

CityPulse SEQ

Connecting communities for a liveable future



Making liveable, doable.

Introducing CityPulse SEQ

Brisbane is Australia's river city, the gateway to Queensland, and the country's third most populated city. Its current population is approximately 2.4 million people, and is forecast to grow to well over 3 million by 2035.

Unlike Australia's two largest capital cities, which have grown to encapsulate their satellite cities, Brisbane is still separated from two thriving coastal cities located less than 100 kilometres from its CBD, which provide residents an alternative, beachfront lifestyle. These two cities – the Sunshine Coast and Gold Coast – are also forecast to experience higher rates of population growth over the same period.

As South East Queensland ("SEQ") grows to support an additional 2 million residents over the next 25 years, effective transport connectivity, the decentralisation of the central business district, and an innovative governance and planning framework will counteract inefficient urban sprawl. This will improve the liveability of our region. Additionally, these key factors will help to insulate Brisbane from a number of challenges currently being faced by other Australian capital cities, including housing affordability, traffic congestion and local job availability.

PwC believes that in order to provide a balanced 'live', 'work' and 'play' lifestyle to all of its residents in the future, SEQ must develop as a series of smart, connected and active precincts. But first we need to understand, through objective facts, what is needed to create each precinct, and where the challenges will lie. *CityPulse* SEQ ('*CityPulse*') gives us those facts.

CityPulse provides insights into the heartbeat of SEQ, measuring how we currently live, work, and play. The visual tool provides factually based data-driven insights into the current state of our region, and helps to inform the different roles that we can play in both meeting the challenges and taking advantage of the opportunities that exist within. *CityPulse* assesses areas within SEQ which offer the best access to the things that help make our lives easier and more fulfilling; education, cultural and entertainment facilities; health services; recreation; and employment.

Our research highlights that suburbs with desirable *CityPulse* scores, which facilitate a thriving urban environment, are enabled by proximity and connectivity between the elements of 'live,' 'work,' and 'play'. Connection or accessibility is measured by a 30-minute-drive time and 30-minute transit time from each suburb, based on off-peak traffic/timetables for all metrics except for job and education indicators, which are calculated at peak travel times.

By presenting the data through an interactive, visual map, *CityPulse* performs as a citizen centric index (how a citizen in one suburb performs relative to a citizen in another) enabling individuals to assess which parts of our region offers the amenities and experiences that are most important to them. It is important to note that all people have different and individual preferences and as such, particular aspects of the *CityPulse* information are more relevant to some. *CityPulse* SEQ allows residents of our region to understand which areas offer them their preferred balance between the three elements of 'live,' 'work,' and 'play' within the context of their budget, whilst also informing policy makers as to the key elements of a liveable suburb.

CityPulse enables individuals to assess which parts of our region offer the amenities and experiences that are most important to them to make their lives easier and more fulfilling.

‘Live’, ‘work’ and ‘play’: a city that allows us to thrive

Making liveable, doable.



Live

The ‘live’ component of PwC’s *CityPulse* measures access to life’s essentials, the basic needs of society. It measures how safe people might feel, and how easily they can reach critical services such as health care, education, child care and places of worship. It is a clear measure of our wellbeing and the level of social equity across our region. Currently, a suburb’s proximity to Brisbane’s CBD rates highly with regards to liveability.

1	Toowong
2	Coorparoo
3	Tarragindi
4	Mount Gravatt
=5	Kangaroo Point
=5	Greenslopes
=7	Ashgrove
=7	Auchenflower
=7	Woolloowin - Lutwyche
=7	Yeronga
=11	Red Hill (Qld)
=11	Norman Park
=11	Wavell Heights
=11	Camp Hill
=15	Paddington - Milton
=15	East Brisbane
=15	Morningside - Seven Hills
=18	Newmarket
=18	Holland Park West
=18	Holland Park
=18	West End
=18	Everton Park



Proximity to Brisbane’s CBD is the linchpin of ‘live’ scores

Controversially, and perhaps counter-intuitively, *CityPulse* shows that many parts of SEQ that are synonymous with offering a high quality of life, such as the Gold Coast and the Sunshine Coast, don’t score as highly in ‘live’. This is because, despite having immediate access to beaches and other natural attractions, these areas, relative to others, have poorer access to jobs, healthcare, educational facilities and other desirable amenities within 30 minutes. This is due to both geographical separation and poor connectivity as a result of less effective transport infrastructure.

Conversely, the areas surrounding the Brisbane CBD have abundant schools, universities, hospitals and child care, generally within 30 minutes by public transit or by car. This high level of amenity can be attributed to the maturity and high population of the city. Suburbs located on existing train lines score especially high on ‘live’ as they have the best access to amenities and health, without the higher crime rates found in the CBD itself. (This is not unique to SEQ, but a pattern seen in the majority of CBDs across the globe due to higher population densities). Amenity-rich inner city areas are also hampered by average or below average housing affordability.

Our view is that future planning should include an explicit focus on access – typically via public transport – to crucial civic amenities such as health care, education and child care. A future SEQ precinct should prioritise such amenities to complement its premium lifestyle attractions.

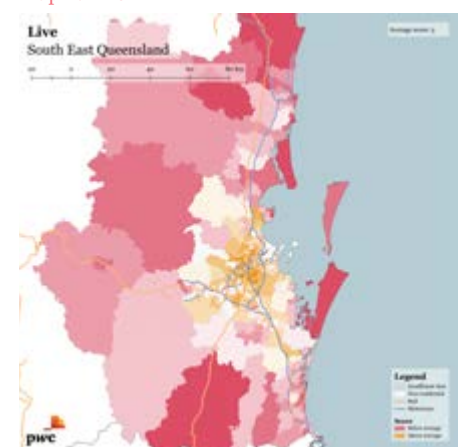


Education south of the river

Brisbane is fortunate to have a number of high-quality education institutions across both the public and private sector, at the primary, secondary and tertiary level. While Ipswich, the Gold and Sunshine Coasts offer a number of educational facilities, these are dwarfed in intensity by Brisbane. South of the river, again with close proximity to the CBD, is the largest grouping of suburbs that score highly on access to education by either public transit or car. The highest-scoring suburbs are located adjacent to the heavy rail network.

Areas surrounding Fairfield have the highest scores for accessibility to tertiary education as the University of Queensland (‘UQ’), Queensland University of Technology (‘QUT’) and Griffith University (‘Griffith’) are all within a 30-minute commute by either car or public transit. The transit scores in these surrounding areas receive the benefit of the Eleanor Schonell Bridge that connects St Lucia with Dutton Park, drastically reducing transit times to UQ from the southern suburbs.

Map 1: Live





Community health dictated by wealth

Common across Brisbane, the Gold Coast and the Sunshine Coast is the correlation between suburbs with a high median household income and high community health scores. We hypothesise this to be a result of the wealthier portion of the population being able to purchase priority health care via the private health care sector.

The Gold Coast has several suburbs with a high number of health centres accessible by both car and public transit, however, its overall score is diluted by the limited number of hospital beds.

The inner city suburbs of Brisbane continue to be standout performers as a result of high community health scores and a high concentration of hospitals and health centres around the CBD, including the Queensland Children's Hospital, the Royal Brisbane Hospital, Princess Alexandra Hospital, St Andrews, Brisbane Private Hospital and the Wesley Hospital, all located within two kilometres of the CBD.





Work

The phrase ‘work-life balance’ is heard regularly across all industries today. While there is an increasing focus on each leg of the live, work and play tripod, it’s access to quality employment opportunities that will ensure the welfare of SEQ’s residents and the productivity of the region into the future. *CityPulse* highlights suburbs that provide higher levels of work amenity. ‘Work’ indicators include local economic prosperity, measured by factors such as the value of building approvals, gross regional product, rate of business growth, accessibility to jobs, and level of welfare dependency.

1	Brisbane City
2	North Lakes - Mango Hill
3	Newstead - Bowen Hills
4	Springfield Lakes
5	Paddington - Milton
6	South Brisbane
7	Kelvin Grove - Herston
8	Ormeau - Yatala
9	Hamilton (Qld)
10	Bellbird Park - Brookwater
=11	Eight Mile Plains
=11	Rosedale - Burbank
13	Taigum - Fitzgibbon
=14	Murarie
=14	Kedron - Gordon Park
=14	Fortitude Valley
=14	Toowong
18	Pallara - Willawong
=19	Ashgrove
=19	Jimboomba

CityPulse tells a story of one economic powerhouse within SEQ, with Brisbane City scoring significantly higher than any other suburb, dominating across economic performance, job accessibility and welfare dependency. Radiating outward, nearby areas also score highly as a result of ease of access to the conglomeration of job opportunities in the CBD. This emphasises the importance of transport connectivity between residential nodes and places of employment.

The Cross River Rail project will be a critical piece of infrastructure to improve job accessibility to the city from Brisbane’s suburban areas. As well as connecting the new Brisbane Live entertainment precinct at Roma Street rail yards to a myriad of urban renewal projects and the stadium at Woolloongabba, the Cross River Rail project will deliver transformative impacts to these areas and improve job accessibility through efficient transport service delivery.



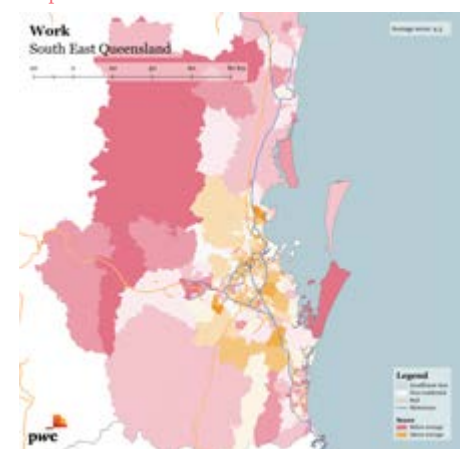
Masterplanned precincts surprise

The new planned and masterplanned urban areas such as Yarrabilba, Springfield and North Lakes scored highly on both ‘live’ and ‘work’ metrics, despite their distance from Brisbane CBD. This shows that access to jobs by public transport, regardless of where those jobs are located, is a strong contributor to significant economic performance. While a reasonable portion of these masterplanned precincts’ performance on ‘work’ scores is a result of the residential construction activity involved in building the cities, a large amount is down to new small businesses locating to the areas.

Once construction activity slows, employment numbers must continue to sustainably grow into the future. Local jobs, amenity and education improves residents’ wellbeing, as well as reducing the strain on the existing trunk infrastructure network, as residents do not need to leave the precinct to undertake their day-to-day activities.

The Brisbane Airport¹ and surrounding area currently has around 480 businesses located within it, offering diverse services such as freight and aircraft handling, warehousing, transport and communications, manufacturing, research, property and infrastructure development, education and training, recreation, tourism, accommodation, leisure and retail. Collectively these businesses employ more than 23,000 people, expected to grow significantly to the size of a regional town, by 2029. The area has high ‘work’ scores as a result of this activity. This is an example of how development of industrial land can offer a diverse variety of jobs decentralised from the CBD.

Map 2: Work





Workplace flexibility and the 24/7 precinct

As jobs become increasingly driven by technology advancements and AI, SEQ's workforce will be able to work more flexibly. With more people working from home or from satellite offices, SEQ's cities can become more decentralised. We see this leading to the creation of knowledge and innovation precincts, similar to Brisbane Airport.

Within Brisbane city, these precincts will likely be located within the existing CBD, as well as at transit oriented hubs such as Bowen Hills, Herston Quarter and the existing Boggo Road Ecosciences precinct. These precincts will be notable for their good transport connectivity (such as Cross River Rail) and for being drivers of innovation and collaboration.

In response to the shift towards more flexible working practices, we expect that the working hours in these precincts will change significantly from those seen today. Workspaces will operate 24/7, allowing people to work when and how they want to, with related service industry businesses expanding their hours to support them.



Targeting improvements

Both to the south of Brisbane, between Brisbane and the Gold Coast, and to the west of Brisbane, there are a number of suburbs that significantly underperform on 'work' scores. These areas suffer from the lowest median household incomes in SEQ and the highest rates of welfare dependency. They are poorly connected to economic hubs (primarily as a result of geographical separation) and have been further impacted by automation and offshoring in the manufacturing industry. Development of a knowledge and innovation precinct in these regions would provide economic stimulus, improve their 'work' scores and help to deliver a more liveable SEQ.





Play

For a global city to truly flourish, people must be able to explore, recharge, connect with one another and disconnect from work. 'Play' measures the aspects of a suburb that make it an appealing place for leisure activities such as entertaining, dining, cultural or sporting activities, and open spaces such as national parks and beaches.

1	South Brisbane
2	Woolloongabba
3	Kelvin Grove - Herston
4	Brisbane City
=5	Fortitude Valley
=5	Kangaroo Point
7	Spring Hill
=8	Paddington - Milton
=8	East Brisbane
10	Newstead - Bowen Hills
=11	Coorparoo
=11	Greenslopes
=11	Fairfield - Dutton Park
=14	Newmarket
=14	Red Hill (Qld)
=16	Windsor
=16	Norman Park
18	Ashgrove
=19	Toowong
=19	Auchenflower
=19	Woolloowin - Lutwyche



Beaches and national parks don't necessarily equal 'play'

CityPulse has found geographic inequality in opportunities to 'play' across SEQ. For example, Brisbane's inner city suburbs achieve high 'play' scores because of their good transport connectivity: residents enjoy greater access to cultural experiences, dining, entertainment, sporting events, parks and gardens. This increases their overall wellbeing and fulfilment. There are significant open spaces within 30 minutes of the CBD, including a number of parks throughout the western suburbs and Mt Coot-tha National Park. Residents of outer Brisbane suburbs can access national parks and beaches more easily than inner city residents, however, these amenities make up a relatively small proportion of the overall 'play' score, and so the outer suburbs rank below the inner suburbs on this measure.

The same is true for masterplanned communities such as North Lakes-Mango Hill and Springfield Lakes, which have low 'play' scores, despite the presumed ease of accessing open space compared to inner city locations. The take-away for our region's planners is that good access to a broad range of entertainment, dining, sports and leisure venues is key to a liveable city. Simply having national parks and open space available is less relevant if they are not positioned as accessible and attractive leisure options.

The redevelopment of the Gabba and the state-of-the-art Brisbane Live precinct will provide fantastic sports, entertainment and dining offerings with excellent transport access from their links with the Cross River Rail project. In Springfield, 'The Reserve' is planned to set a new standard as a regional sports and events precinct, offering a boutique stadium with capacity for 10,000 spectators. This will set a benchmark for the delivery of genuine 'play' options in outer ring communities in SEQ.



Innovative precincts and micro-communities – a place to live, work and play

Access to amenities is key to a liveable city. As SEQ grows to accommodate additional residents, we will need both urban and suburban renewal developments that give residents access to high quality entertainment, sporting, leisure, open space and cultural amenities. These mixed-use nodes should be spread throughout our cities to ease the strain on trunk road infrastructure. Reducing the number of journeys residents need to take will also boost their wellbeing: they will spend less time in transit and more time enjoying themselves.

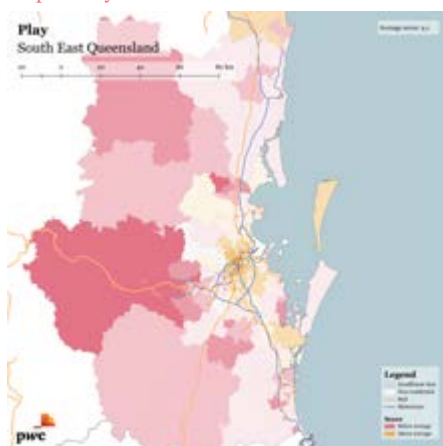
Planners are uniquely aware that successful projects elsewhere cannot simply be 'dragged and dropped' into an SEQ context. The character of the area needs to be considered, rather than just copying a strategy for a region with a different lifestyle, density and climate. Inner city urban renewal projects at the likes of Teneriffe, Newstead, Bowen Hills and in particular, Howard Smith Wharves, are drawing on the distinct character of the area to provide top quality cultural, dining and entertainment offerings to residents. Parts of outer Brisbane need be revitalised and re-utilised using a similar approach.



Sports a key to inclusiveness

Sport is a central part of SEQ's culture. It contributes significantly to the economy of the region and to residents' enjoyment of their city. Suncorp Stadium is the heart of an iconic entertainment district that provides a diverse range of entertainment and leisure amenities to city residents and visitors alike. Caxton Street precinct is close to the CBD, with excellent public transport access, and a fantastic range of restaurants and bars, not to mention the premier rectangular stadium in Australia, if not the southern hemisphere. Brisbane's inner west's 'play' scores are bolstered enormously by access to this district.

Map 3: Play



Transforming SEQ: precincts that let you 'live, work and play in place'



Making liveable, doable.

SEQ consists of a series of diverse subregions that each have their own unique lifestyles, cultures and economic strengths – Inner Brisbane, Outer Brisbane, Ipswich, Logan, the Gold Coast and Sunshine Coast. However, the inefficient urban sprawl that characterises the region has resulted in poor 'live', 'work' and 'play' scores for a significant portion of the population of SEQ.

In order to solve this, a future vision for SEQ is a series of distinct precincts that offer high quality live, work and play options for communities, while retaining the amenity and unique style of their relevant subregion. These precincts will need to offer diverse employment options and be prepared for the knowledge economy – they will need to be smart. Efficient infrastructure delivery and planning for new technologies will be needed to facilitate community access to precincts and access to others around them – they need to be connected. Finally, the outdoor lifestyle so true to the core of SEQ, and an emphasis on green and open space, will ensure these precincts are active.

Together, these elements will help SEQ to live, work and play together into the future.

Smart precincts

CityPulse has demonstrated how important accessibility to amenities, jobs, health, education and open spaces is to a liveable city. With continual population growth predicted, our planners need to ensure that the critical ingredients of a livable city are distributed throughout SEQ, reducing travel time and decreasing reliance on access to the CBD. Mixed-use precincts throughout the city will make our city more liveable for all residents and improving our quality of life.

Flexible work is the future

The further from Brisbane's CBD a suburb is, the lower its 'work' score is. We see this changing as advances in technology and connectivity, and a shift towards flexible working, lead to our white collar workforce decentralising from the CBD into urban co-working spaces and home-based offices.

Good transport connectivity (such as the construction of Cross River Rail) will enable new employment nodes employment to be developed, with a focus on innovation and collaboration. In response to the shift towards more flexible working practices, we expect that the working hours in these precincts will change significantly from those seen today. Workspaces will operate 24/7, allowing people to work when and how they want to.

Workspaces will move towards activity-based layouts, where workers from different organisations share desks, similar to public libraries of today. These purpose-built workplaces will offer workers a combination of open plan and confined work spaces, communal break-out areas, green spaces and other innovative workplace solutions. Similarly, with the increase in working from home, employees will come and go from work as required, basing themselves out of precincts.

Knowledge and education precincts

Currently, schools and institutions are teaching knowledge-based curriculums. Over the next 25 years we need to think about education in the age of automation as technology, machines, AI and robots will be able to think and work faster than humans. The outcome of the race between technology and education will determine whether the opportunities presented by major innovations are seized and whether the benefits of progress are widely shared.

A future vision for SEQ is a series of distinct well connected precincts that offer live, work and play options for communities, while retaining the amenity and unique style of their relevant subregion.

In a local context, SEQ already has a dynamic knowledge-based economy that is stimulating growth in the transformative and innovative technology industries, partly through strong commercial expertise, a skilled workforce and high-quality university research. However, a recent report by PwC noted that Australia has one of the widest gaps between its highest and lowest performing students in the developed world.

This tells us that those in challenging socioeconomic circumstances are 'falling between the cracks' of the education system. Further, *CityPulse* scores for 'live' highlight a vast inequality in access to higher education facilities between the inner ring of Brisbane and the outer rings, particularly by public transit.

The creation of integrated knowledge and education precincts outside of the CBD, as well as improving access to employment, have the potential to address these inequalities. These precincts would be located throughout the region at public transport hubs, making them easy for students from the outer suburbs to access. The Inner City South State Secondary College will set the standard for the design (or redesign) of schools across SEQ. The community, the economy, and individual students would all benefit from sustainably designed spaces that are safe, thriving hubs of education, commercial and social activity.

Outside of the CBD, the Springfield Master Plan and its interconnected pillars of health, education and technology are a benchmark approach for other masterplanned communities in early phases of planning. These innovation precincts will help us understand upcoming technological advancements and turn them into future solutions for residents of SEQ. We see integrated 'live, work and play in place' precincts across key geographic areas of SEQ as the core of that future.

The Trade Coast

The Australia Trade Coast Region, which includes both Brisbane Airport and the Port of Brisbane, is an excellent example of a precinct turning nearby infrastructure and transport connectivity to its advantage.

Brisbane Airport scored highly in the 'work' category and generates significant gross regional product. The precinct scored well in terms of accessibility to employment by car and by public transit, and it has won a number of design awards for integration, connectivity and people flow in recent years.

The demand generated by the airport and its good connectivity have enabled the precinct to flourish. This will only continue with the construction of a second runway and AutoMall. As SEQ transitions to a knowledge based economy, knowledge precincts developed around the airport would have the significant advantage of easy access to global networks. The success of the Brisbane Airport precinct should serve as a model for other similar infrastructure, for example the Sunshine Coast or Gold Coast / Wellcamp Airport.

Connected precincts

SEQ should plan ahead to meet infrastructure needs and be ready to take advantage of new technologies. By connecting precincts with sufficient capacity transport infrastructure, we increase the range of amenities and opportunities that residents can access. Well-planned, 'turn up and go' mass transport infrastructure will reduce reliance on single vehicle travel, taking significant strain off-road and inner-city transport networks.

Infrastructure that works harder

New transport infrastructure in dense cities can be very costly, because of geographic limitations and the challenges working around existing developments. If already established infrastructure can be used more efficiently (and it usually can), then this is a much more appropriate option. That's one of the reasons why many countries are using the latest technology and data to build intelligent travel systems that help people move around cities more easily. These intelligent transport systems perform functions such as monitoring traffic in real time and predicting traffic conditions (travel times,

congestion, and even accidents) ahead of time, to provide warnings and better routing for travellers on the road and public transport.

In Brisbane, Cross River Rail will add 40 more trains per hour across all lines during morning peak hour, equating to 17,840 seats, which will significantly ease the pressure on existing road networks. Projects such as the Brisbane Metro, Gold Coast Light Rail ('GCLR') Stage 3 and potential M1 upgrades aim to increase connectivity and tackle congestion across SEQ, moving Brisbane towards being a '30-minute city' for all residents, not just those living in the inner city. Turn up and go networks, enabled by smart technology, will make public transport a more desirable option and so increase its use.

Autonomous vehicle disruption

While it is difficult to predict exactly what impact autonomous vehicles will have on our cities, we expect to see a resizing of the existing road network, much more efficient road use (potentially including the end of individual car ownership) and therefore greater capacity on our roads. PwC's transport modelling team estimates that by 2043, a full take up of shared autonomous vehicles would reduce commute times by approximately 37% compared to the business-as-usual case in 2043². This reduction in travel time is separate to considering the advantages resulting from smart infrastructure and mass transit technology.

However, we do not see single-occupancy vehicles disappearing altogether. Brisbane has one of the lowest population densities in a first-world country, making the costs of providing mass transit solutions to all residents at their places of residence prohibitively expensive.





Connecting to community

As SEQ grows to accommodate additional residents over the next 25 years and decentralises from the Brisbane CBD, it will be more important than ever to maintain a feeling of connection and a feeling of community. New precincts should be centred around open community spaces and entertainment hubs that facilitate human-to-human interaction and connection. Each precinct will need to consider the personality of its surrounding area, as things that were successful in one area may not work when 'dragged and dropped' elsewhere.

Urban design should instead consider the unique lifestyle, demographics and architecture of the relevant precinct. People need to feel a sense of 'place' in their home precinct – whether that be a suburban precinct (Nundah), masterplanned precinct (Springfield), secondary CBDs (Springwood), or knowledge hub (Boggo Road Ecosciences Precinct). Cross River Rail and the new railway stations delivered as part of it will be the seeds of new precincts with 'place'. Highly connected to the CBD and other nearby precincts, these stations are an opportunity for thoughtful surrounding development, becoming hubs for community interaction.

Active precincts

SEQ's outdoor lifestyle and fantastic climate go hand in hand with access to open space in urbanisation and when developing precincts across the region. As the population grows and densification continues, it is critical that we prioritise active transport, open space and genuine 'play' options in precincts across SEQ so that residents can continue to enjoy the region's natural, cultural and entertainment offerings into the future. We also need a robust understanding of the current accessibility of health services, so that we can efficiently deliver health services to communities in the face of both population growth and ageing population trends.

Active transport and walkability

Active living and access to health care are key elements of urban planning that, together, will ensure SEQ continues to stand out as one of Australia's most vibrant and liveable regions. These elements are interconnected, because active living improves the health of urban populations and reduces the burden on public healthcare systems. Active living means encouraging more physical activity and the use of public transport over a physically and environmentally unsustainable car-based lifestyle.

CityPulse reveals that access to parks is limited for many residents across SEQ. In the dense precincts of future SEQ, an 'urban jungle' approach should be pursued through the progressive greening of both the outer suburbs and the urban core. An emphasis on greening rooftops, walls and public areas to maximise the green space amenity within built-up areas will help to address the poor urban distribution of garden and open spaces. Over the next 25 years, this transition will be complemented by efforts to pedestrianise the CBD, providing more scope to incorporate green spaces alongside walking and cycling paths. Pedestrianisation of dense areas has the potential to create 'place' not only for business, but 'place' for people of diverse backgrounds and income, delivering spaces that will increase tolerance, collaboration and safety.

The concept of green bridges from Bulimba, Kangaroo Point, Dutton Park, West End, Toowong, St Lucia, Chelmer, Sinnamon Park and Riverhills has the potential to further drive active living by connecting and networking the city. The proposed active network of 12 new bridges will form part of an extensive network of bikeways and pedestrian infrastructure, delivering massively reduced travel times for cyclists and mobility device users across the city, further reducing the traffic into the CBD.

Equal access to health care

CityPulse indicates that many more health centres and hospital beds are accessible by car than by public transit. Developments in health technology are likely to disrupt traditional care models, with bed-less hospitals, 'hospital in the home' and other remote service options meaning that people will need to access healthcare facilities only for major treatments. It would be easy to assume from this that transport and connectivity are going to be less important to healthcare access in the years to come. This assumption could not be more incorrect. Hospitals represent an opportunity to catalyse the growth of integrated health, biotech, research, education and major employment precincts around them, and so accessibility and connectivity to and within these precincts will be as critical as ever in future years. This means delivery of transport infrastructure and improved accessibility to existing health facilities such as The Gold Coast Health and Knowledge Precinct and Sunshine Coast University Hospital should be prioritised, helping residents today and building towards thriving, active knowledge precincts in the future.

Genuine opportunities to 'play'

CityPulse tells us that 'play' opportunities are not distributed equally across SEQ. Locations typically viewed as lifestyle destinations, such as the coastal areas, do not score well on this metric. Access to open space and beaches are only one type of 'play'; communities need to be able to access a range of cultural, dining, entertainment, sporting attractions and parks both by car and by public transit.

In Brisbane, the proposed redevelopment of the Gabba, Queens Wharf and the Brisbane Live precinct will provide fantastic sports, entertainment and dining offerings with excellent transport access provided by Cross River Rail. However, *CityPulse* tells us that we need to provide these options outside of the CBD to improve 'play' scores. In Springfield, 'The Reserve' is planned to set a new standard as a regional sports and events precinct, offering a boutique stadium with capacity for 10,000 spectators, but more of these types of precincts need to follow.

Bringing the future home



Making liveable, doable.

The future we envision for SEQ is a series of smart, well connected and active precincts. By understanding 'live', 'work' and 'play' data from *CityPulse*, and how these relate to each other, we can start to identify the actions that will make this vision a reality. The low population density and urban sprawl will make it very difficult to deliver public transport infrastructure to connect an entire region. The size of SEQ means that efficiency and capacity improvements to the existing road network (with the aid of technology) will be a key component of future SEQ.

First and foremost, a fundamental shift in attitude and policy needs to happen. Policy makers and planners must focus on promoting hubs and precincts, and restrict urban sprawl. Looking forward, the strategy should centre on better use of existing space rather than greenfield development to accommodate growth. There is more than enough space in SEQ, particularly within existing urban areas and corridors, to accommodate the growing population in the future without further encroaching on the natural environment that is so central to the region's economy and unique quality of life.

Targeted opportunities

There are significant opportunities to add to the number of entertainment venues and stadiums in Brisbane. A series of boutique rectangular stadiums would not only deliver greater lifestyle and entertainment services for domestic and international visitors, it would likely become a catalyst for the renewal of the surrounding area. The proposal for the Brisbane Live precinct in the old Roma St railyards shows what this could look like.

The explosion in participation and popularity of football (soccer) in Queensland increases the need for a dedicated home for the code. This could form part of an expanded Brisbane Live concept, with multiple stadiums of varying sizes stretching from Suncorp Stadium to King George Square. Alternatively, locations around Perry Park, Ballymore or the railyards at Bowen Hills present great alternatives with their own set of opportunities.

Taking cues from Suncorp Stadium and the proposed redevelopment of the Gabba, entertainment precincts need to revolve around transport infrastructure. Making the precinct more accessible means it will be more likely to thrive, as well as providing 'play' opportunities for more people. On the Gold Coast, the Gold Coast Light Railway should act as a catalyst for the development of precincts around existing dense nodes. Well connected by train lines, and with large rugby league supporting populations nearby, masterplanned communities such as North Lakes–Mango Hill and Springfield Lakes–Brookwater are potential locations for a boutique rectangular stadium in Brisbane, similar to the 'The Reserve' in Springfield. Such a development would help to complete the lifestyle picture by increasing the 'play' amenities for these outer ring communities.

SEQ is blessed with spectacular national parks, open spaces and beachfronts. While there has been significant development on the coastline, providing significant 'play' amenities, our national parks and open spaces remain underutilised and underdeveloped.

As technology improves and employment becomes decentralised into a series of knowledge and innovation precincts, education facilities should be co-located alongside these precincts at all levels (early learning, school-age, tertiary and technical). Existing hubs at the Gold Coast University Hospital and Boggo Road present excellent opportunities; additional housing developments or better links to existing housing would increase the 'live', 'work' and 'play' scores of these precincts and their surrounding areas.

Based on the current Queensland school calendar of 41 weeks, we estimate that classrooms are currently in use around 15 to 20 per cent of the time. Vertical schools located alongside knowledge precincts, such as the proposed Inner City South State Secondary College in Dutton Park, offer the perfect opportunity to explore shared learning spaces. Flexibly designed 'classrooms' could be used by school students during the day and university and technical students outside of normal school hours.

As SEQ transitions towards a knowledge economy, specialised knowledge precincts developed around the existing airports in Brisbane, Toowoomba and the Gold and Sunshine Coasts would have the significant advantage of easy access to global networks. The economic activity generated by the airport is a compelling foundation on which a precinct could flourish. In the future, SEQ will be a liveable region made up of many unique precincts with no dominant economic epicentre.



Images by city shaping firm, URBIS

Building a thriving SEQ, together

CityPulse provides valuable insights into how we are living our lives, and what is and isn't working across our region. As *CityPulse* shows us, the growth of SEQ and its cities presents, and will continue to present, significant challenges for our region's planners and governments. Recognising that every location has different characteristics (geography, demographics, services), and understanding how that relates to our personal experience of the location lets us make better decisions and more targeted investment choices to improve the liveability of our region.

The power of that knowledge enables us to work together with policy makers and communities to solve problems and identify opportunities for planning and investment, so that we can help to ensure that our region thrives into the future.

PwC understands the urgency around tackling these challenges, and we are playing an active role in bringing people together to help solve the big issues. This starts with conversations supported by *CityPulse*, and it will take the strength of all of us working together – government, business and our community – to achieve successful outcomes.

Great cities don't just happen by chance. We look forward to working together to build our precincts of the future.



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