
From: noreply@ecq.qld.gov.au
Sent: Monday, 28 November 2022 3:08 PM
To: LG CC Submissions
Subject: (58126) Moreton Bay Regional Council - electoral arrangements review - Naomi Spence on behalf of Greater Caboolture Chamber of Commerce
Attachments: Letter-of-support-City-Status.pdf

Online submission for **Moreton Bay Regional Council - electoral arrangements review** from **Naomi Spence on behalf of Greater Caboolture Chamber of Commerce**

Submission Details

Name: Naomi Spence on behalf of Greater Caboolture Chamber of Commerce

Privacy preferences: Publishing your submission and your name

Submission text:

File upload: Letter of support - City Status.pdf (120.2 KB)

Submission ID: 58126

Time of Submission: 28 Nov 2022 3:08pm

Submission IP Address: [REDACTED]

Referral URL: <https://www.ecq.qld.gov.au/electoral-boundaries/local-government-boundary-reviews/external-boundary-and-electoral-arrangement-reviews/moreton-bay-regional-council-electoral-arrangements-review>

28 November 2022

To Whom It May Concern

The Greater Caboolture Chamber of Commerce Inc (GCCC) exists to advocate on behalf of all businesses within our geographical footprint, which is located within the Moreton Bay region. The status of Moreton Bay is something we consider to be important for the long-term prosperity of businesses within the region.

The GCCC strongly support the name change as proposed by Moreton Bay Regional Council. Since Moreton Bay is one of the largest and fastest growing areas within South East Queensland, the change of name will more accurately reflect the economic and lifestyle opportunities that exist.

In addition, the upcoming Olympic Games pose a great opportunity for Moreton Bay to continue to develop its identity as a tourism destination. Retaining the name of region does not accurately reflect the cosmopolitan nature of most of Moreton Bay and could deter both investment and tourism bookings in and around the Olympic Games.

Moreton Bay is the third largest Council area in Australia, and yet members of the Federal Parliament together with major investors, still do not know where it is. Many assume we are located in a regional area instead of being between the major centres of Brisbane and Sunshine Coast.

We can view the example of Redlands, also located along the coast of South East Queensland, which changed its name to Redland City. The result was that Redland City Council's ability to secure recognition and investment were greatly enhanced. We would expect the same for Moreton Bay.

A major consideration in the decision to change the name of Moreton Bay would be the cost involved in rebranding. Moreton Bay Regional Council advise that the costs would be minimal as no rebranding would take place unless already planned for. In other words, signage and other physical assets would only be replaced once they had reached their useful lifespan.

Yours sincerely,

Naomi Spence

President
Greater Caboolture Chamber of Commerce Inc