

# BrisIndustry

Using Cluster Development to assist business to grow & contribute to the community & economic development of Brisbane City



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# Economic Development & BrisIndustry

- Economic Development Strategy - Strategy for the economic growth of the City of Brisbane
- 11 broad industries selected for business development facilitation activity based on research & a range of criteria including export potential, projected growth, competitiveness, capacity to create quality jobs, & current opportunities
- aviation & aerospace; biotechnology; creative industries; construction & development; environment; food; heavy vehicles; international education & training; marine; tourism; transport & distribution



# Cluster Development

- Council as facilitator
- Business & Industry driven development - Development created through partnerships
- Business working together to raise profile and opportunities for their industry



# Business & Industry Clusters

- 15 business clusters facilitated through BrisIndustry
- Across variety of industries:

**Tourism** - Brisbane Backpackers & Adventure and Moreton Bay Leisure & Tourism Ltd

**Aviation** - Fly Archerfield

**Food** - Food Q

**Multimedia** - Sunshine Soup

**e-Learning** - eLearn153

**Industrial design** - Industrial Design Queensland

**Games** - Queensland Games Developers

**Film & Television** - Film City Inc

**Fiction Writing** - Fantastic Queensland

**eSecurity**

**Marine**

**International Education & Training** - Study Brisbane

**Clinical Trials**



# Community Engagement

- Council has facilitated working successful partnerships between:
  - Business with Business
  - Business with Government
  - Government with Government



# Cluster Evolution

## **Business Clusters have been successful:**

- Obtaining matching funding from other levels of government & private sources
- Creating strategic action & marketing plans
- Creating collaborative business opportunities for members
- Attendance at national & international trade shows leading to business opportunities & collaboration
- Raising the profile of their business industry in Brisbane, nationally & internationally

**This success would not have happened without the assistance of Council - creating partnerships through engagement**



# The Role of Council

## **Council through the BrisIndustry Program has provided:**

- Initial seed funding for development activities
- Initial & on-going guidance and facilitation by Council Officers
- Assistance with engaging with other levels of Government as well as private providers
- Clusters are now at the stage of development that activities & profiles are strong -- development that would not have occurred without the assistance & guidance of Council
- Clusters have reached the 'next level'
- Focus is on the development of infrastructure to support the rapid growth of the City
- Council will continue to work together with business to support strong economic growth of Brisbane City



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