

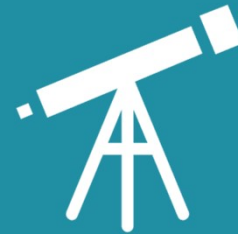
# Gold Coast Business Portal

CITY OF  
**GOLDCOAST.**

# VISION & MISSION

## **VISION:**

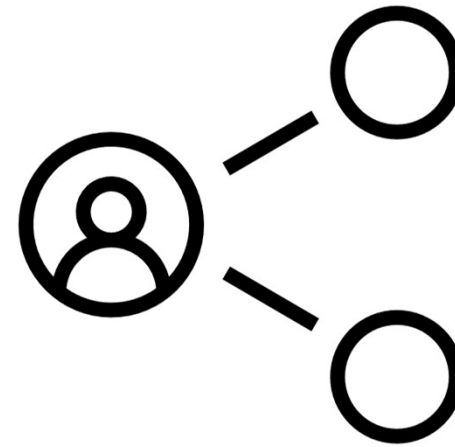
To create a resilient Gold Coast



## **MISSION:**

To support the Gold Coast economy by maximizing opportunities for business





- How to increase our leverage to create more partnerships and collaborative opportunities faster?

Partnerships and Collaboration provide new avenues for growth and resilience

Big data used to harness excess capital and labour to produce an expanding **Share Economy**.

# B2C Share Economy

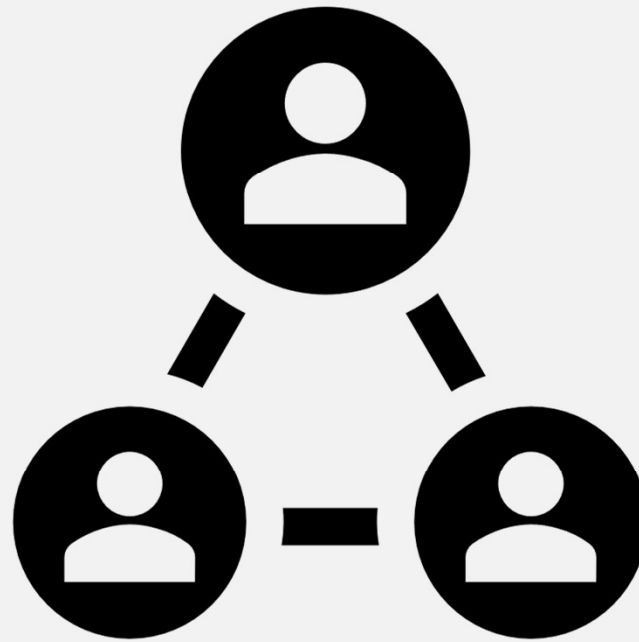
*This question has been essentially answered* by the Uberization of the economy – big data used to harness excess capital and labour to produce an expanding Share Economy.

- Uber – ride share
- AirTasker – share skills
- Spacer – share spare storage space
- The Volte – share fashion/ clothes
- Parkhound- parking spaces
- Airbnb – share accomodation
- RubberDesk – share desk space
- HireUp – care economy

# B2B Share Economy

Unlock additional revenue streams while reducing costs and waste

- Fixed Capital expenditure can become a variable cost by 'renting' excess capacity
- Generate New revenue streams
- Boost resilience and agility
- Satisfy markets seeking end to end solutions
  
- Vehicle - Gold Coast Business Portal



- Local first – CoGC wants to support GC businesses to engage other GC businesses first
- Support local jobs – we need to keep our economy strong and growing by ensuring opportunity for all
- Enabling businesses to do what they do best – providing digital solutions to engage in the B2B Share Economy
- GC Industry on the map – bring more work to our region and show Australia what GC businesses can do

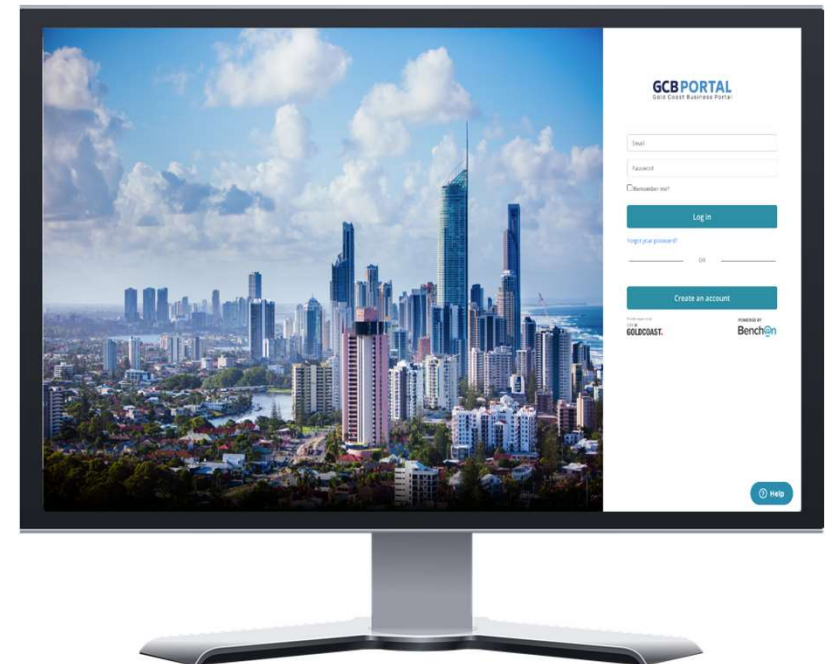
# GCB PORTAL

Gold Coast Business Portal

Automated Resource Sharing Portal designed to help businesses manage and leverage capacity fluctuations.

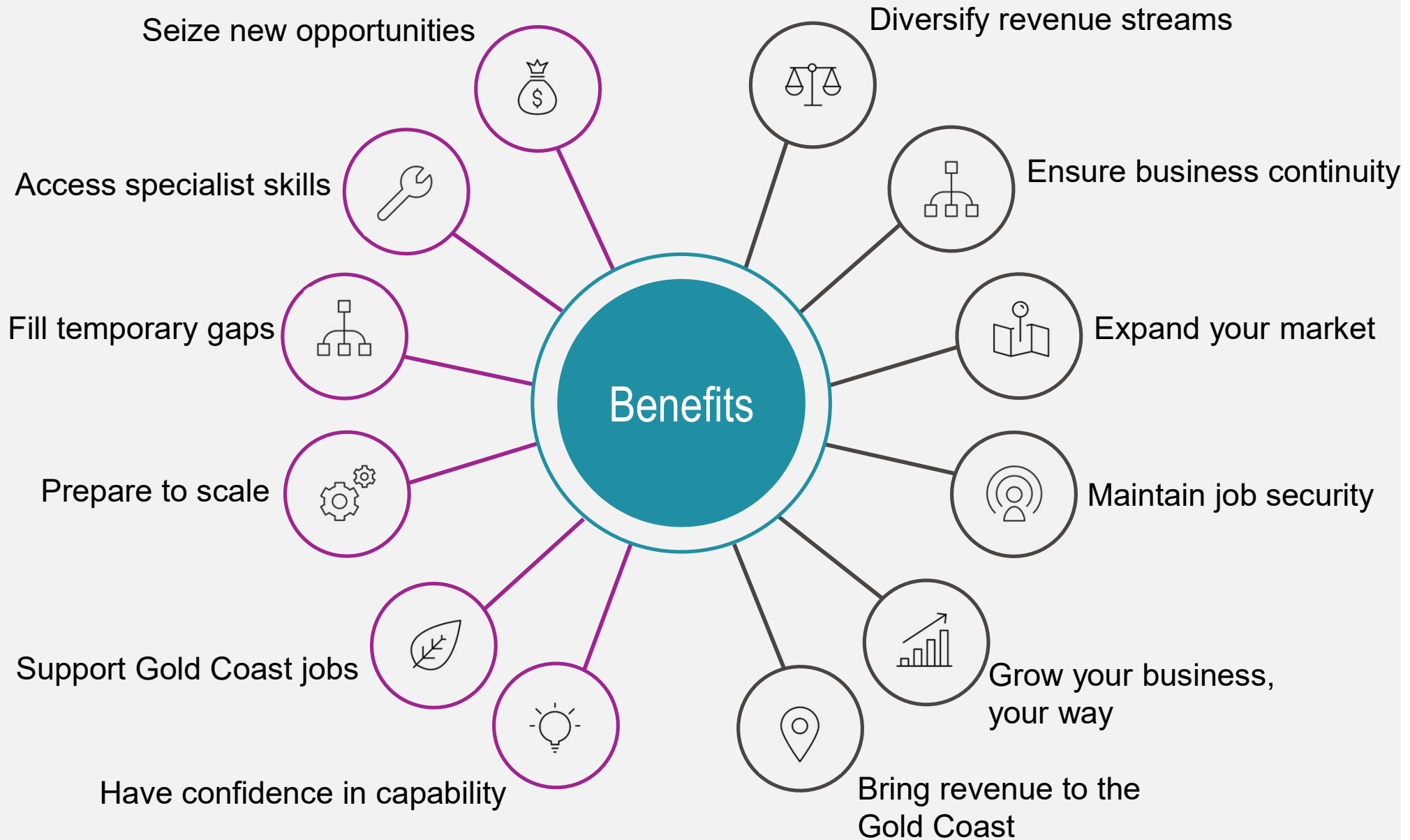
Local Businesses can:

- Become more productive
- Create new opportunities
- Increase Revenue
- Maximize market, and
- Become more resilient to change



## Support Seekers

## Contract Seekers







## Case Studies

### Support Seeker

- Disability startup secured marketing support at 50% below market rate

### Revenue generation

- Global Corporation offering 200 contract positions in customer experience for 2 months
  - Bringing \$1.5m in revenue to the GC

# GCB PORTAL SIMPLE SET UP

## Step 1



VISIT [www.gcbportal.com.au](http://www.gcbportal.com.au)

Create a new account with  
basic details

Quick 3 step verification

## Step 2



**COMPLETE YOUR  
ACCOUNT DETAILS**

Add opportunities as a  
contract seeker or support  
seeker

## Step 3



**CONFIRMATION  
CALL**

You will receive a welcome  
call from  
the support team to help with  
your set up



## **What are we asking from you?**

- Register your business for free!
- Spread the word through your networks
- When you need something done, try local first!

Thank you!

# HANDY LINKS

Free to sign up and source.  
Simple and quick account set up.  
Smart matching and confidential.



**Gold Coast Business  
Portal**

[app.gcbportal.com.au](http://app.gcbportal.com.au)



**Concierge Service**

1300 023 624



**Web Page**

[www.gcbportal.com.au](http://www.gcbportal.com.au)

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