



Membership Prospectus 2026



**Champion
Redlands
Coast**

We champion things that move our city forward

Industry development and growth

Delivery of our investment pipeline

Increased competitiveness

Enhanced livability

City spirit and pride

Redlands Coast has a pipeline of over 170 projects worth more than \$6.5 billion. The delivery of this pipeline is critical to realising community and economic outcomes.

Some of the projects included in our investment pipeline.

- Birkdale Community Precinct
- Redlands Whitewater Centre
- Weinam Creek PDA
- Southern Thornlands PDA
- Toondah Harbour PDA
- Redlands Health and Wellness Precinct
- Redlands Hospital Expansion
- Capalaba Revitalisation Project
- Cleveland CBD
- Various sporting infrastructure and upgrade projects
- Dunwich Master Plan
- Shoreline

Redlands Coast: SEQ's Champion City

The Redlands Coast remains on the cusp of an unprecedented era in its history – an investment pipeline worth more than \$6.5 billion, comprised of more than 175 projects set to transform the region – creating employment opportunities, attracting new residents, and improving quality of life. Notwithstanding the abundance of opportunity for sustainable growth in the region, a positive voice for this investment in Redlands has been missing. Too often, negative messages have been the only message and it has succeeded in shifting broader public opinion to a point where this investment has been lost.

The Champion Redlands Coast (CRC) initiative was established in 2020 by the Redlands Coast Chamber of Commerce (RCCC) in response to the need for a collective and collaborative approach toward achieving sustainable economic growth in the region. Through evidence based research, CRC brings together local business and community leaders, along with Federal, State, and Local representatives to achieve a shared vision through strategic advocacy.

Since its inception, CRC has undertaken extensive research into critical factors that influence the regions liveability and workforce attraction. As a result of other regions better leveraging and investing in economic and social liveability attributes, since 2018 the Redlands Coast has declined in the Australian Liveability Index, dropping from 8th to 14th position. Further research revealed critical 'push factors' that were impacting the regions' ability to attract skilled workers and outside business investment. These factors included inadequacies in housing options, local transport and connectivity with Southeast Queensland, local Tertiary

Education opportunities, and Community Amenity.

CRC will build a new and more balanced narrative underpinned by strong messaging around what investment means for the Redlands Coast. Through thought leadership and events, CRC will provide an alternative perspective to the community about the region's future and empower them to join the conversation about how the region's future should look.

Whilst continuing to work with the RCCC, it is important the CRC is now seen as its own standalone initiative. This will allow CRC to focus on championing broader economic growth in the region whilst allowing the RCCC to focus on support for the business community.

By joining Champion Redlands Coast, you will add your voice to a collective that is driving sustainable economic growth, addressing the region's challenges, and ensuring our community thrives for generations to come.

Together, we can influence the decisions that matter, champion local priorities, and create a Redlands Coast that is not only a thriving economy, but a place more people choose to live, work, learn and play.



Rabieh Krayem – Board Chair

Who we are

Industry funded. City focused.

The key strength of Champion Redlands Coast lies in its collective and collaborative approach, highly invested and engaged local partners and shared future vision of how the region should grow.

That vision is to secure a positive future for Redlands Coast by driving investment whilst enhancing quality of life for residents and visitors.

Our Foundation Partners



Our CEO – Cindy Corrie



Cindy is known for bringing people together and has championed Redlands Coast in varying capacities over the past decade. Cindy brings the expertise and drive that will be crucial in ensuring Champion Redlands Coast continues to play a pivotal role in shaping our economic future.

Cindy has guided the organisation through a phase of growth and national recognition, including earning a finalist position in the Economic Development Australia Awards. She has a strong track record in economic development, strategic advocacy, and stakeholder engagement. Cindy is well connected within the region, highly regarded across both industry and government, and brings a dynamic energy and strategic vision that will help Redlands to leverage upcoming opportunities such as major regional projects and preparations for the 2032 Olympic and Paralympic Games.

Our Redlands Coast. Our Legacy.

Solutions focused advocacy



Capalaba City Centre Revitalisation Project



Hub 68 Health and Wellness Precinct

Our approach to advocacy is unapologetically solutions-focused. We don't exist to host talkfests or produce reports that sit on shelves—we exist to drive outcomes. That means clearly defining the problem, aligning stakeholders around practical solutions, and advocating with purpose, evidence, and persistence until progress is achieved. We work alongside industry, government, and the community to cut through complexity, focus on what's deliverable, and maintain momentum. Success for us isn't measured by meetings held—it's measured by decisions made, investment secured, and tangible progress for the Redlands Coast.

- Submissions
- Social media and media campaigns
- Facilitating partnerships
- Ongoing engagement with key stakeholders and elected representatives

Engagement that builds momentum

Our engagement approach is designed to build real momentum—bringing the right people into the room and creating the conditions for progress. We connect industry directly with key decision-makers and influential stakeholders through curated, high-value events that prioritise quality over quantity. These are not passive forums; they are purposeful opportunities for industry to understand what matters, ask the questions that unlock progress, and build relationships with those who shape decisions for our city. Every interaction is intentional—focused on insight, access, and connection—so that engagement translates into action and outcomes for the Redlands Coast.



Be in the room. Shape what's next for Redlands Coast.

Inclusions	Foundation Partner – over 20 employees \$15,000 + GST (per year x 3 years)	Business Champion – under 20 employees (\$5,000 + GST annual membership)	Community Champion – Community Groups and Small Sporting Clubs (\$1,000 = GST annual membership)
Recognition as Champion Redlands Coast Foundation Partner or Member - Website - Social Media - Newspaper - Event Collateral	✓	Website and social media only	Website and social media only
Investment in the delivery of thought leadership and campaigns	✓	✓	✓
Solutions based advocacy	✓	✓	✓
Contribution and access to research specific to sustainable economic development on the Redlands Coast	✓		
Collaboration opportunities with Federal, State and Local Government	✓		
Invitation to Foundation Partner only meetings and events	✓		
Right of refusal to sponsor one Champion Redlands Coast event	✓		
Two free tickets to all Champion Redlands Coast events	✓	Member price tickets	Member price tickets

Redlands Coast

SEQ's Champion City

Contact Champion Redlands Coast

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