

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Pioneering a positive change inaugural Moreton Bay Sustainability Demo Day!

What happens when you join forces with industry powerhouses and business owners on a mission to help solve global challenges?

The result is an awe-inspiring afternoon of thoughtful pitches, life-changing feedback, and genuine collaboration and connections.

City of Moreton Bay Mayor Peter Flannery said it was great to see Moreton Bay's innovative spirit on display with projects showcasing sustainability and social responsibility in our community.

"The passion and ingenuity displayed by our participants at the inaugural Moreton Bay Sustainability Demo Day gives us reason to celebrate as we look forward to a bigger, bolder, brighter and more sustainable future in Moreton Bay.

"The projects and initiatives demonstrated a strong commitment to positive change and stewardship over the land and community we call home, aligning with the sustainability focus in our Environment and Sustainability Strategy 2042.

"Council is also committed to achieving net zero emissions for our operations by 2039 and I'm excited and proud to see these solutions, projects and technologies make a positive impact on Moreton Bay and beyond."

Led by MC Mark Gustowski, with a proven track record of scaling startups and supporting sustainable businesses, a panel of distinguished judges loaned their expertise to evaluate the showcased projects, explained Moreton Bay Region Industry & Tourism (MBRIT) CEO Tash Wheeler.

"What truly stood out about this event was the pervasive spirit of collaboration, felt by everyone present, especially our esteemed panel of judges," she said.

"The wealth of talent, experience and networks from our judges and invited guests in the room was nothing short of life changing, and these industry powerhouses were giving of their time, insights, suggestions, and connections."



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The judging panel included notable figures such as Yas Grigaliunas of Circonomy and Circular Australia, Stewart Moore of EarthCheck, and Amanda Newbery of Articulous Communications, each contributing a wealth of experience and insights from various sectors across the country.

Stewart Moore, Founder and CEO of EarthCheck and one of the day's judges, applauded City of Moreton Bay for its delivery of the inaugural Moreton Bay Sustainability Demo Day.

"What a fantastic event, which was all about a community coming together, and exchanging new ideas," he said.

"We all need to be part of change, which is about future-proofing City of Moreton Bay and the greater region we're all living in.

"Success comes from connecting the dots, supporting each other and the journeys we are on, and that's certainly what was witnessed here today."

Although every demonstrator was awarded valuable opportunities from connections and the prize pool, Phoenix Laser emerged the unanimous Judge's Choice, and overall winner of the day.

The eight demonstrators were selected as finalists from the 20+ applications received via the Expression of Interest (EOI) process.

Many credited their refined pitches to the support and advice offered by world-leading facilitator Jacqueline Nagle during the half-day demo day prep workshop.

To learn more about the inaugural Moreton Bay Sustainability Demo and the 2023 participants, judges, and prizes, please visit: <https://www.innovatemoretonbay.com.au/sustainability-demo-day-2023>

The Moreton Bay Sustainability Demo Day is part of a suite of innovative programs being delivered via Innovate Moreton Bay, as part of Council's commitment to the Regional Economic Development Strategy (REDS) which includes the objective of becoming a top ten regional innovation hub.



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For more information about City of Moreton Bay's innovation programs, see

www.moretonbay.qld.gov.au/innovation

ENDS

For more information:

Luke Steers

GM Corporate & Community Marketing

luke.steers@mbrit.com.au

+61 440 745 992

About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives and promoting the City of Moreton Bay as an enviable and attractive destination.

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