

Moorooka Marketplace Destination Plan

Brisbane City Council is planning for a growing city by backing small businesses with more support in the suburbs.



Dedicated to a better Brisbane

Planning for Brisbane's future

Planning for Moorooka's future

Every day, Brisbane City Council works with residents and local communities to make sure the Brisbane of tomorrow is even better than the Brisbane of today. We are planning for a growing city by backing small businesses with more support in the suburbs.

Thank you to the local businesses who shared their ideas for the future of Moorooka Marketplace, through the Moorooka Local Business Partnership Initiative (LBPI) workshops, surveys and feedback sessions. This destination plan was developed from your ideas.

Carefully planning for a growing city means stronger communities and more local jobs in a Brisbane that's sustainable for future generations. The LBPI is one way Council is doing this.

LBPI Process



Council officers visited and delivered surveys to local businesses



Stakeholder meetings



LBPI workshop



Feedback on destination plan



Continued support from Brisbane City Council

Implementation

The next phase of the LBPI will see Moorooka's local business community implementing their destination plan and realising the opportunities they identified.

A key aspect of the LBPI is Council empowering local businesses to determine the future of their area by encouraging discussion and skills-building.

Council will continue to support business development through workshops specific to the needs of local businesses in the area.

Why do business in Moorooka Marketplace, Beaudesert Road, Moorooka?



Strong community feel



Loyal and diverse customer base



Median family income (annual)
Moorooka \$105,924



71.2% aged 15-64 years



Rich cultural diversity



Customers travel far and wide



Median personal income (annual)
Moorooka \$40,456



Median age
34.7

Council investment in Moorooka



Free Wi-Fi



Creative lighting installation in Moorvale Lane



Manmeet Paradise memorial established in Luxworth Place park



Streetscape upgrades

Opportunities for Beaudesert Road, Moorooka

- Increase retail and business diversity.
- Increase promotion and improve perception of the area.
- Promote Moorooka's uniqueness, as well as specialised and quality products.
- Develop Moorooka's local brand.
- Improve and enhance appearance of shop fronts.
- Collaborate with other local businesses.

Local business community aspirations

- Establish Moorooka as a destination experience – great food, boutique stores, specialised food products, creative and cultural experiences and activities, things to see and do.
- Increase diversity of businesses and product offering to customers.
- Retain community feel and support of local businesses.
- Encourage an anchor attraction at Mayfield Road end of Beaudesert Road.
- Encourage creative pursuits and activities in empty shop fronts.

How do we get there?

Develop Moorooka Marketplace as a destination.

Moorooka: a cultural, creative and culinary adventure



Step 1 Activation

- Support a 'Foodie tours' concept to showcase the specialised food products and restaurants of Moorooka.
- Support and grow the number of existing markets and events.
- Investigate partnerships with creative industry artists/producers and business property owners to activate Moorooka.



Step 2 Positioning

- Promote the specialised food and other quality products of the area (e.g. spices, food, hair products, braiding).
- Collaborate with other local businesses to promote Moorooka Marketplace to online food bloggers, city guides, and lifestyle news and event sites.
- Leverage existing local resident groups to promote shopping local at Moorooka Marketplace.



Step 3 Vibrant business culture

- Consider a collaborative social media presence to promote what's on in Moorooka Marketplace.
- Support local business networking opportunities.

Business community and Council will continue to collaborate.

Moorooka Marketplace has a supportive local community with loyal customers in surrounding suburbs.

Customers travel from far and wide – from Maroochydore, Varsity Lakes and Redland Bay.

Start, run or grow your business

brisbane.qld.gov.au business

133 BNE (133 263), is a dedicated 24-hour, 7 day a week hotline to support business in Brisbane. The hotline is a one-stop-shop for businesses seeking information and advice on Council services and is a convenient way to get all your questions answered in one phone call.



Small Business Liaison Officers provide free consultations for local businesses to discuss business challenges, identify Council programs and resources available, and to brainstorm ideas around growth opportunities. Email smallbiz@brisbanemarketing.com.au or call Brisbane Marketing on 3006 6200.



Visit brisbane.qld.gov.au/business to see Council's online business resources, read newsletters, access community profiles, and read about Brisbane's economy.



Graffiti management and removal kits are available from Council to help all businesses discourage and prevent graffiti.

Join us for the free Lord Mayor's small business forums and workshops or book in for a digital marketing skills refresh with Digital Brisbane's Power-Up series.



Add your event to the Visit Brisbane website via the Australian Tourism Data Warehouse www.atdw.com.au



Find information on Council's business and trade missions, the Asia Pacific sister city relationship program and more at brisbane.qld.gov.au/business

Brisbane City Council
GPO Box 1434
Brisbane Qld 4001
CA18-1022035-06-4317
© Brisbane City Council 2019

brisbane.qld.gov.au
3403 8888
[/BrisbaneCityCouncil](https://www.facebook.com/BrisbaneCityCouncil)
[@brisbanecityqld](https://twitter.com/brisbanecityqld)
[@brisbanecitycouncil](https://www.instagram.com/brisbanecitycouncil)