

ECONOMIC STRATEGY 2022-2027

INSPIRED BY LIFESTYLE.
DRIVEN BY OPPORTUNITY.

Our city has a high-performance economy, powered by talent and innovation.

COUNCIL PLAN THEMES



DIVERSE THRIVING ECONOMY



VIBRANT LIFESTYLE



CONNECTED COMMUNITY



NATURALLY UNIQUE



LIVEABLE PLACES



ONE CITY

STRATEGY THEMES

SUSTAINABLE ECONOMIC FUTURE

TALENTED

CONNECTED

HIGH PERFORMANCE

OUR OUTCOMES

We have sustainable economic growth in the industries and sectors that offer opportunity.*

We develop, attract and retain the best talent in our city.*

We connect the business community and the city's economy to the world.

We drive productivity and innovation by focusing on start-ups and scale-ups across targeted sectors.

OUR MEASURES OF SUCCESS

- Gross regional product.*
- Growth in our high-value industries.
- Gold Coast regional competitiveness index.

- Growth in tertiary education sector.*
- Growth in tertiary qualifications.
- Job to worker ratio.

- City-owned IoT network.
- Gross Regional Product in international exports.
- Business Engagement.

- City-led or facilitated innovation funding.
- Productivity (labour and capital) growth rate.
- Sustainability rate of businesses.



*Council Plan 2022-2027 outcomes and measures of success.
Adopted 2/9/2022