction (12.7%).</p> <p>The total value added in the area is estimated to be \$5.5 billion in March 2008. Manufacturing was the largest contributor (16.6%), followed by property and business services (14.1%) and retail trade (12.1%).</p>
Employment	The total employment in Logan City is estimated to be 65,807 in March 2008. One fifth (22.2%) were employed in retail and 14.2% were employed in manufacturing. Other major employment sectors included health and community services (10.1%) and education (10.1%).
Local sales and imports	<p>The total local sales estimate in March 2008 for Logan City was \$4.6 billion and imports were estimated at \$3.5 billion.</p> <p>A large portion of local sales were from manufacturing (28.9%) and property and business services (26.0%). Manufacturing also accounted for the majority of imports (51.6%).</p>
Exports	Exports for Logan City in March 2008 were estimated at \$3.9 billion. Manufacturing accounted for 42.1% of all Logans exports.



LOGAN CITY ECONOMIC PROFILE

The following charts provide a pictorial representation of major elements of Logan City's economic profile.

INDUSTRY COMPOSITION BY GROSS REVENUE

Logan City, a growth zone itself, will also service over the next 15 years two of the fastest growing industrial hubs in south east Queensland – the Yatala Enterprise Area and the proposed Bromelton inland port. Logan City is an investment leader with \$20bn in new residential and township developments planned or underway. The city has existing or proposed high quality business parks. The city is also a base for a diverse range of home based businesses.

INDUSTRY EMPLOYMENT

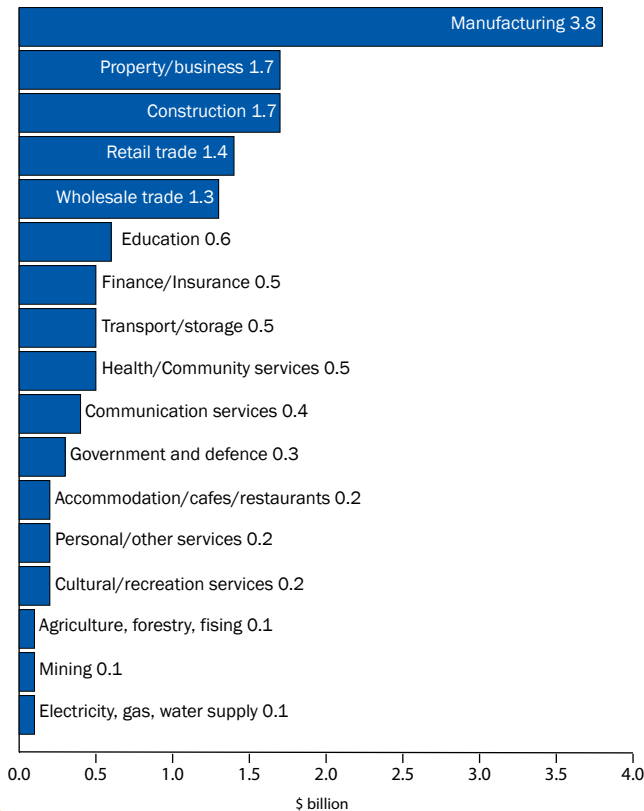
Skills and education will be drivers of economic growth for the city in the future.

A diverse economy needs to be strengthened by attracting more high value jobs and export oriented knowledge based businesses. These skills and businesses will support future growth and world competitive performance.

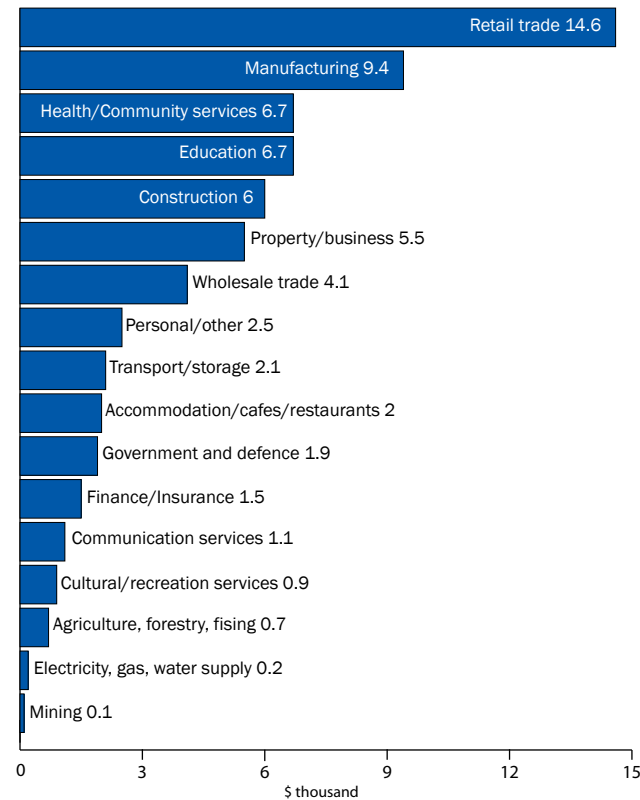
VALUE ADDED

Manufacturing, property and construction and retail sectors are the main contributors to the city's value added estimate in 2008. The economic development strategy focuses on strengthening these core industries and increasing the value added contribution from business services and knowledge industries.

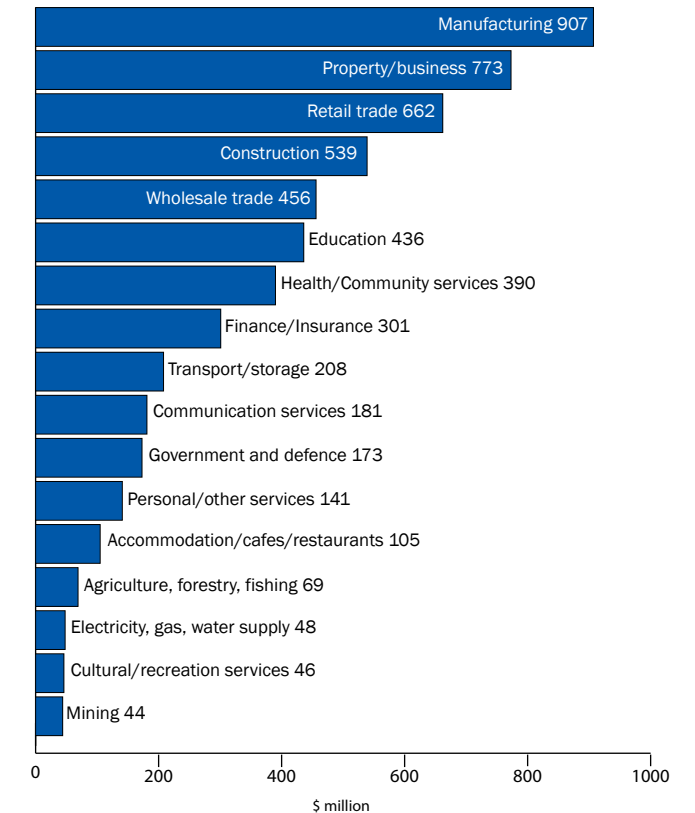
GROSS REVENUE GENERATED IN LOGAN CITY



EMPLOYMENT IN LOGAN CITY



VALUE ADDED ESTIMATE FOR LOGAN CITY





OUTPUT

The manufacturing sector is the dominant contributor to the city's output. Increased global competition in manufacturing will increasingly affect this sector of the economy. The business competitiveness project aims to improve local supply chains, uptake of leading technologies as well as develop sector plans for future growth.

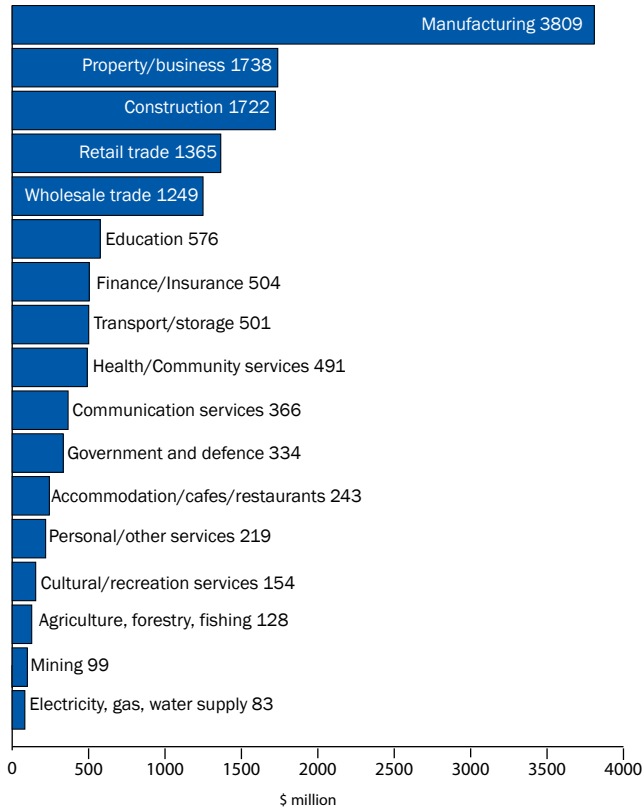
LOCAL SALES

The manufacturing and property/business services are the main drivers of local sales in the city. The 'local living economy' initiative, including local supply chain and centre development sub-strategies will increase the proportion of local sales in the city. Competitive local supply chains are vital for long term city and regional competitiveness.

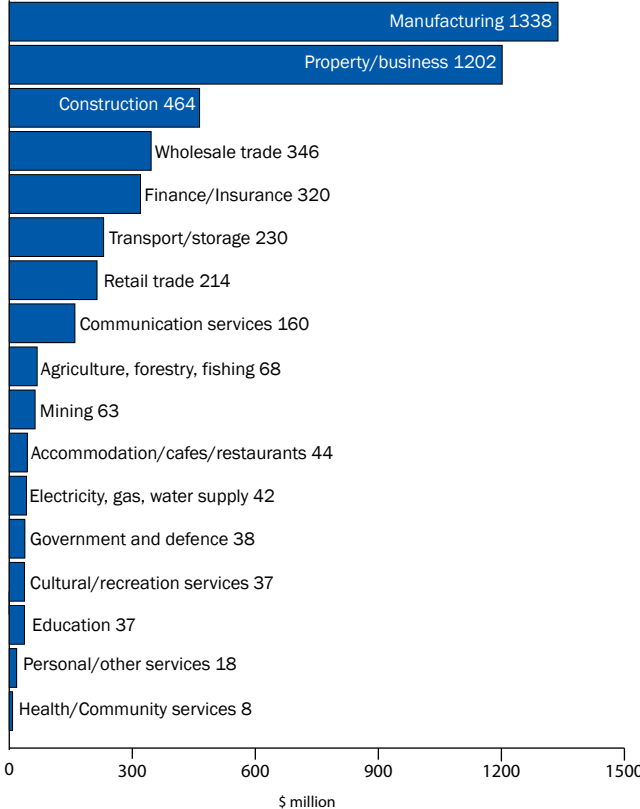
EXPORTS

Manufacturing is the main exporting sector in the economy. Increasing exports from the city creates new revenue and generates flow on benefits to local supply chains. Developing international links based on the city's multicultural profile will encourage increased exports from manufacturing and service sectors.

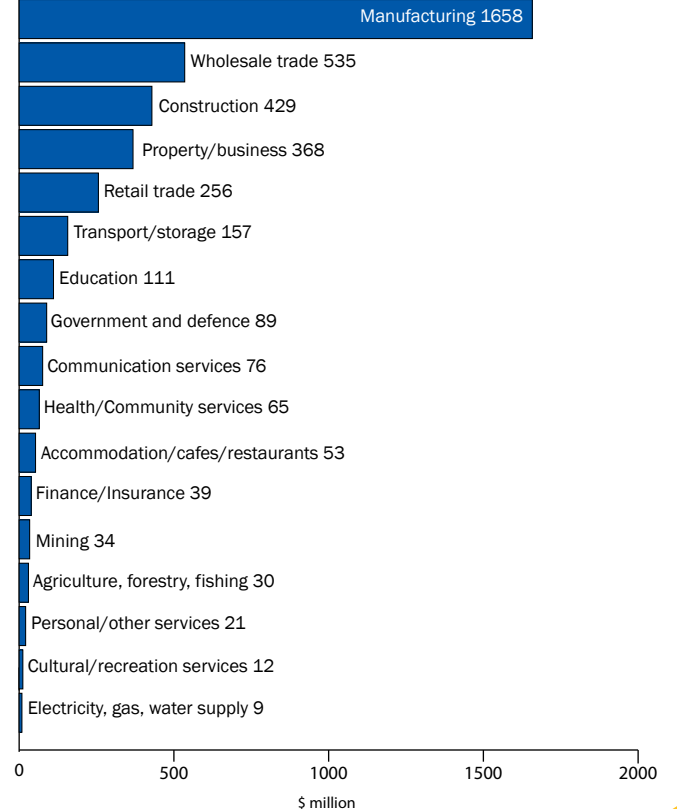
OUTPUT FOR LOGAN CITY



LOCAL SALES FOR LOGAN CITY



EXPORTS FOR LOGAN CITY



LOGAN CITY ECONOMIC PROFILE

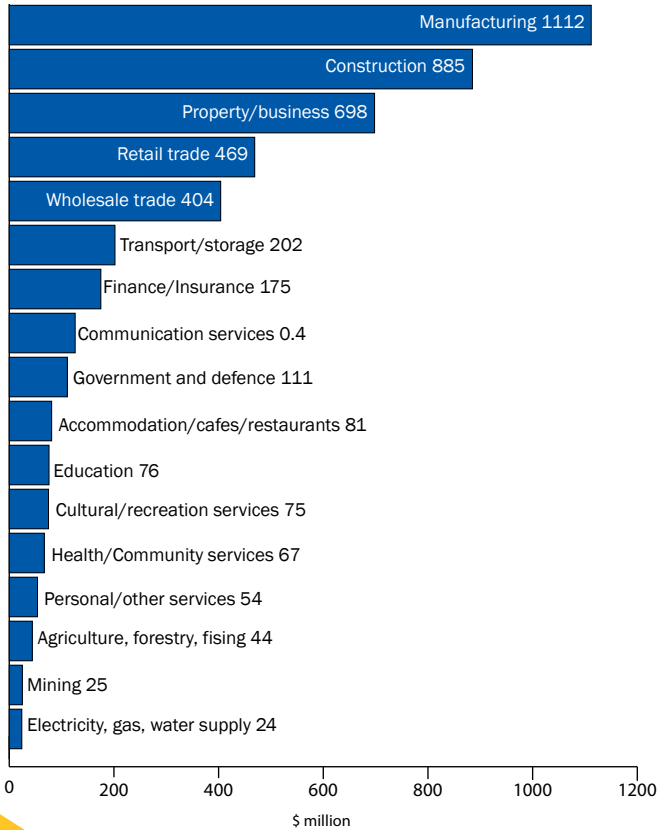
LOCAL EXPENDITURE

Increasing local expenditure in the city over the next four years is a priority. The city's unique mix of local centres can play a vital service role for major industrial areas close to Logan City eg., Yatala Enterprise Area and Bromelton – as well as supporting new business investment in the city.

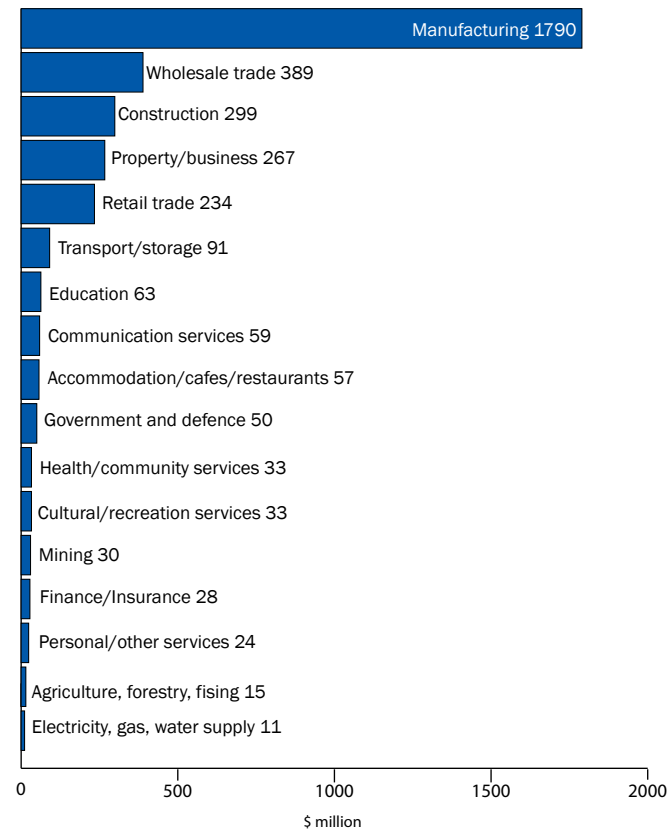
REGIONAL IMPORTS

Although the city will always need to import products and services not available locally, more will be done under the 'local living economy' initiative to connect business firms and communities within the city and encourage a cross flow of trade within the city whilst supporting import substitution.

LOCAL EXPENDITURE FOR LOGAN CITY



CITY IMPORTS



PROFILE OF MAJOR URBAN CENTRES IN LOGAN CITY

Logan City contains eleven major urban/commercial centres which will play a vital role in shaping the city and provide a strong base for future economic development. These centres and their current and potential future roles are outlined in the table below.

The city has the potential to develop unique but complementary economic growth in these centres in the next four years and beyond. The centres embody varying potential for commercial, industrial and enterprise activities.

Location	Current focus	Future growth strategy
Beenleigh	<p>Commercial and retail centre.</p> <p>Service centre for Yatala Enterprise Area but has had growth constraints.</p> <p>Venue for a range of sports and recreational activities as well as few notable tourist attractions.</p> <p>Designated as Principal Activity Centre in SEQ Regional Plan.</p>	<p>Promote Beenleigh as a destination for commercial office investment and relocation, taking advantage of the transport and access benefits of the region.</p> <p>Develop Beenleigh proactively as the main service centre for the Yatala Enterprise Area (YEA).</p> <p>Encourage investment in restaurants and high quality hotels to serve the growing business market, etc.</p> <p>Transport hub development is a priority.</p>
Browns Plains	<p>Major retail/commercial destination in the western corridor of Logan with potential to become more important centre with increased mixed uses.</p> <p>Designated as Major Activity Centre in SEQ Regional Plan.</p>	<p>Develop as major activity centre in western corridor of Logan City with wider array of mixed uses.</p>
Greater Flagstone	<p>Developing residential and commercial hub.</p> <p>Designated as Major Activity Centre in SEQ Regional Plan.</p>	<p>Develop Flagstone as a major business service and retail hub serving in particular the proposed major industrial precinct/in land port at Bromelton.</p>
Jimboomba	<p>Designated as Principal Rural Activity Centre in SEQ Regional Plan</p>	<p>Further develop Jimboomba's role as a business service, home-based business hub and retail/services hub for the western region of Logan City.</p>
Logan Central	<p>Area being master planned, including proposed iconic mixed use transport oriented development (TOD).</p>	<p>Develop Logan Central as key administration centre for Logan City to attract other government services as well as commercial activities</p>

Location	Current focus	Future growth strategy
Logan Hyperdome	<p>Major retail and commercial destination with potential to become important mixed use development area.</p> <p>Designated as Major Activity Centre in SEQ Regional Plan.</p>	<p>Develop as major activity centre in Logan's eastern corridor with broader spectrum of mixed uses such as office and residential eg urban village concept.</p>
Logan Village	<p>Unique village environment.</p>	<p>Retain the village character and ensure that Logan Village benefits from development eg tourism without losing its village character.</p>
Meadowbrook	<p>Griffith University (Logan Campus) and Logan TAFE potential foundation of new innovation precinct.</p> <p>Logan Region Hospital and other medical facilities form emerging Health, Wellness & Community Services Precinct.</p> <p>Contains some retail and commercial services as well as business parks and light industrial area.</p>	<p>Master plan and develop major new Knowledge Precinct around Griffith University, TAFE and Hospital – eg health and community services, creative, sustainability and hospitality industries.</p>
Park Ridge	<p>Currently largely rural residential with some commercial/retail services, etc.</p> <p>Designated in SEQ Regional Plan as Future Growth Area ie proposed urban community with Enterprise Opportunity Area.</p>	<p>Master plan and support future growth in the Park Ridge area to create local jobs and provide business and community support services.</p> <p>A 650 ha Enterprise Park is being planned including proposed 20-30 ha Business Park.</p>
Springwood	<p>Retail and commercial destination plus key centre for business services in Logan's eastern corridor.</p> <p>Designated as Principal Activity Centre in SEQ Regional Plan.</p>	<p>Master plan and develop as major business, retail and lifestyle precinct attracting business services, knowledge industry jobs, etc.</p> <p>Include landmark restaurant, office and service precincts eg BMW Motorline mixed use development</p> <p>Develop as major Logan transport hub.</p>
Yarrabilba	<p>Planned residential community with high degree of employment self-containment.</p> <p>Designated as Major Activity Centre in SEQ Regional Plan</p>	<p>Develop Yarrabilba as a master planned community with high level of self-contained employment incorporating a high value-added, leading business cluster focusing on environmental industries.</p>

PROFILE OF MAJOR INDUSTRIAL ESTATES AND ENTERPRISE PARKS

Aside from the industrial, enterprise, commercial and mixed use areas associated with the major urban centres outlined above, there are industrial estates and enterprise parks as well as a proposed technology park with the most significant listed below.

Location	Current focus	Future growth strategy
Berrinba Mixed Industry and business area (MIBA) [approx 120 ha]	Development in progress in western end of the MIBA ie LoganLink South. 20 ha at eastern end of owned by Logan City Council being master planned [ie South West 2]	Develop Berrinba area as MIBA with preference to knowledge-based industries. Logan City Council's proposed SW2 Technology Park intended to be sold to private sector for development at suitable time, including landmark building.
Crestmead Industrial Estate (CIE)	Successful estate developed by Qld Government. Almost full with limited vacant land.	Limited extension to the south plus some scope for redevelopment within existing CIE.
South West 1 Enterprise Park(SW1) 40 ha overlooking outstanding wet lands	Mixed business & industry area (MIBA) owned and master planned by Logan City Council with knowledge industries as target. SW1 will be offered to developers in 3 Stages.	Stage 1 has been acquired by 2 developers and development is in progress. Stage 2 is intended to be an attractive commercial centre/urban village. Stage 3 are the premium blocks overlooking myriad of amenities, facilities and beautiful wetlands.



ECONOMIC DEVELOPMENT VISION & VALUES

Logan City Council has adopted Logan 2026 City Directions which sets the long-term Vision for the city, outlining the community's preferred future and strategic directions in preparation for major change and emerging trends such as climate change.

The **vision** for the city's economic development is to:

- Support a more diversified, innovative and sustainable growth economy in Logan City that:
 - builds on existing industry sector strengths;
 - Attracts new investment in knowledge based, education, creative and sustainable industries;
 - creates leading new developments that establish local jobs for residents and builds new industry clusters which foster participation;
 - links the benefits of economic development to community development; and
 - signals the city's strong commitment to creating attractive lifestyle options for residents and businesses.

ECONOMIC DEVELOPMENT THEMES

The key messages at that time from the consultation with industry included the following:

- Local businesses are optimistic about the future with eight out of ten planning to grow over the next five years;
- Most plan to increase their sales outside of Logan and have an interest in exporting;
- Many need assistance to achieve sustainable growth;
- The single greatest barrier to achieving growth is attracting and retaining appropriately skilled staff;
- To assist in attracting and retaining highly skilled staff, there is a need to improve infrastructure (particularly local transport) and create mixed used development, which attract highly skilled people to live, work and play in Logan;
- Most businesses are keen to remain in Logan however they see a lack of suitable premises;
- Local businesses see real value in interaction with other local businesses to exchange ideas, collaborate and learn.

Based on industry and stakeholders feedback, there are some Critical Success Factors to achieving Logan's desired economic development vision:

- Workforce development – need to improve the capacity of the Logan workforce to support business and industry;
- Business engagement – need to increase opportunities for and productivity of local industry;
- Create a positive external image of Logan – need to continue to attract new business investment into the city and to both retain and attract a highly skilled workforce;
- Timely infrastructure development – need to influence the provision of infrastructure to support economic development. This includes effective public and private transportation and access to affordable high speed broadband.

These critical priorities are reflected in the EDS themes and key projects.

5 ECONOMIC DEVELOPMENT THEMES

- **WORKFORCE/SKILLS DEVELOPMENT** – generating linkages between the demand and supply sides of the workforce, working with key industry sectors on skills shortages, proactive skills formation, local employment strategies, linking schools with industry and creating the skills base that businesses in Logan need for current and future requirements.
- **BUSINESS ENGAGEMENT/INDUSTRY NETWORKS** – creating targeted industry networks, providing small business and rural sector support strategies and working with key partners on industry development initiatives. This theme focuses on building long term competitive advantages and world competitive industry performance.
- **SUSTAINABLE GROWTH STRATEGIES** – actively working with existing industry sectors to attract, retain and expand investment in the city. This includes the creation of the South West Enterprise and Innovation corridor. This theme also covers branding of the unique centres in Logan City and supporting growth in these centres.
- **CREATIVE, HIGH VALUE GROWTH** – based on a new University Central/Knowledge Precinct covering innovation, knowledge industries and lifestyles of health and sustainability. This theme aims to position Logan City as a lead region for investment and education in these sectors. This theme focuses on attracting knowledge based industries and positioning Logan City as a leading destination for sustainable businesses and innovation.
- **LINKING ECONOMIC AND COMMUNITY DEVELOPMENT** – connecting Logan City's centres and hubs with economic development, creating an active focus on youth in Logan City, building quality of life and building on the city's multicultural heritage. This theme focuses on economic wellbeing benefits for the community. This theme also identifies the vital infrastructure needed for connectivity within the city – effective transport infrastructure and services and high speed broadband.

KEY ECONOMIC DEVELOPMENT PROJECTS

Following are the five key economic development action areas along with associated projects and anticipated outcomes over the next five years.

Table 3.2.1 – summary of strategy outcomes

Action areas and projects	Outcomes
1. WORKFORCE DEVELOPMENT	
1.1 Logan workforce development project	Improved access to skills and labour for Logan City businesses.
1.2 Local employment strategy	Higher level of Logan employment self-containment
1.4 Sector Skills Formation and Workforce Development	Logan City seen as a leading region for skills formation in key sectors of the economy – manufacturing, health and wellbeing (community health and aged care), home based and small business, creative industries, professional services and environmental industries and sustainability businesses.
2. LINKING ECONOMIC AND COMMUNITY DEVELOPMENT	
2.1 Working centres – connecting for growth	Increased cross business flows within the city. Increase in local expenditure by industries in Logan City
2.2 Logan Youth Project	Increased retention of young people and young workers in Logan City
2.3 Quality of life in Logan	New lifestyle precincts established in Logan City. Logan City continues to attract residents at a rate equal to or higher than State population growth.
2.4 Multicultural and inclusive Logan	New multicultural events and activities established. Number of new ethnic exporters in Logan City increases at above the rate for the State.
2.4 Infrastructure to support economic development	Advocate for effective transport infrastructure and services. Advocate for affordable high speed broadband services throughout Logan City.
3. SUSTAINABLE GROWTH STRATEGIES	
3.1 Investment attraction especially to the South West Enterprise and Innovation corridor	Investment attraction continues at or above current levels. Increased numbers of knowledge based businesses attracted to the city. Successfully brand & promote SWE&IC eg highlighted in SEQ Regional Plan
3.2 Business environment project	Reduced timeframes and costs for investors in Logan City compared with surrounding regions.

Action areas and projects	Outcomes
3.3 Business competitiveness project	Increased business use of advanced ICT applications, advanced technology uptake (e.g. nanotechnology) and leading design practices.
3.4 Centre development in Logan City	Increased local employment and business growth in Logan City centres.
4. BUSINESS ENGAGEMENT STRATEGIES	
4.1 Industry network program	Successful industry network program covering 6 sectors - manufacturing, health and wellbeing (community health and aged care), home based and small business, creative industries, professional services and environmental industries and sustainable business. Effective partnerships with chambers of commerce, the 4118 Club and other relevant networks. Retention of suitable rural industries in Logan City.
4.2 Industry development strategy	Collaborative links with industry development partners – government, industry groups and surrounding cities. Improvement to business and industry performance – a more competitive business sector.
4.3 Industry leadership and communication strategy	Effective communication strategy to inform businesses of economic development issues and outcomes. Effective two way dialogue with the business community on economic development issues and priorities.
4.3 Small business support strategies	Logan City recognised as an attractive environment for home based businesses. Effective small business support strategies.
5. CREATIVE, HIGH VALUE GROWTH	
5.1 Lifestyles of health and sustainability in Logan	Logan City and Griffith University Logan established as centres for development of lifestyles that focus on health and sustainability.
5.2 Meadowbrook: University Central/ Knowledge Precinct	Griffith University-Logan Campus & Logan TAFE foundation for establishment unique Knowledge Precinct that differentiates Logan as a leader in education, business and lifestyle precincts. Master plan the Meadowbrook area as a Knowledge Precinct



IMPLEMENTATION, MONITORING & REVIEW

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The EDS will be implemented mainly by way of annual Economic Development Operational Plans and associated budgets but also by LOED having an influence on the policies and plans of the city and other levels of government.

The EDS will be monitored and reviewed to ensure that it remains relevant and flexible enough to cope with the evolving issues. A full scale review of the EDS will be conducted in 2012 at the end of the implementation period with an ensuing performance monitor to assess outcomes and highlight achievements.



Level 1 Springwood Tower Hotel,
9 Murrajong Road, Springwood QLD 4127
PO BOX 3226 LOGAN CITY DC QLD 4114

Ph: (07) 3412 4888 Fax: (07) 3412 3444
Web: www.loganbiz.com.au Email: loed@logan.qld.gov.au

