

USC and The Mill, Moreton Bay

Collaboration, Innovation and Transformation

Iona Beaully, University of the Sunshine Coast

Kate Isles, Moreton Bay Regional Council

USC – a little of our history



- 1973 – discussions begin regarding establishment of University
- 1989 – Commonwealth government approves establishment
- 1992 - \$9.5m allocated for stage 1
- 1994 – planning for Sunshine Coast College commenced
- Sep 1994 – construction commenced
- Feb 1996 – campus opens at Sippy Downs
- 1999 – full University status granted

Sunshine Coast campus



- 100 hectare former cane farm
- Geographical heart of the Sunshine Coast
- Good transport links

Sunshine Coast campus



- Master planned campus
- Wildlife reserve
- Award-winning sub-tropical architecture
- Focus on environmental sustainability

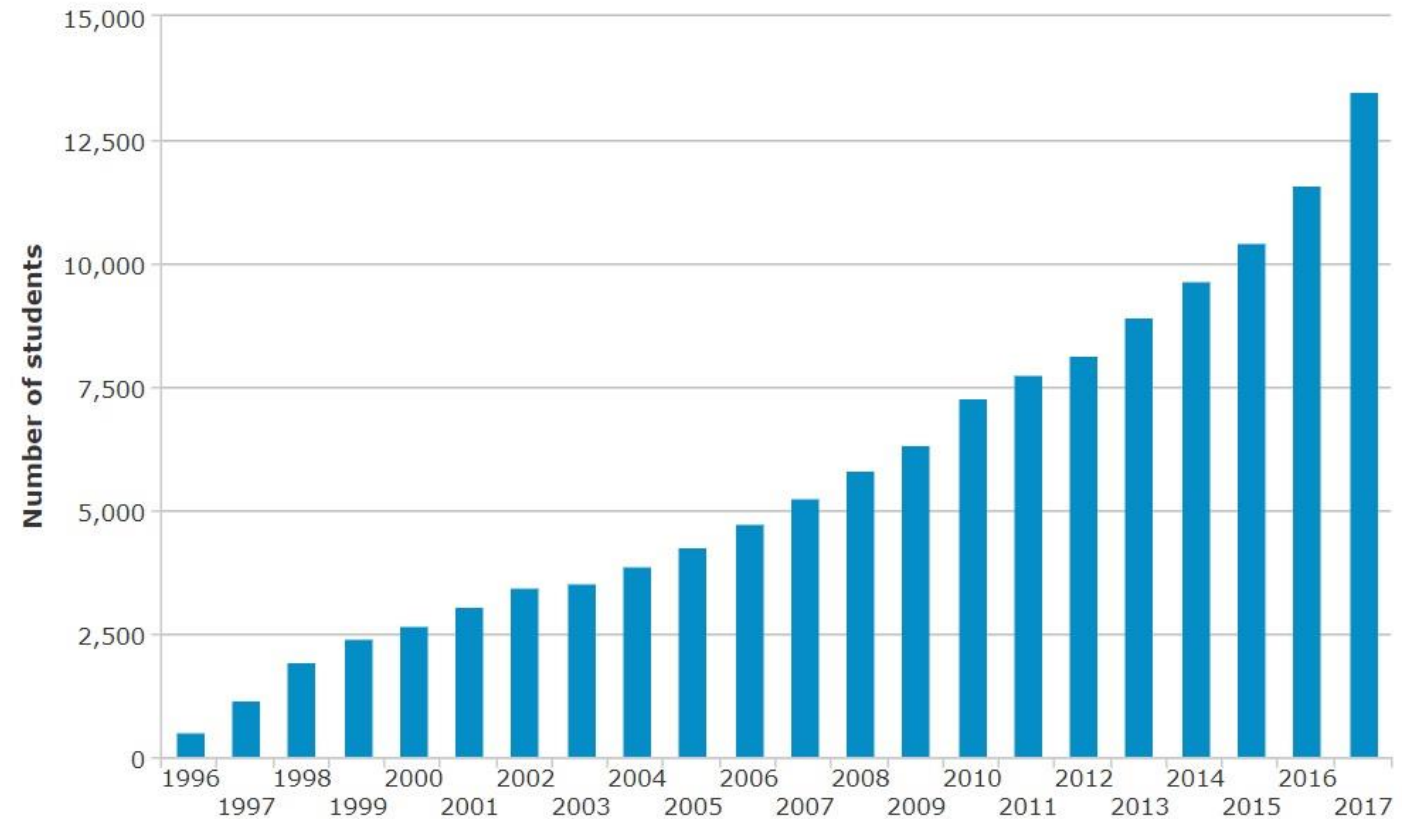
USC will be:

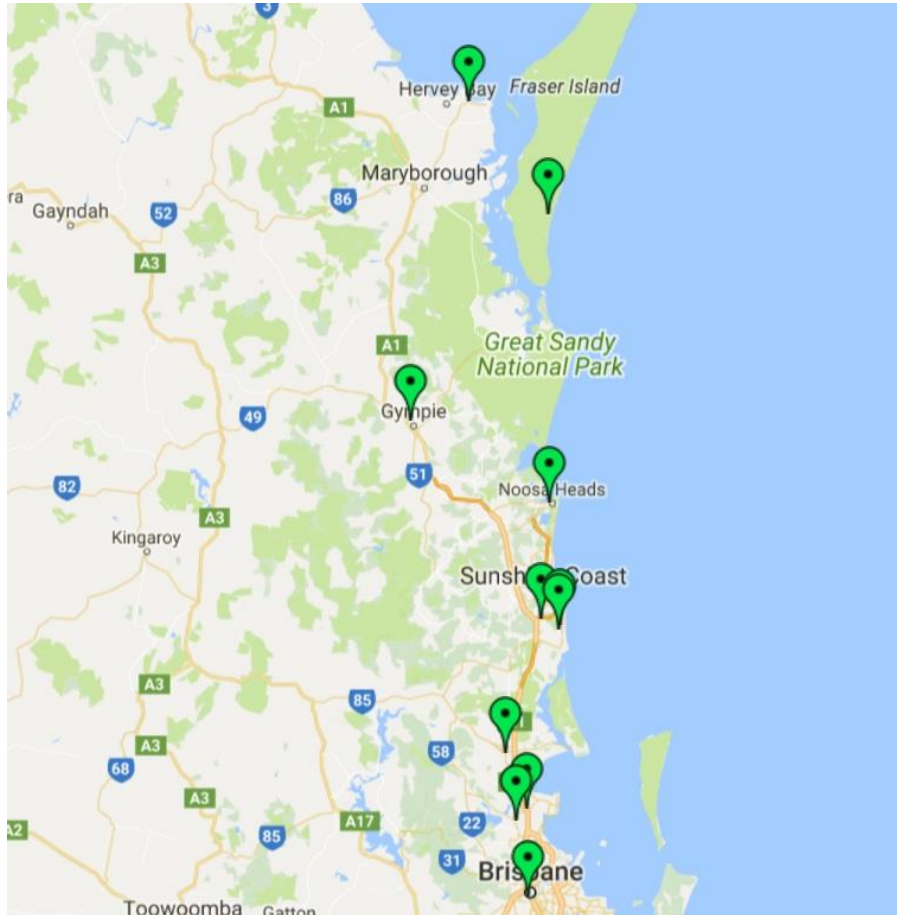
- a comprehensive university of 20,000 students by 2020
- positioned in the global tertiary education community as a top-100 university under 50 years of age, and
- a primary engine of capacity building in the broader Sunshine Coast region, from Brisbane to the Fraser Coast.

**13,492
students**

(in total as at Census 1 2017)

Enrolments growth





- Fraser Island
 - Noosa
 - Sunshine Coast
 - North Lakes
 - Gympie (2014)
 - SouthBank (2014)
 - Hervey Bay (2016)
 - Melbourne & Sydney (2016)
- 2018
- Caboolture
- 2020
- **Moreton Bay**

USC Moreton Bay – the pitch

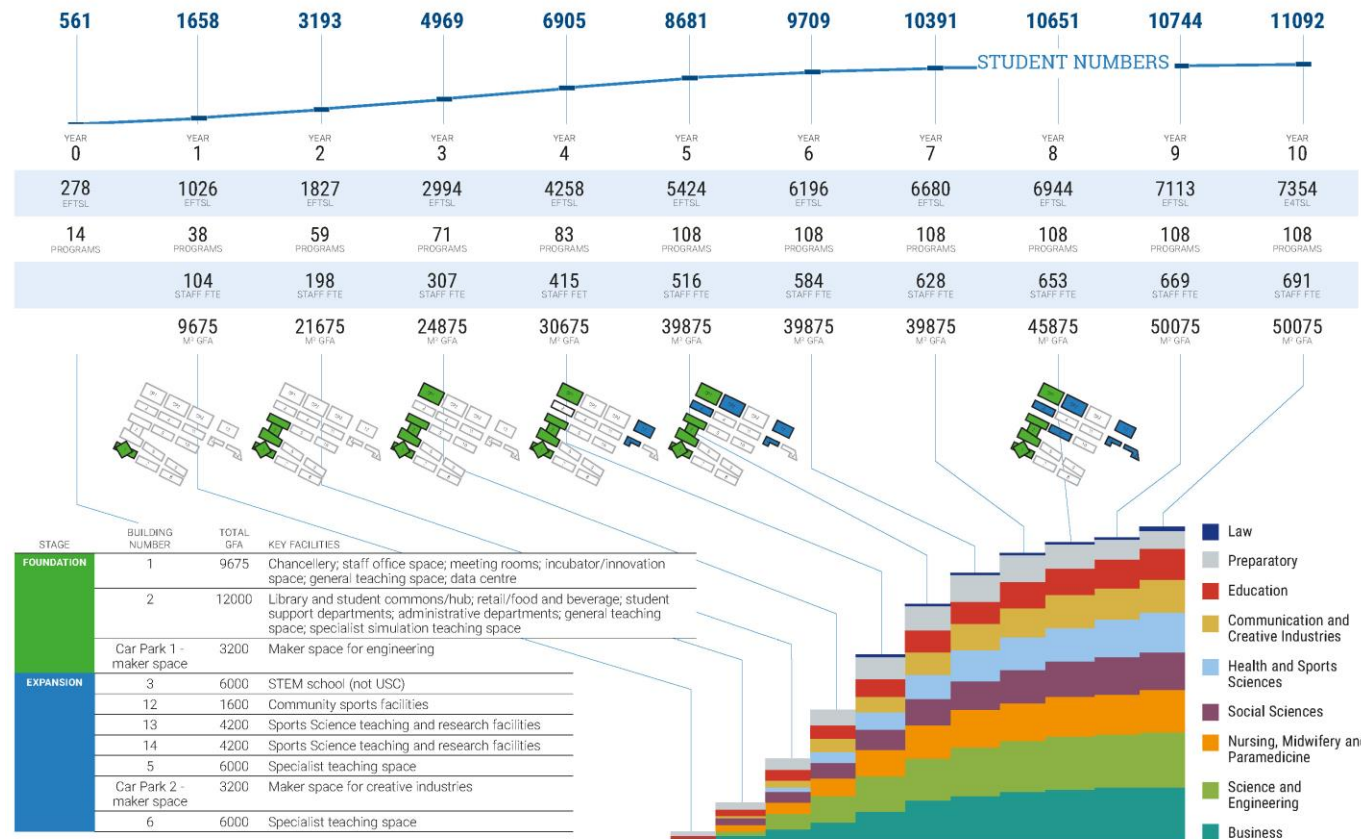


- Open in 2020
- An integrated campus for the community
- Rich campus experience
- A 'sister' campus to Sunshine Coast
- Locally relevant, high-quality programs
- Job-ready graduates
- Highly interactive, technology-enabled learning spaces
- Research and innovation hub for key industries
- Smart, sustainable, adaptable
- Shared Library; STEM school; partnerships

USC Moreton Bay – the pitch



Moreton Bay Region University Precinct | The First Ten Years of Operation



USC Moreton Bay – the pitch



INFRASTRUCTURE AND REGIONAL DEVELOPMENT

University of the Sunshine Coast, Moreton Bay Campus — concessional loan

Revenue (\$m)

	2016-17	2017-18	2018-19	2019-20	2020-21
Department of Infrastructure and Regional Development	-	nfp	nfp	nfp	nfp
<i>Related expense (\$m)</i>					
<i>Department of Infrastructure and Regional Development</i>	-	nfp	nfp	nfp	nfp

USC Moreton Bay - principles



- Full service campus
- Public Transport campus
- Sticky campus
- Identifiable campus
- Accessible campus
- Compact campus
- Connected campus
- Legible campus
- Innovative campus
- Sustainable campus
- Technology campus
- Live-in campus
- Incremental campus
- Complete campus

USC Moreton Bay - opportunities



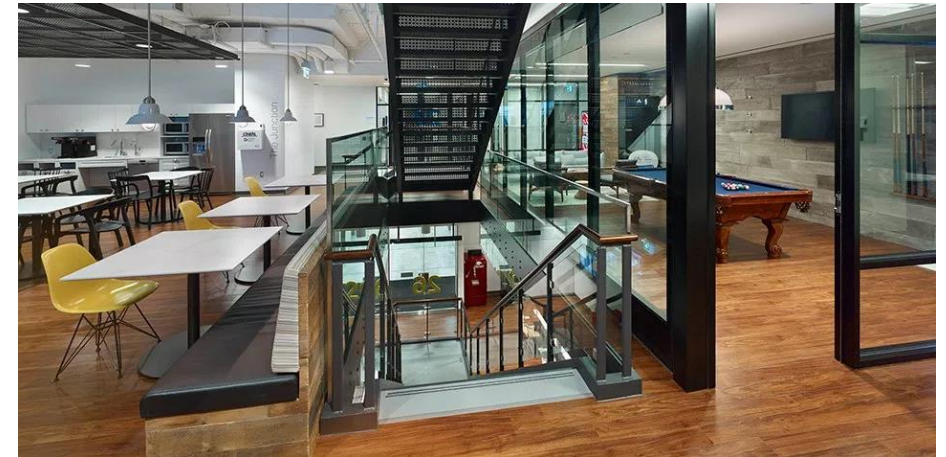
- Campus integration



USC Moreton Bay - opportunities



- New space types



USC Moreton Bay - opportunities



- The Living Laboratory



USC Moreton Bay - opportunities



- Energy



USC Moreton Bay - opportunities



- Technology



USC Moreton Bay - opportunities



- Autonomous vehicles & public transport



USC Moreton Bay - opportunities



- Campus activation



USC Moreton Bay - status



- Master Plan
- Stage One building design
- Development Agreement
- Partnerships
- Opening 2020

- But there's a bigger picture....

THE MILL
MORETON
BAY



The game-changer the region needs



Moreton Bay Regional Council

Size - 2,037 km²

Major Centres –

- Caboolture and Morayfield
- North Lakes
- Redcliffe
- Strathpine

Third largest local government in Qld



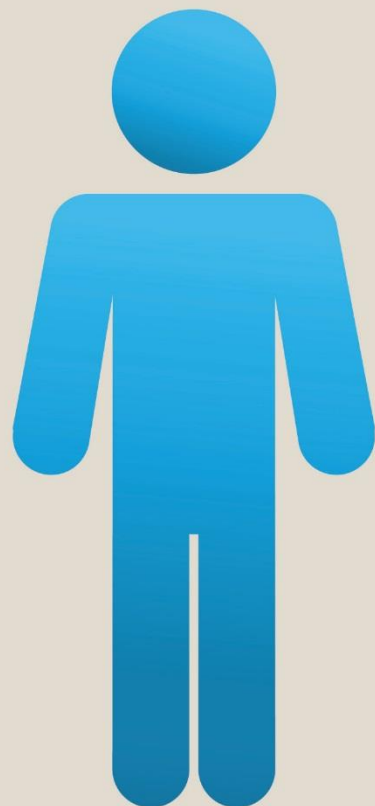
Current State of Play



Moreton Bay Region
Current population

438,000

Current State of Play



Moreton Bay Region
Median age
37.2

Current State of Play



Moreton Bay had the **sixth largest** number of registered businesses (25,000) of any local government in Australia

According to the National Economic Indicator Series for 2014/15

Current State of Play

According to the 2015 Queensland Government population projections the Moreton Bay population is forecast to grow by 43% over the next 20 years (medium series)



More than **10,000 new homes** are built in our region - each year

Current State of Play

Residential developments already underway at:

Isles of Newport - 1500 lots

North Harbour - Burpengary - 1100 lots

Aspire Estate - Griffin - 628 lots

Capestone Estate - Mango Hill - 1800 lots

Narangba Heights Estate - 1200 lots

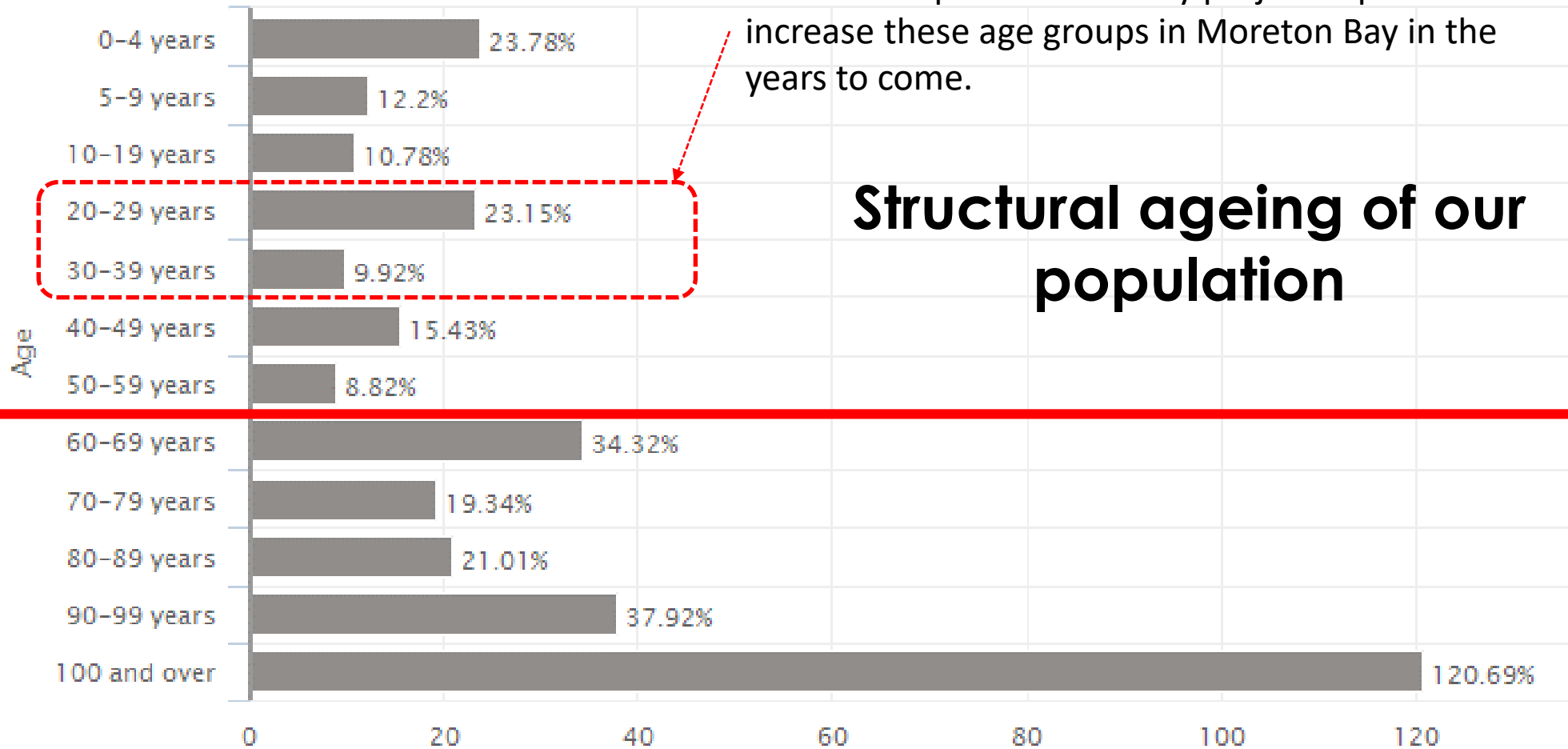
Riverbank Estate - Caboolture - 1200 lots



Current State of Play

Watch this space - University project expected to increase these age groups in Moreton Bay in the years to come.

Structural ageing of our population



People leave the region for work

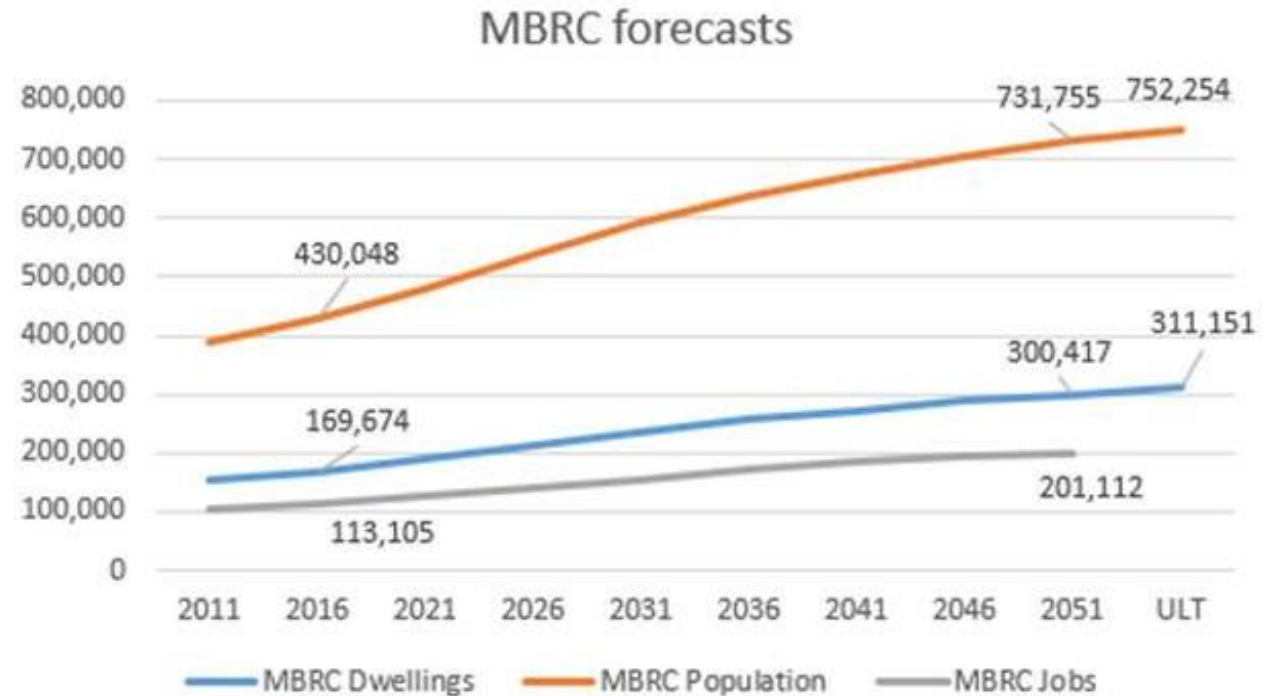
122,500 jobs in
Moreton Bay but...
47% of workforce
commute outside
the region each
day for work.



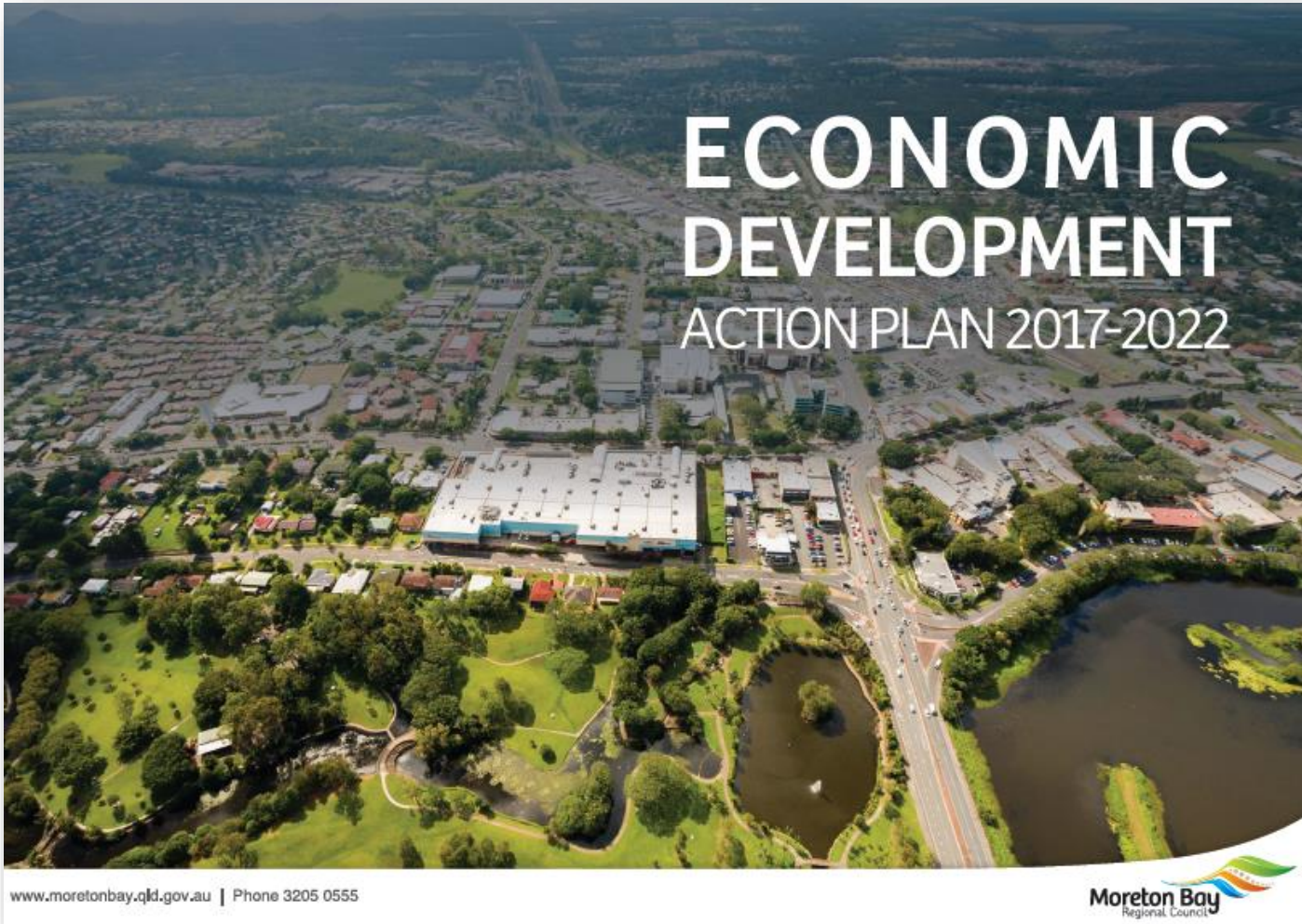
Current State of Play

Our future by 2051:-

- +300,000 people to 730,000 population (64% increase)
- +130,000 new dwellings to 300,000 dwellings (69% increase)
- +97,000 jobs to 200,000 jobs (72% increase)



Our Economic Development Plan



INVESTMENT ATTRACTION

BUSINESS DEVELOPMENT

TOURISM

EDUCATION

INTERNATIONAL ENGAGEMENT

Our Vision put simply...

- **Providing more jobs locally** - 70% self containment target – currently 53%
- **Being the Corridor of Choice** - providing a variety of housing from young to old and promoting ageing in place
- **Creating World- class Education** - our new University campus for opening in 2020

Mill Background

- **2013** – Regional Development Australia (RDA) and MBRC commissioned a study to review the viability of a tertiary education in Moreton Bay. Study highlighted significant demand.
- **July 2015** – MBRC announced the land and site regeneration works had been acquired for \$50.5M for the former paper mill site to support the establishment of a regional university.

Project Need:



Moreton Bay Region has a **higher than national average drop out rate**, and half the national average

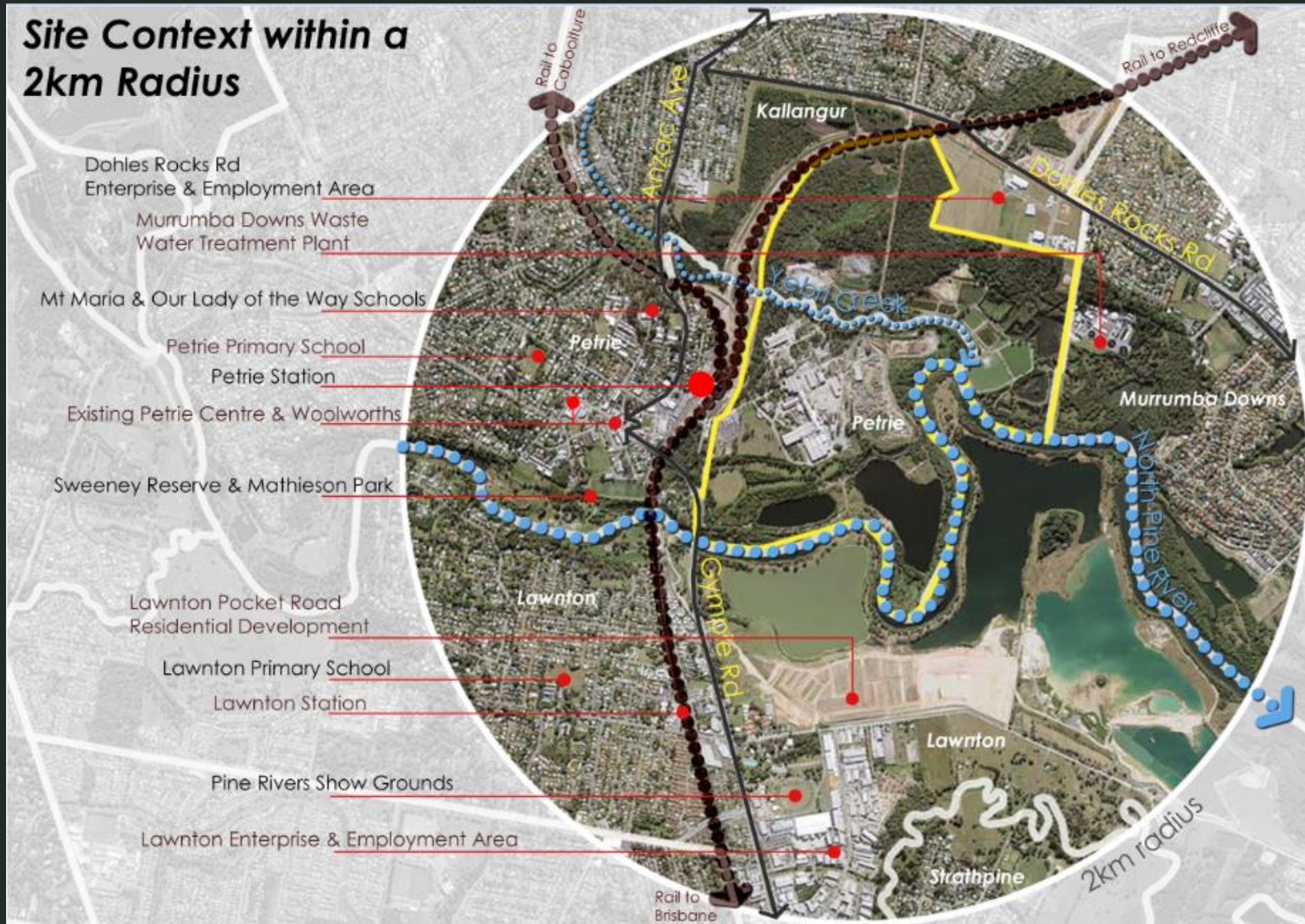


Up to 3 hrs travel time a day for 90% of students.



No current university in region to meet major demand.

Site Context within a 2km Radius



Why the Moreton Bay Region?

- MBR suffers from significant under supply of tertiary education options
- In 2014, there were approximately 19,000 students within the Greater Moreton Bay Region with only 6,000 student places at local universities
- For Greater Moreton Bay the number of student places per resident was 1% in 2014 compared with 7% for inner, western and southern Brisbane areas.
- Around 90% of students in MBR travel an average of three hours a day to attend university
- MBRC is home to 98 schools including 52 primary and 46 secondary



Bernard Salt -
Australia's leading
internationally recognised
demographer

"The Moreton Bay Regional Council area is in my view the best location for a new university campus in Australia based on current and future demographics."

"A local, major higher-education campus will unlock job opportunities and supercharge this region's economic development and prosperity."

Our Project Drivers

- Education epicenter with the University of Sunshine Coast at its heart
- Employment 'engine room' creating new jobs locally
- Regional community outcomes (community hub, recreation and environment)
- Supports and complements the MBRL investment
- Catalytic affect on surrounding areas - supports not competes
- Financially manageable – community return not just economically



Our Anchor Education Partner - USC

- In Nov 2015, following a public expression of interest, the University of the Sunshine Coast (USC) was selected as the Anchor Education Partner.
- USC Petrie will be a full-service campus with an indicative area of **10Ha**, equal in status to the USC's Sippy Downs campus
- Foundation facilities ready by Semester 1, 2020.
- 35 programs in year 1 to 100+ in year 10



The Mill at Moreton Bay – Priority Development Area





By the Numbers

- 6,000 ongoing jobs for the Greater Moreton Bay Region by 2036
- 100 direct construction jobs each year for 14 years (2016-2030)
- 250 additional ongoing jobs in local education and health sector from 2031
- \$950 million economic benefit to the Greater Moreton Bay Region

Delivering - More Education



more than **100**
courses by **2030**

including law, business, science, engineering and speciality courses such as mechatronics

Delivering - More Education



10,000

Uni Students in the Greater Moreton Bay Region within 10 Years

Delivering - More Jobs



Creation of

6,000

ongoing jobs for the Greater Moreton Bay Region by 2036

By the Numbers

- 230 ha of conservation and koala habitat land including:
 - 16 ha regional recreation parks including lakes
 - 12 ha sport and recreation precinct with aquatic centre
- 3400 new dwellings
- 204,000m² of new commercial and retail floor space

Delivering - More Land



230ha
Conservation
and Koala Habitat



12ha
Sport and
recreation area



Priority Development Area

- Declared 2 September 2016 by Deputy Premier Jackie Trad as a Priority Development Area (PDA)
- A PDA is a parcel of land identified for specific accelerated development with a focus on economic growth
- Council is working closely with State Government to finalise draft Development Scheme to take on public consultation.



Development scheme

- The PDA Development Scheme - regulatory planning document intended to facilitate purpose of Economic Development Act 2012
- Three components:
 - Land Use Plan
 - Infrastructure Plan
 - Implementation Strategy
- Prepared in-house with MBRC with graphic support



- Pushed the document to be more than the norm
- Well received by the public
- Tells the story on what we are looking to achieve, why and how.



CELEBRATING THE MILLS RICH HISTORY AND ROLE IN THE GROWTH OF PETRIE

1823 John Cregey first navigates the North Pine River.

1842 First settlement begins in the Pine River region.

1858 Tom Petrie donates a large grazing area, now occupied by Mill Lane College and Car Lane of the Pine Lakes, and sets in motion.

1868 The opening up of a road leads to Cyclone assisted Colon and Co. workers to register roads and land services. As the Petrie's determine themselves and the location for the first stage of houses after being displaced, a school and industry were established. This was the beginning of what became the North Pine River township.

1879 The North Pine State School, later changes to Petrie State School, opens with 12 pupils and 1 teacher.

1870 The 10 This was the establishment of provisional schools in the Pine River area and the commencement of local government.

Late 1880's By the late 1880s, starting with emerging as the extensive mangrove area in the region.

1911 The Department of Fisheries, change the name of North Pine Station to Petrie as a tribute to Tom Petrie who had set the first school in the Pine River area and being considered the father of the town, it also became necessary to change small addresses.

1940's WW2 During World War II, large numbers of troops were stationed in the Pine River base for varying lengths of time.

1944 The Australian Paper Manufacturers (APM) purchased large numbers of dairy farms and established large paper manufacturing operations.

1951 Completion of the mill bridge.

1952 Building is supplied to local areas in the area located in 1952.

1950's & 60's Australian Paper Manufacturers (APM) purchased large numbers of dairy farms and established large paper manufacturing operations.

1957 The Australian Paper Manufacturers (APM) purchased large numbers of dairy farms and established large paper manufacturing operations.

1961 Labor Government was established to support the mill and expansion and provide the houses and health care to the area.

1963 The first paper mill building is completed and the mill is opened for production.

1974 Consideration is given to the rehousing process, which included purchase, demolition, and reconstruction of the paper mill.

1984 - 2004 The Australian Government, Queensland Government and APM agree an agreement to build the proposed Mill Lane, Mill Lane Petrie to the Petrie Peninsula.

1986 With several large industrial in the area and surrounding area.

July 2010 The Australian Government, Queensland Government and APM agree an agreement to build the proposed Mill Lane, Mill Lane Petrie to the Petrie Peninsula.

July 2015 Mill Lane, purchased the Petrie Paper Mill as a large strategic asset to ensure the mill's long-term viability. The University of Southern Queensland is named as the preferred partner for the mill's redevelopment. A strategic partnership is formed and a master plan is developed to ensure the mill's long-term viability.

2016 Mill Lane Petrie is established as the Petrie Mill site, including demolition of much of the paper mill buildings and infrastructure.

December 2013 The Petrie Mill site is handed over to the Queensland Government for the public sector.

October 2016 The Mill Lane Petrie site is handed over to the Queensland Government for the public sector.

September 2016 The Petrie Mill site is handed over to the Queensland Government for the public sector.

2036 By 2036, the area is expected to contain a population of 1000.

Delivering - More Jobs

Creation of **2,200** new jobs in the **2,800** nationally.

100 Direct Construction Jobs each year for 14 years (2014-2030)

250 additional ongoing jobs in the local education & health sector from 2031

Delivering - More Land

GFA for total PDA area **204,000m²**

38% COMMERCIAL (78,542m²)

30% INDUSTRY (41,536m²)

25% MIXED USE (50,419m²)

7% RETAIL (14,811m²)

Delivering - More Education

10,000 Uni Students in the Greater Moreton Bay Region within 10 Years

24/7 live work play

Delivering - More Economic Benefits

\$950 MILLION In annual industry output in the Greater Moreton Bay Region (GMBR), and a total of **\$1.9 BILLION** of the national level.

\$1.5 BILLION to GDP each year with over half of this estimated to come from the GMBR economy.

Delivering - More Homes

3,400 total new dwellings

12ha Sport and recreation area

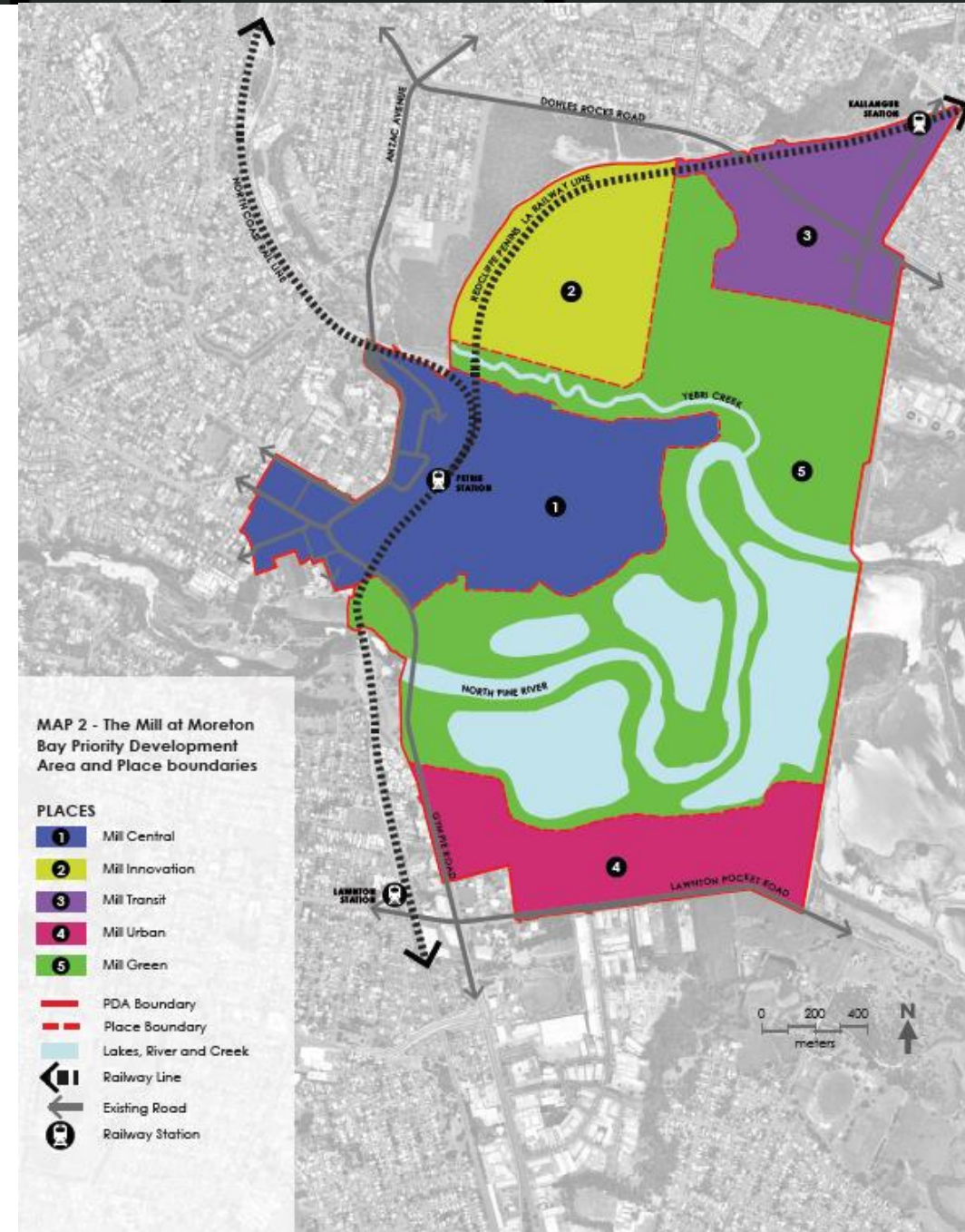


PDA Development Scheme

- The PDA is made up of five 'places', each having its own place intent, framework plan, preferred land uses, development criteria and levels of assessment.

The five places are:

- **Mill Central**
- **Mill Innovation**
- **Mill Transit**
- **Mill Urban**
- **Mill Green**



MILL INNOVATION

Securing the future for the innovation precinct, the northern parcel of land will allow for the continued growth of the MILL into the regions think tank and economic powerhouse

INNOVATION

MILL CENTRAL

The heart, Mill Central is a combination of the existing Petrie centre with the creation of the new education and employment growth centre for the region.

CENTRAL

MILL TRANSIT

Transit focused mixed use development opportunities creating a highly connected and transit focused community.

TRANSIT

MILL GREEN

Environmentally rich and diverse, the Mill Green encompasses conservation to active sports and recreation and every trail, lake and river in between to discover.

GREEN

MILL URBAN

Creation of a diverse community with exceptional amenity and access to one of South East Queensland's most innovative centres of excellence.

URBAN

THE MILL MORETON BAY

Mill Central

- The heart of the PDA containing the first full service university campus in the Region
- Supported by range of uses and activities, including regional sporting facilities and health related opportunities.
- Quality urban spaces hosting a mix of retail, commercial, residential, community and recreation uses.
- Revitalised Petrie District Centre west of the rail line.



Mill Innovation

- The region's think tank and economic powerhouse
- Will stimulate regional economic growth and generate high employment for the region
- Supported by complimentary residential and non-residential activities



Mill Urban

- A new diverse community with exceptional amenity and access to one of South East Queensland's most innovative centres of excellence.
- Comprises a mix of residential development and live work opportunities focused around high quality landscapes and streetscapes.



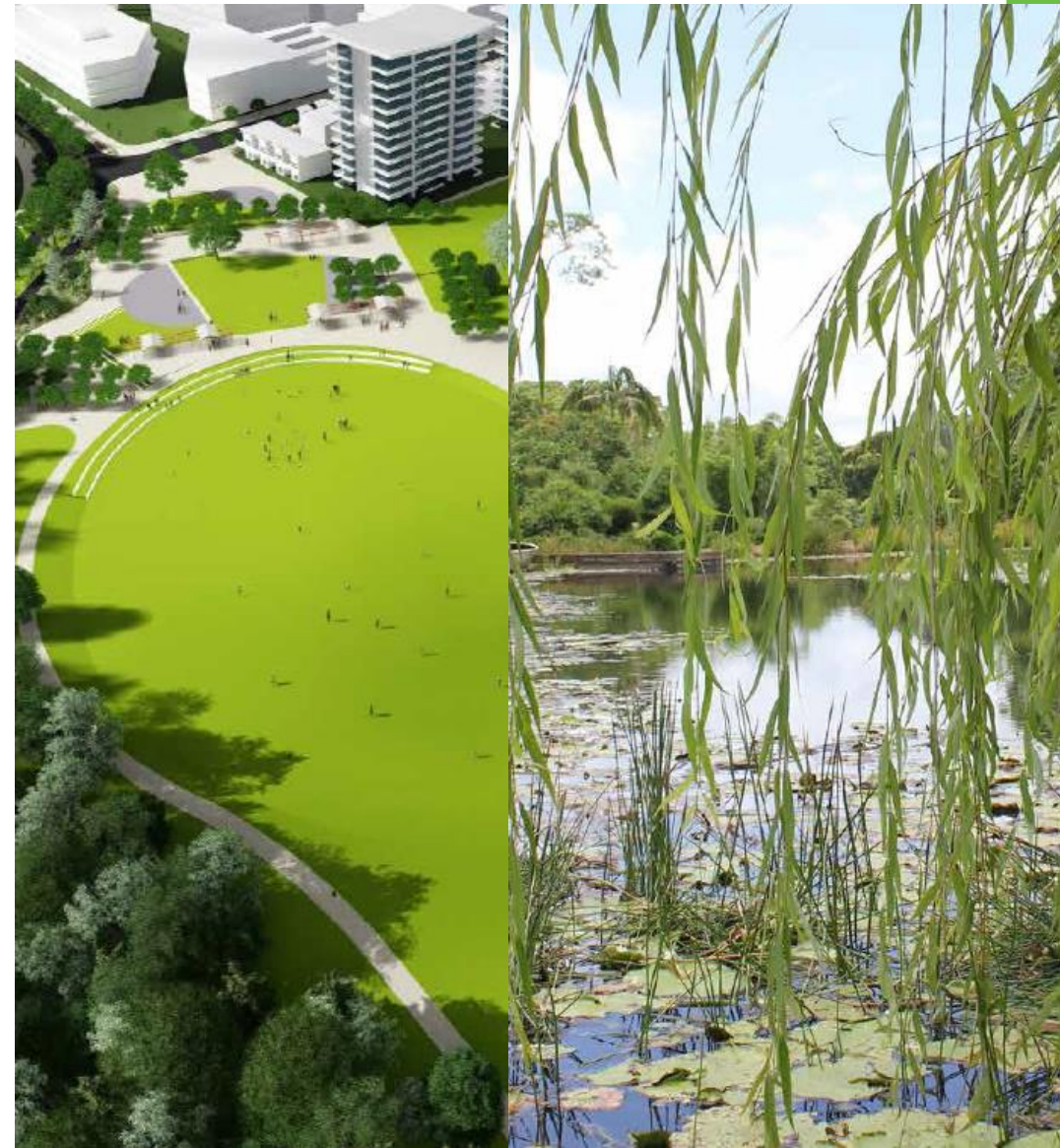
Mill Transit

- A new transit oriented residential community supporting convenience retail and commercial uses focused around Kallangur Station.
- Will provide for medium residential development north of Dohles Rocks Road and the continuation of existing light and general industrial activities south of Dohles Rocks Road



Mill Green

- Will create an ecologically viable conservation area
- Protect, restore and manage areas of significant biodiversity and ecological integrity
- Enhance koala habitat and wildlife corridors
- Limited range of complimentary passive and active recreational opportunities, ancillary infrastructure and minor activities associated with the Uni and other development within the PDA



Environmental strategy

- Council is committed to a net environmental gain across the site
- Actively working with local environmental and koala groups on the strategy
- Koala monitoring has been recommenced through a Council approved and funded program
- MBRC has proactively worked through an EPBC referral with the Federal Government
- EPBC approved has been approved
- Currently preparing the Koala Management Plan

Project Report

28 April 2016 - 18 June 2017

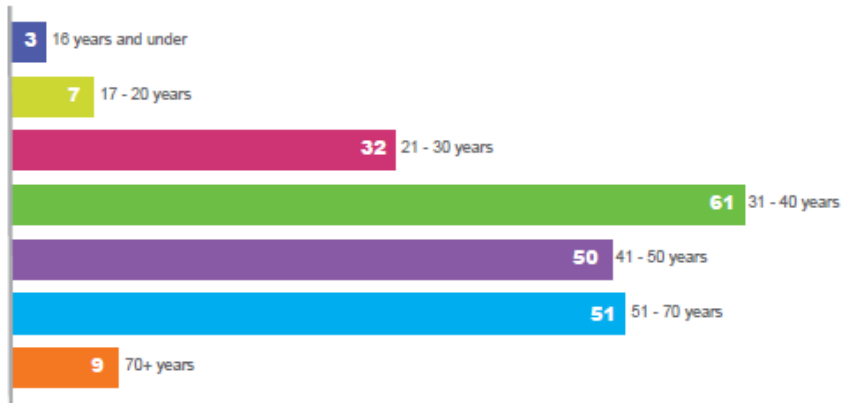
Your Say Moreton Bay

The Mill EPBC Referral

engagement 
by Bang the Table

CONSULTATION

- Three formal phases
- Ongoing profile building



Survey Question: Age of participants who made an online submission

Moreton Bay Regional Council
Home Projects Council Home

YOUR SAY
Moreton Bay

Home > The Mill Priority Development Area

1. Establishment of University of the Sunshine Coast (USC) Moreton Bay Campus

Survey Question: Do you support USC establishing a new full service university campus?

2. Revitalisation of the Petrie Centre

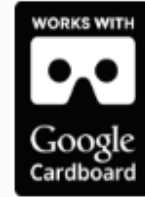
Survey Question: Do you support the PDA's proposal to revitalise Petrie Centre?



Using Virtual Reality

Experience The Mill in Virtual Reality!

Get a full 3D experience of the Mill using your SmartPhone and Google cardboard compatible goggles. Works with iPhone and Andriod phones up to two years old



Instructions

Launch VR





PUBLIC
ART

BUSINESS
CIVIC
PUBLIC
REALM

URBAN
**SMART
CITY**



THE MILL

**ON STREET
DINING**

**CLIMATE
RESPONSIVE
DESIGN**

**ACTIVATED
STREETS
AND PUBLIC
THOROUGHFARES**

MIXED USE



**CREATING URBAN
LANDSCAPE**

**CREATING
LIVEABLE
COMMUNITIES
WITH ACCESS
TO SIGNIFICANT
PARK LANDS AND
GREEN SPACES**

Mill Central
and
commercial
and
incubator
opportunities
within an
activated
streetscape



**ENDLESS
OPPORTUNITIES**
**CREATING PLACES
FOR INNOVATION
AND INVESTMENT
INTO THE FUTURE**

Mill Urban and views across the lake to the University



In summary

- MBRC is committed to delivering a world-class destination centered on education
- MBRC together with USC are united in delivery a campus like no other seen in Australia
- The Mill at Moreton Bay will bring forward new investment to our region hand deliver for our community now and into the future
- MBRC will be actively looking for new partners to join USC within the precinct