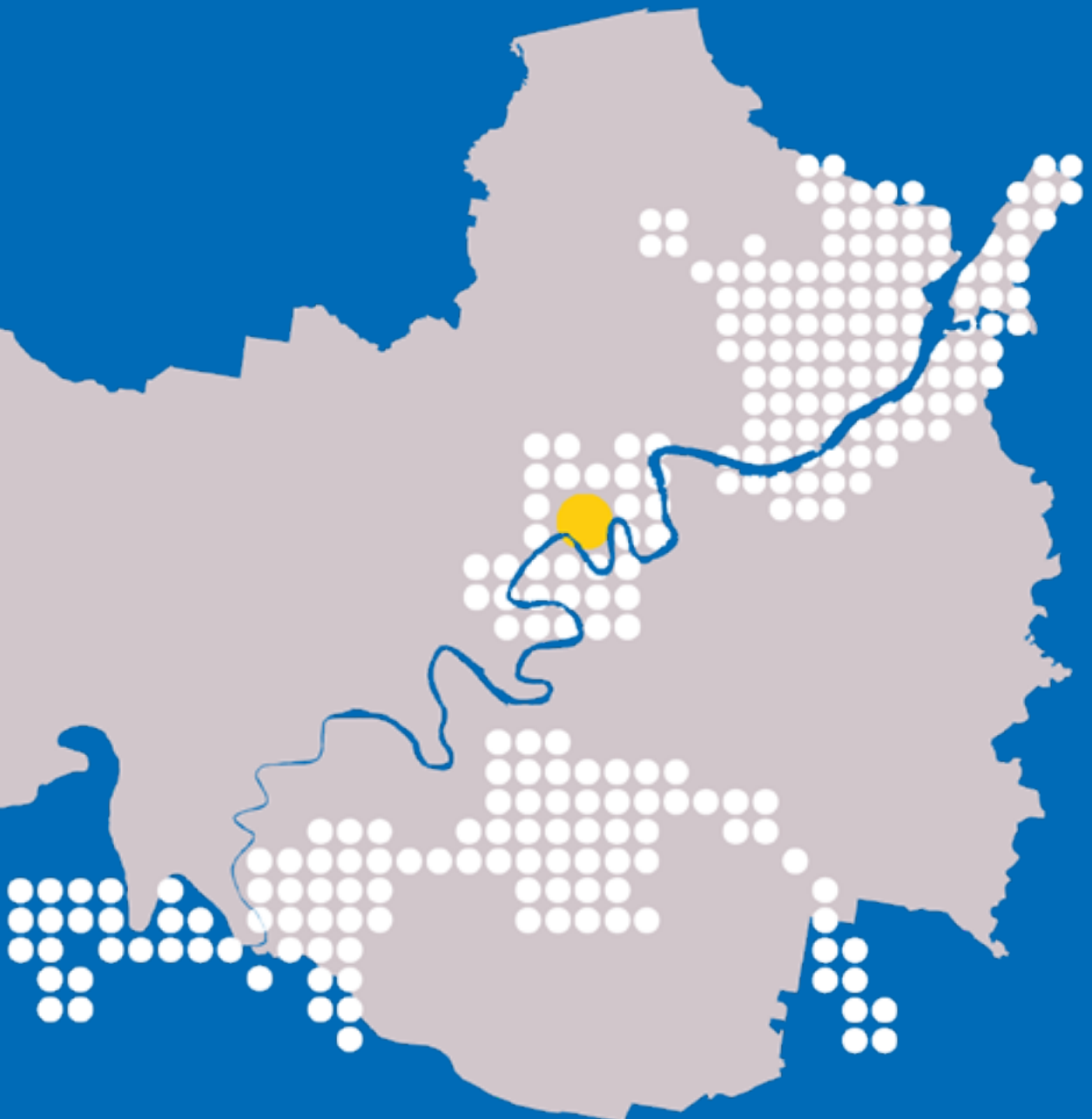




Dedicated to a better Brisbane

Brisbane Our Productive City



Foreword



Adrian Schinner
Lord Mayor

Brisbane is a city that has a proud industrial history, from construction and manufacturing through to start-ups and home-based businesses. As a river city, much of Brisbane's early industry was based on the riverbanks before expanding into new areas.

We have continued to demonstrate our ability to be bold, resilient and innovative in the face of challenges while also being willing to evolve and transform whenever required.

Our industrial sector is a significant contributor to domestic production, services and exports, accounting for an estimated 15% of total employment. We're confident industry will continue to play a vital role in our city's economy. Our industrial strategy, *Brisbane: Our Productive City*, will help this workforce grow by an estimated 18,000 by 2041, contributing more than \$22 billion to Brisbane's economy.

It is imperative we consider how we use industrial land in Brisbane to ensure the demand for these areas does not outstrip supply and diminish our capacity to support growth.

Our strategy will give traditional businesses an opportunity to further establish themselves and give industrial businesses of the future a chance to call Brisbane home.

Developing and launching *Brisbane: Our Productive City* will allow us to attract more world-class initiatives, smart businesses and technologies. This will generate more jobs and economic growth, improving the lifestyle of residents. Our strategy delivers on the need for greater flexibility and ensures Brisbane has an even bigger slice of the evolving economy that will see industries become cleaner and more tech savvy.

I look forward to seeing the strategy help Brisbane cement its place as the most business-friendly city in Australia.



Councillor Adam Allan
Civic Cabinet Chair,
City Planning and
Suburban Renewal
Chair, Councillor Ethics
Committee

The industrial economy is a critical part of our city. Advances in technology and knowledge change how manufacturing, logistics and servicing is carried out. Brisbane needs to continue to improve and adapt how industrial areas are used to remain globally competitive and to serve our growing city.

Brisbane is the home of well-known brands like Golden Circle and 'XXXX'. More recently, companies like Vaxxas and Tritium have shown the world Brisbane's capabilities to innovate and produce goods that improve our quality of life and keep our city thriving.

The coronavirus pandemic created challenges for Australian industry and consumers, revealing our reliance on overseas manufacturing and exposure to international trade fluctuations. In response, many Brisbane businesses have diversified their manufacturing profile and returned operations back to Australia for more control over their supply chains. Increases in e-commerce is also driving demand for warehousing and logistics.

These trends show the resilience and adaptability of Brisbane's businesses and create opportunities to reinforce our role in the South East Queensland (SEQ) region as an innovation powerhouse and prosperous capital city.

Building on the *Brisbane Industrial Strategy 2019*, *Brisbane: Our Productive City* combines industry and community feedback with Council's current policy of sustaining industrial land supply and enabling industrial precincts to advance, renew and evolve.

In the future, Brisbane's industrial precincts will be great innovative places with diverse jobs, services and facilities that fit comfortably within the landscape of our city.

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Acknowledgement of Country

Brisbane City Council acknowledges this Country and its Traditional Custodians. We acknowledge and respect the spiritual relationship between Traditional Custodians and this Country, which inspired language, songs, dances, lore and dreaming stories over many thousands of years and still today. We pay our respects to the Elders, those who have passed into the dreaming; those here today; those of tomorrow. May we continue to peacefully walk together, in gratitude, respect, and kindness in caring for this Country and one another.

Summary

Brisbane's industrial sector is advancing. Expectations of a rapidly growing population, the rise of knowledge, technology and innovation, and the coronavirus pandemic have provided challenges and opportunities for industry in Brisbane. To remain competitive, Brisbane requires a flexible approach to managing industrial land.

The pandemic created increased demand for e-commerce, driving additional need for warehousing and logistics, as well as a re-examination of supply chains and a focus on domestic manufacturing.

These elements are changing Brisbane's industrial land demand profile, requiring the creation of new urban precincts that support higher value industries.

Brisbane City Council's *Brisbane Vision 2031* has a target to accommodate 443,000 new jobs across the city. It is expected that approximately 13-15% of jobs in Brisbane will be in the industrial sector. Making better use of our industrial land and ensuring it

can accommodate higher levels of employment will be critical to economic growth.

Brisbane's industrial land network consists of the inner-city, major industrial areas, and pockets of land servicing local needs. Brisbane is experiencing strong demand for renewal of these areas to meet global and local needs. As Brisbane's economy develops and evolves, industry will become cleaner and utilise new and emerging technology.

Brisbane: Our Productive City will advance Brisbane's economy by leveraging our strengths while embracing these new technologies, uses and business models. Built on the foundations of the *Brisbane Industrial Strategy 2019*, it is the next stage in the renewal of Brisbane's industrial areas.

Unlocking growth within industrial areas is a key priority of the strategy that, combined with a supportive infrastructure network and high-quality urban precincts, will provide Brisbane with a globally competitive industrial future.

In addition to accommodating large employment growth from industry and commercial activity, Brisbane will also experience high population growth. Brisbane has some well-connected but under-utilised industrial areas that can be reimagined for suburban and urban renewal, which will

create mixed-use outcomes to boost job opportunities and housing supply.

Brisbane: Our Productive City will help guide the transformation of Brisbane's industrial areas into high-value and well-designed places that secure the city's economic prosperity.

What is industry?

This strategy views industry as a broad sector involving production, distribution and servicing that supports employment and economic prosperity.

Production of goods occurs at different scales and requires increasingly high levels of technology, automation and skill.

Specialised manufacturing relates to businesses which commercialise high-value products created from research and development.

Distribution relates to the movement of goods to their place of consumption.

Servicing relates to maintaining, repurposing and repairing goods and equipment.

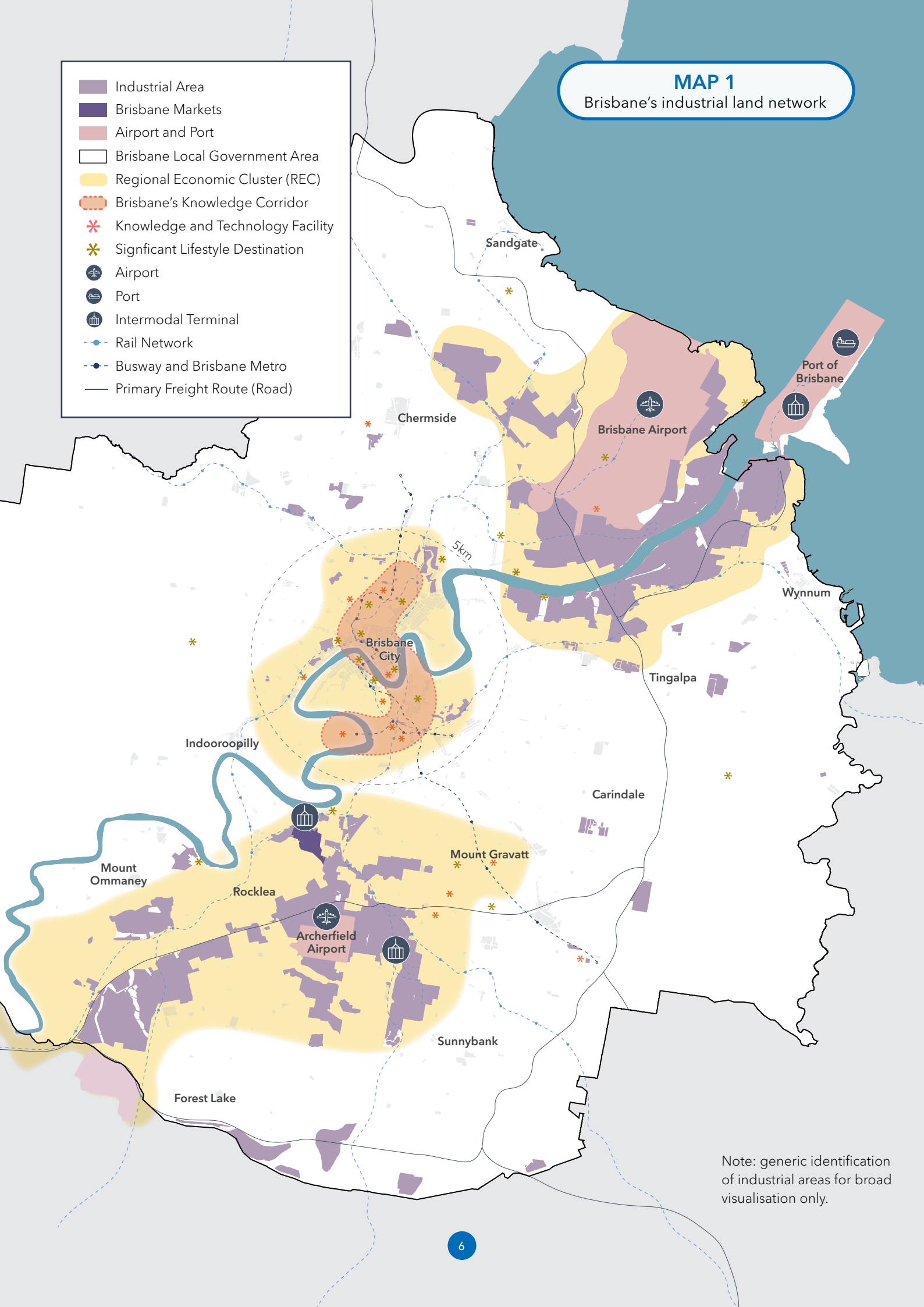
Advanced manufacturing involves using innovative technologies to create products.

Logistics relates to organising the movement of goods, services and equipment.

E-commerce involves using the electronic network to buy and sell goods.

MAP 1
Brisbane's industrial land network

- Industrial Area
- Brisbane Markets
- Airport and Port
- Brisbane Local Government Area
- Regional Economic Cluster (REC)
- Brisbane's Knowledge Corridor
- * Knowledge and Technology Facility
- * Significant Lifestyle Destination
- Airport
- Port
- Intermodal Terminal
- - Rail Network
- - Busway and Brisbane Metro
- Primary Freight Route (Road)



Note: generic identification of industrial areas for broad visualisation only.

Our Productive City

Brisbane's industrial sector currently accounts for approximately 15% of total employment and is a significant contributor to domestic production, services and exports. Industrial activities create jobs in other sectors and drive innovation across the economy.

By 2041, industry will contribute more than \$22 billion to Brisbane's Gross Regional Product (GRP) and account for 13% of our workforce.

Brisbane's industrial land network

- **Strategic Inner-city Industrial Areas (SICIAs):** Industrial areas within five kilometres of the city that play a key role in supporting the functioning of the city.
- **Major Industry Areas (MIAs):** Including the Australia TradeCoast (ATC), Northern Industrial Area (NIA) and South West Industrial Gateway (SWIG), which are major hubs for industrial activity within the region.
- **Other industrial land and productive areas:** Industrial areas throughout the city that effectively service businesses and residents and link the wider network of industrial land use across the city.

The SICIAs and MIAs are represented at a regional scale as Brisbane's Regional Economic Clusters. Clusters under *ShapingSEQ* (*South East Queensland Regional Plan 2017*) are high-value employment areas that generate significant economic activity. Industrial areas across the region provide additional capacity and flexibility to adapt to future changes in the use of industrial land in Brisbane.

Brisbane's key industrial precincts are evolving and increasingly rely on other elements of the city and wider area. These elements include accessibility to infrastructure networks that connect to the city centre and higher density areas, Brisbane's Knowledge Corridor, tertiary and health institutions, and lifestyle destinations.

\$15b

In 2016, Brisbane's industrial precincts contributed **\$15 billion** in industrial GRP

\$1.4b

In 2016, Brisbane's other productive places contributed **\$1.4 billion** to industrial GRP

Infrastructure and transport

Brisbane is supported by an extensive infrastructure network that connects businesses across the city into regional, national, and international supply chains. It comprises of major freight routes, rail, port and airports. All of these are critical for Brisbane's industries to function.

Brisbane is home to Queensland's largest curfew-free international airport, one of Australia's largest capital city ports and a network of critical freight infrastructure.

Brisbane Airport

Situated within the ATC, Brisbane Airport is a leading aviation hub connecting Brisbane and South East Queensland (SEQ) to a network of Australian and international airports. It is a major employment precinct providing city-supporting industrial activities, estimated to employ approximately 50,000 people over the next 25 years. Approximately 12% of Australia's air freight volume is exported from Brisbane Airport.

Archerfield Airport

Archerfield Airport is a major centre for general aviation activities, operating 24/7 and located only 11 kilometres from the city centre in the strategically important SWIG. Archerfield Airport has a growing role in the network of aviation facilities serving Queensland, providing training facilities and precincts for high-tech jobs in aviation.

Port of Brisbane

The Port of Brisbane is located within the ATC area and plays a significant role in freight demand across Queensland, accounting for more than 50% of Queensland's international trade. It is one of Australia's fastest growing container ports and Queensland's largest multi-cargo port. It provides a road, rail and sea interface with the Brisbane Multimodal Terminal.

Other key infrastructure

Acacia Ridge includes the main intermodal terminal for Brisbane and surrounds. The proposed future Inland Rail dedicated freight route will connect Brisbane to Melbourne via regional Victoria and New South Wales, significantly reducing Brisbane's export and non-export freight volumes across the road network. The volume of freight that passes through this intermodal terminal is expected to increase, raising the importance of the area for industrial uses. Creating an automated freight tunnel connection to the Port would provide significant community benefit.

2x

Brisbane Airport's freight is expected to grow from a current 215,000 tonnes to **430,000 tonnes** by 2040

450+

Archerfield Airport is delivering more than **450 jobs**

\$50b

Port of Brisbane handles approximately **\$50 billion** of trade through the port

A growing and changing city

Brisbane is a city of growth and opportunity, which puts pressure on demand for land. Without changes to how the city utilises industrial land, Brisbane would need an additional 741 hectares by 2041. *Brisbane: Our Productive City* reimagines how Brisbane will utilise industrial land to meet expected demand.

Balancing future land demand and meeting our key economic and housing projections for the city creates an opportunity for new approaches to delivering our future growth.

Brisbane's industrial activity will become cleaner and add more value. Industrial activities with limited off-site impacts are projected to employ the most workers (64,000), demand the most land, and contribute the most to industrial GRP (\$9.84 billion) by 2041. As land supply is constrained, particularly in the inner-city, industrial precincts will need to evolve to create additional floor space and make better use of land to maximise productive capacity and accommodate more jobs.

These shifts will see industry workers becoming more skilled, and the GRP produced by each worker increasing 30% by 2041. This new industrial workforce, trained in science, technology, engineering and mathematics (STEM), will work alongside those with vocational qualifications, and will be attracted by lifestyle factors, amenities and convenience.

Brisbane's Knowledge Corridor

Brisbane's Knowledge Corridor is the city's innovation core and runs north to south through the inner-city. It features clusters of knowledge-based businesses, universities, research institutes and hospitals. The corridor follows the Brisbane Metro and Cross River Rail alignments, making it one of the best connected and integrated parts of Brisbane's economic system. Areas within the corridor include institutes within the inner city, such as major medical hospitals and the Boggo Road precinct. The corridor sees research successfully commercialised into products that improve Brisbane's quality of life and economic prosperity.



Brisbane will have an additional **188,200 residential dwellings** by 2041



Brisbane will have **more than 350,000 additional jobs** by 2041

What is a 'knowledge economy'?

Brisbane is shifting to a more knowledge-intensive economy, which relies principally on human intellect instead of natural resources or labour.

Combined, these elements will drive a new phase of high-value, specialised manufacturing resulting in products that improve quality of life and contribute significantly to our economy.

Providing locations for these businesses to start and scale up will enable Brisbane to retain high-value production that would ordinarily be moved offshore or interstate.

Case study

UniQuest

UniQuest is The University of Queensland's (UQ) commercialisation arm, taking the university's intellectual property and transferring it into tradeable products and services. Established in 1984, UniQuest leads Australia in licence income and value of equity held in scale-up companies. It is a local example of the latent value that lies at the heart of Brisbane's Knowledge Corridor and its world-class tertiary sector.

Global trends

Flexibility is critical for industry to thrive in an age of change and uncertainty. The recent impacts of the coronavirus pandemic on global supply chains has driven some industrial businesses to change their operations and product lines.

Knowledge sits at the centre of the industrial sector with technology being a key driver of change across the industrial economy. Blockchain, cloud computing, automation and the Internet of Things are already changing the look and feel of industry today. Larger warehouse fulfillment centres, new bespoke freight vehicle designs, and coding for logistics tasks and product development are increasingly common in the modern industrial landscape.

Consumers are demanding a greater focus on sustainability and ethical sourcing practices in their product choices. The shift towards a circular economy will continue this trend and countries that embrace a low-carbon future will be well placed to succeed.

As the workforce becomes more educated and demographically diverse, workers are seeking flexible conditions and access to lifestyle options and amenities near their workplaces. People are also becoming more aware of the value of their skills and are willing to relocate to cities and countries to find fulfilling work.

\$40b+

Gross product sales from UQ technologies licensed by Uniquest ¹

100+

Companies created from UQ's intellectual property portfolio ¹

¹Impact, UniQuest, 2019

MAP 2 Brisbane's competitive advantages

- Primary Freight Route (Road)
- Primary Freight Route (Rail)
- - - Inland Rail - indicative
- - - Submarine Cable Connection
- ✈️ Airport
- 🚢 Port
- 🏠 Intermodal Terminal
- ➡️ Economic Corridors
- Major Centre
- ▲ Key regional industrial areas
- 🗺️ Brisbane Local Government Area
- 🗺️ South East Queensland


Brisbane is the largest Local Government in Australia


Three world-class universities in Brisbane

10th
Brisbane's ranking in *The Economist's Global Liveability Index 2021*²


Brisbane's total GRP was approximately **\$181b** for 2020-21


400+ Businesses at Brisbane Airport


\$50b Port of Brisbane annual trade³


Inland Rail trains will carry the equivalent freight volume of **110** B-double trucks⁴


Archerfield Airport is delivering over **450** jobs

Note: generic identification of industrial areas for broad visualisation only.

Brisbane's competitive advantages

As an advanced economy, Brisbane benefits from competitive advantages that set it apart from other cities and regions. This strategy aims to leverage and develop these competitive advantages.

Lifestyle and amenity

Amenity is a key attribute for businesses looking to locate their operations and a prerequisite for attracting a talented workforce. SEQ is defined by its outdoor lifestyle, biodiverse natural environment and unique cultural assets. Brisbane is a modern, subtropical city consistently ranked as one of the most liveable in the world.

Infrastructure

A network of high-quality infrastructure enables enterprise and removes access barriers for businesses and their workforce. SEQ has access to multiple international gateways, including four airports and an extensive network of freight infrastructure. Brisbane is home to Queensland's largest curfew-free international airport, one of Australia's largest capital city ports, and critical road and rail freight infrastructure to support our industrial sector.

Governance

A stable governance framework supports investment and ensures that prosperity is shared across the region. SEQ benefits from regional land use planning that is implemented by local governments. Brisbane has a dynamic and mutually beneficial relationship with surrounding centres and places of primary production. Unlike many Australian capital cities with multiple local government jurisdictions, Brisbane has one Council, making it an attractive prospect for investors.

Specialisation

Focusing on what we do best allows us to compete at the highest level in an interdependent and competitive global economy. SEQ has strengths in industries like agribusiness, education, health and resource commodities, and an emerging advantage in specialised manufacturing including biomedical and defence. Brisbane also has a growing services economy, underpinned by the generation and commercialisation of knowledge and innovation, and remains an important corporate and logistics hub for other sectors of the economy.

Workforce Evolution

A flourishing economy is the product of an enterprising, innovative and highly skilled population capable of turning good ideas into tradeable products and services. SEQ has access to an agile workforce via an extensive network of public transport, while Brisbane has the state's largest concentration of jobs, lifestyle destinations, and knowledge and education institutions.

² *The Economist's Intelligence Unit, 2019*

³ *Port of Brisbane Masterplan 2018-2048*

⁴ *What is Inland Rail, Australian Rail Track Corporation, 2021*



Brisbane's productive future

Brisbane's productive future will, in many ways, be unrecognisable from its past.

Our future will have an increasingly strong relationship with research and development with less reliance on heavy industry. Existing industrial operations will also evolve. For example, the automation of warehouses and distribution centres will enable goods to be moved quickly and efficiently to meet growing consumer demand.

The renewal of industrial precincts across the city will enable competitive advantages of colocation, create better accessibility and revitalise areas as high-quality working environments.



Our vision

Advance and renew
Brisbane's industrial economy
to be globally competitive
and locally resilient.

Principles

To realise our thriving industrial future, renewal of industrial land is required at a precinct level across the city. Underpinning the following principles is a focus on making our industrial areas economically sustainable and resilient. Industry will need to address climate change and become cleaner and more sustainable.



Unlocking opportunity

- Industrial land use will evolve to meet the changing requirements of Brisbane.
- Industrial land will accommodate more jobs and add higher economic value.
- Land supply will evolve to meet future demand for higher value industry uses.
- Logistics and warehousing will be supported in key industrial locations.
- Selected industrial areas will be a basis for suburban and urban renewal, increasing Brisbane's housing supply and business opportunities.



Culture of innovation

- Industrial areas will provide opportunities for collaboration between businesses, customers, knowledge institutions, investors and property owners to create the economic and physical conditions that support innovation.
- Brisbane will have attractive and high-amenity precincts located within its knowledge corridor as a key strength in attracting and retaining the best and brightest minds.
- The integration of knowledge and technology into Brisbane's industrial sector will spur productivity improvements and accelerate the creation of new products and services that can expand and diversify Brisbane's economy.



Creating great places

- Amenity and lifestyle of areas will attract the best and brightest minds.
- Industrial precincts, with appealing services and amenities for workers and businesses, will be better integrated into the city.
- Industrial businesses will attract and retain a diversity of workers with improved public and active transport and better lifestyle options.



Environment to prosper

- An agile and flexible policy environment will reduce barriers to entry and ensure that a wide range of businesses can establish and expand in Brisbane, including start-ups and scale-ups.
- Infrastructure is an economic enabler and committing to long-term infrastructure delivery will support the evolution of industry in Brisbane.

MAP 3 Brisbane's industrial areas

-  Urban Enterprise Areas
-  Adaptation Sites
-  Transition Sites
-  Renewal - Major Industrial Areas
-  Rail Network
-  Busway and Brisbane Metro
-  Primary Freight Route (Road)



Locations indicative only.



Our approach

Council has three planning approaches that will ensure it continues to support industry and meet the needs of the city into the future: adapting, transitioning and renewing.

Adapting selected industry precincts for higher value industry, employment opportunities and non-industrial activities.

High-value, low-impact and knowledge-intensive industry enables the creation of precincts that can foster high-amenity areas with non-industrial support services. Examples of industry types include higher value employment-generating enterprises and commercial development. For inner-city areas, residential development will create the right environment to redevelop and improve vibrancy.

Other industrial areas will adapt to create an economic future with flexible uses to support local workers and our industrial workforce.

Council has also identified almost 400 hectares of land in Albion/Newstead, Moorooka and Coorparoo that could be adapted. The sites will be a catalyst for suburban and urban renewal across the city and part of a comprehensive program to unlock their potential.

Transitioning current industrial-zoned land that does not have long-term value for industrial purposes as a basis for suburban and urban renewal.

Sites and areas that are better suited to a non-industrial future or have partially or fully transitioned away from industrial use will require precinct planning to determine the optimum future use.

Council continues to identify key locations across the city where current industrial-zoned land can be transitioned to other uses.

Renewing strategically important industrial land with a continued focus on industrial uses and productivity.

For most of the city's industrial land, the focus will be on renewal and catering for future demand, supported by an efficient infrastructure network and delivering improved amenity to workers. A regional approach to future industrial demand will also facilitate a productive network of economic and employment opportunities.

\$7.4b

Industrial GRP is projected to increase by **\$7.4 billion** between 2016 and 2041



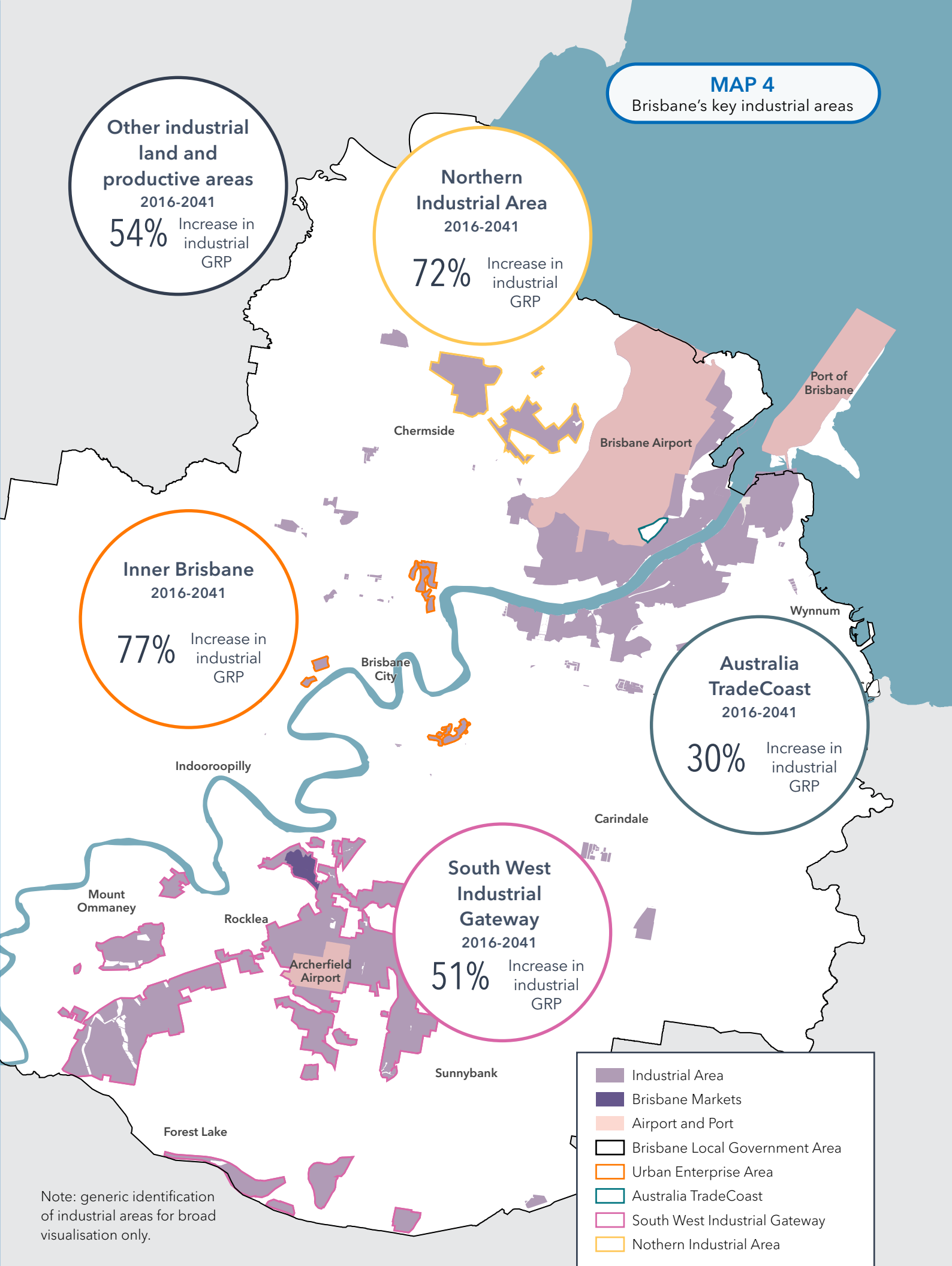
Between 2016 and 2041, Brisbane's industrial workforce will grow by **18,000** workers, with each worker contributing more towards total industrial GRP



Brisbane's key industrial areas

Brisbane's key industrial areas are comprised of locations in inner Brisbane, Major Industrial Areas (MIAs), and other productive areas and industrial land. This section describes each of these areas, their future role in the city's development and key opportunities that this strategy creates for them.

MAP 4
Brisbane's key industrial areas



Note: generic identification of industrial areas for broad visualisation only.



Inner Brisbane

Inner Brisbane includes industrial-zoned land within five kilometres of the city centre and encompasses Brisbane's Knowledge Corridor. The current SICIAs will be renamed Urban Enterprise Areas to reflect their strong connection to Brisbane's Knowledge Corridor, the city centre and other productive places.

Urban Enterprise Areas Adapting our inner-city

Brisbane's Urban Enterprise Areas (UEAs) concentrate economic and employment activity within a network of accessible inner-city locations, including parts of Albion, Newstead, Bowen Hills, East Brisbane, Woolloongabba and Milton.

UEAs will be vibrant integrated communities to work, live, and collaborate, providing lifestyle offerings and high-amenity public spaces. UEAs will accommodate a greater concentration of workers than many traditional industrial land uses.

UEAs can include high-value specialised manufacturing businesses, with limited or no off-site impacts, that can be accommodated within an urban environment.

They share a relationship with the city centre and Brisbane's Knowledge Corridor, providing capacity to expand knowledge-based uses that allow Brisbane's industrial economy to flourish. Parts of UEAs may take the form of commercial buildings, co-locating white collar workers, educators, health professionals, researchers and industrial designers. Boggo Road and Herston have recently been evolving into areas with new forms of development and a changing workforce.

As many of the UEAs are in well-established inner-city locations, some buildings will retain a traditional industrial appearance, providing flexibility for new activities and helping to connect Brisbane to its industrial heritage.

New buildings will emphasise the important role that the UEAs serve as employment centres while accommodating a greater mix of uses and functions at a human scale.

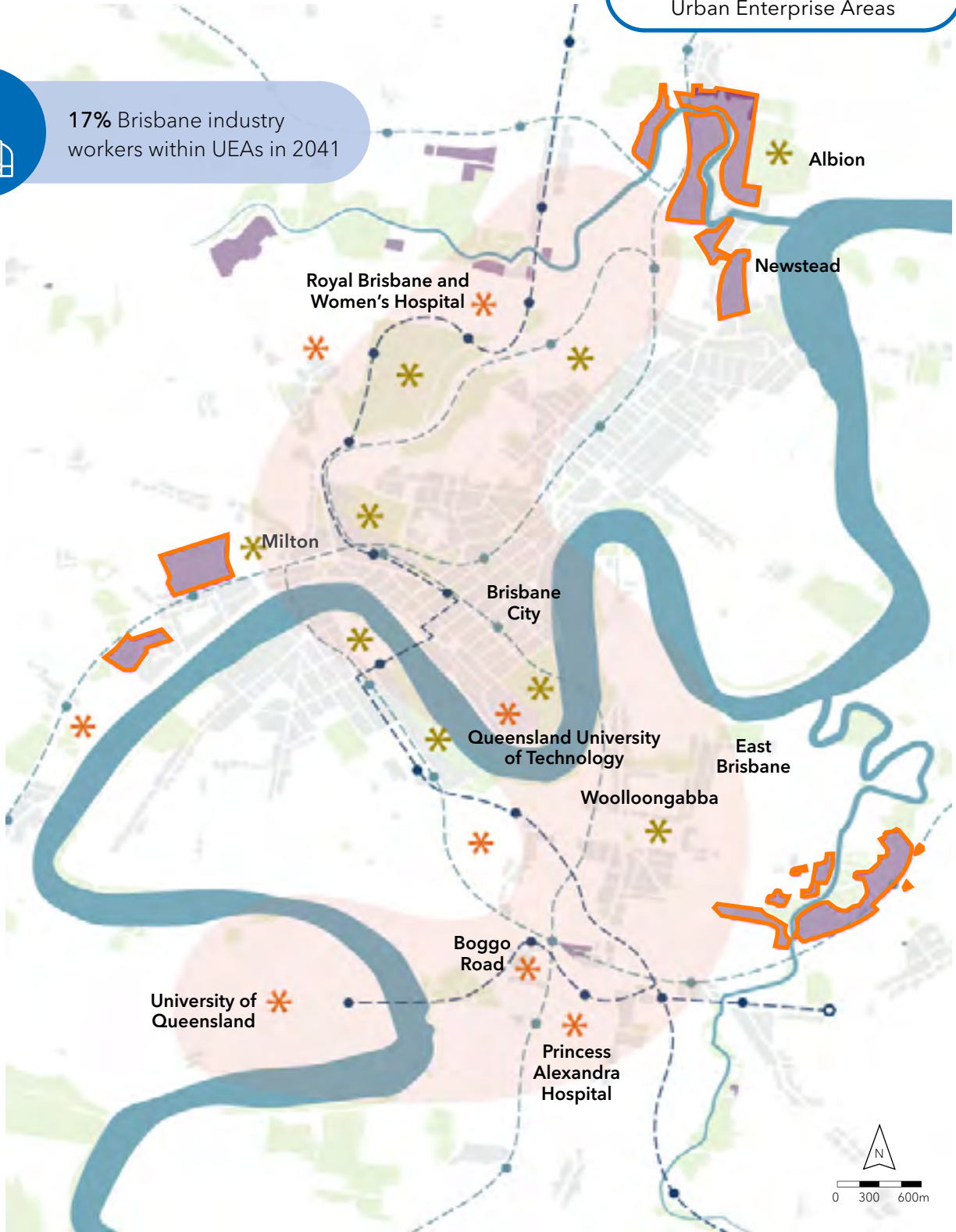
Building adaptation will be a key to delivering flexible workspaces for industry and non-industrial uses. Quality of place will be a key deliverable in developing precinct plans for the UEAs to attract and retain workers and private sector investment.

The concept of an UEA is not new, with places like Tonsley (Adelaide), 415 Wick Lane (East London) and the Boston Innovation District (Boston), well known for creating great places for knowledge workers to work, collaborate, relax and play.

MAP 5
Urban Enterprise Areas



17% Brisbane industry workers within UEAs in 2041



- Industrial-zoned Land
- Specialised Centre (Mixed Industry and Business)
- Parks (District and Metropolitan)
- Centre and Mixed-Use Zoned Land
- Urban Enterprise Areas
- Brisbane's Knowledge Corridor
- * Knowledge and Technology Facility
- * Significant Lifestyle Destination
- Rail Network
- Busway and Brisbane Metro

Note: generic identification of industrial areas for broad visualisation only.

Opportunities in Urban Enterprise Areas

Unlocking opportunity

Creating precincts that offer a range of employment opportunities for a mix of high-value industrial and commercial activities and lifestyle options will deliver vibrant productive areas within our inner-city.

Creating great places

Delivering streetscape and public space improvements and improving active transport connections will make UEAs accessible and thriving places.

Culture of innovation

Connecting research and development institutions with investors, property owners and developers will catalyse renewal and enable ideas to be turned into start-ups and scale-ups.

Environment to prosper

Supporting a range of emerging industrial businesses with a variety of building types will encourage renewal and maximise Brisbane's economic potential.





Unlocking opportunity

- Colocation of industry, commercial and residential land uses will create a vibrant environment to live, work, collaborate and play.
- Unlocking opportunity for industrial land for mixed-use redevelopment with a prominent employment focus will ensure precincts remain productive.
- Places will accommodate a greater number of workers than traditional industrial areas.
- Any hazards will be addressed through precinct planning.



Culture of innovation

- Small-scale and community spaces will provide affordable locations to support the commercialisation of ideas through start-ups.
- The nearby presence of knowledge institutes will reinforce the important relationship between industry, knowledge and technology.
- Digital infrastructure will support the transfer of ideas and information.
- High levels of amenity will attract the best and brightest minds to the area.
- A mix of uses such as cafes, restaurants and ground-level retail spaces will provide a platform for collaboration and sharing of ideas.



Creating great places

- A range of public spaces will facilitate collaboration.
- High-quality, innovative building design will respect adjoining communities and historical features.
- Improved car parking, public transport connections and hubs, and better walking and cycling routes, such as wider pathways, shade trees and safe design, will encourage sustainable travel.
- Sustainable infrastructure and buildings that are energy efficient and climate resilient will help natural ecosystems, such as waterways, to remain healthy.
- Building design for flexible use will help respond to the changing ways industry occupies spaces.



Environment to prosper

- Discrete building access and consolidated loading zones for smaller-sized vehicles will facilitate extended hours of operation where impacts can be minimised.
- Large sites and multi-storey buildings will host industrial and other businesses with a focus on low-emitting industry.
- Buildings will accommodate a variety of economic activities and those that support them, including specialised manufacturing, high-tech spaces, automated warehouses, and population and business services.

Case study

3D Prototyping

3D Prototyping is located at Nariel Street, Albion. It is a complete end-to-end design and manufacturing company providing 3D designs, high-definition precision prototypes, development and manufacturing services using a range of metallic and non-metallic materials.

3D Prototyping technologies allow them to design, develop and deliver prototypes in a matter of days, not weeks, reducing costs considerably before product manufacture. 3D Prototyping clients include Boeing, Century Batteries, Cochlear, CSIRO, Queensland University of Technology (QUT) and Warner Brothers Studios.





Case study

Wick Lane, East London

While the UEA concept is unique to Brisbane, it draws inspiration from several projects within Australia and overseas. Multiple projects within Hackney Wick, a suburb of East London, demonstrate what our UEAs can achieve.

One development located in Wick Lane, a bustling neighbourhood containing a mix of Victorian warehouses and other industrial structures, includes the careful integration of residential and industrial activities across six distinct buildings. Working together, and set within a largely pedestrianised space, the buildings form a new community that marries productive and domestic land uses.

The challenge was to balance the amount of employment space required with the amount of residential space needed for financial viability, all whilst maintaining the character of the area.

DRMM Studio - Project architects

The challenge faced at Wick Lane is not dissimilar to the challenge facing Brisbane's UEAs: maintaining and enhancing strategically important productive uses while accommodating residential and commercial activities that enliven the neighbourhood and offset project costs.

In its successful integration of employment and residential space, and the preservation of historic buildings and development features, Hackney Wick is a useful case study for our UEAs.

FIGURE 1

Example of a UEA

Bringing UEAs to life:

This image is for illustrative purposes and demonstrates how the vision, principles and actions of this strategy can be applied to create UEAs.





Major Industrial Areas Renewing for the future

Brisbane's Major Industrial Areas (MIAs) include the Australia TradeCoast (ATC), South West Industrial Gateway (SWIG), Northern Industrial Area (NIA) and other locations throughout the city. MIAs will support a full spectrum of industrial activity, from scale-up operations to activities with high off-site impacts like wastewater treatment plants.


MIAs will continue to serve this strategic city role, particularly in and around the Port of Brisbane and Brisbane Airport where separation from sensitive environments, like residential communities, will continue to be necessary.

Due to their significant size and access to freight infrastructure, MIAs support larger-scale industrial activities including major retail distribution centres, logistics companies and mass manufacturing facilities. MIAs also accommodate business and industrial parks, many of which benefit from direct access to major transport corridors and offer business, technology and other services that are aligned with higher intensity industrial activities.

MIAs have the potential to offer new building and site designs that use land efficiently with convenient facilities for workers in an attractive environment. Advanced manufacturing, automation and multi-storey buildings are changing the face of industrial activities.

MIAs also provide an opportunity to accommodate small-scale, non-industrial uses that support worker needs, such as cafes. These uses must not detract from the underlying focus of MIAs as areas of high economic activity.

A renewal of MIAs will focus on ensuring industrial land delivers much needed future supply through planning policy and infrastructure support.



Building on foundations set out in the *Brisbane Industrial Strategy 2019*, MIAs will also benefit from actions that will support their ongoing renewal, including:

- reviewing the mix of industrial-zoned land to provide for cleaner industry, warehousing, logistics and distribution
- a precinct planning approach to facilitate renewal and revitalisation
- reviewing building heights, minimum lot sizes and car parking rates for industrial uses
- creating the ability to deliver services for workers within industrial areas through service hubs
- encouraging the continued establishment of high-value specialised manufacturing facilities
- exploring public transport coverage and service frequency to industrial precincts
- providing active transport connections between key hubs and destinations within industrial precincts and residential areas.

Renewing Brisbane's Major Industrial Areas:

Figure two is an image of MIA elements in a generic location. It is indicative only and not to scale.



FIGURE 2
Example of a MIA



Unlocking opportunity

- Reviewing the mix of industrial-zoned land will provide for cleaner industry, warehousing, logistics and distribution.
- Creating hubs will provide amenities and services for industry workers.
- Expanding public transport services will promote sustainable travel.
- Supporting key manufacturing areas will support economic growth.
- High-quality building design with increased building height will create higher amenity areas.



Culture of innovation

- Research, technology and education institutes will reinforce the important relationship between industry, knowledge and technology.
- Digital infrastructure will support the transfer of ideas and information.
- Renewable energy innovations will be explored to provide much needed energy sources for industrial activities.



Creating great places

- New development will have a strong connection to adjoining open spaces and respect industrial character.
- Streets will be safe to walk and cycle along, with wide footpaths, large trees and connections to major destinations.
- Workers will have access to high-quality public space for respite and recreation.
- Public transport hubs will be developed to encourage patronage and promote renewal.
- Additional services and facilities will be provided in key locations or via pop-up activations.
- Sustainable infrastructure and buildings that are energy efficient and climate resilient will help protect natural ecosystems, including waterways.
- Industrial areas will have high-quality building design to meet future industry needs.



Environment to prosper

- Freight access will be provided to meet the operational requirement of businesses, including accommodating automated deliveries and bespoke vehicle designs.
- Large buildings and industrial business parks will be built to support a variety of activities and support the efficient use of land. This may include tailored building heights, extended hours of operation and internal circulation networks for vehicles.
- The connection between the precinct and adjoining residential communities will be visually appealing and reduce industrial impacts.

Australia TradeCoast

The Australia TradeCoast (ATC) is Brisbane's most recognised industrial precinct due to its strong profile and association with the Port of Brisbane and Brisbane Airport. By 2041, the ATC precinct will contribute \$6.7 billion to Brisbane's industrial GRP and will employ 38,000 industrial workers.

ATC is close to major international gateways, key road networks and the multimodal freight terminal at the Port of Brisbane, which allows the precinct to focus on export-oriented industries. The proposed future Inland Rail dedicated freight route to the Port of Brisbane will reinforce this focus and reduce the amount of freight on the city's road network.

In locations surrounding the Port of Brisbane and Brisbane Airport east of the Gateway Motorway, the ATC precinct will continue to accommodate critical industrial uses, including waste treatment facilities, and oil refineries, that require ongoing separation from non-industrial activities.

Industrial activity is projected to become more diverse and generally less hazardous and will include more warehouses and distribution centres to support the ongoing rise of e-commerce. However, existing traditional heavy industry uses will be supported.

Industrial business parks catering to large-format distributors and other industrial operators will build on successful examples of these facilities in Eagle Farm and Murarrie. These locations will be further enhanced through appropriately scaled and compatible non-industrial land uses, where it can be shown they are ancillary to the industrial purpose.

The ATC precinct will include additional capacity to support scale-up businesses and will capitalise on access to recreation and open space assets, as well as new public and active transport infrastructure for the benefit of the industrial workforce and visitors who access specific precincts. Opportunities also exist to activate appropriate riverfront areas through precinct planning with greater flexibility to support marine operations and tourism-related activities in selected locations.



Unlocking opportunity

Renewal of our industrial zone precincts will deliver the land needed to meet future demands for cleaner industry, warehousing, logistics and distribution.



Culture of innovation

The further integration of technology in freight storage and distribution will make the ATC a leader in the efficient storage and movement of goods.



Creating great places

Small pockets of services and facilities for workers plus improved public transport and cycling and walking paths will increase the ATC's appeal to workers and businesses.



Environment to prosper

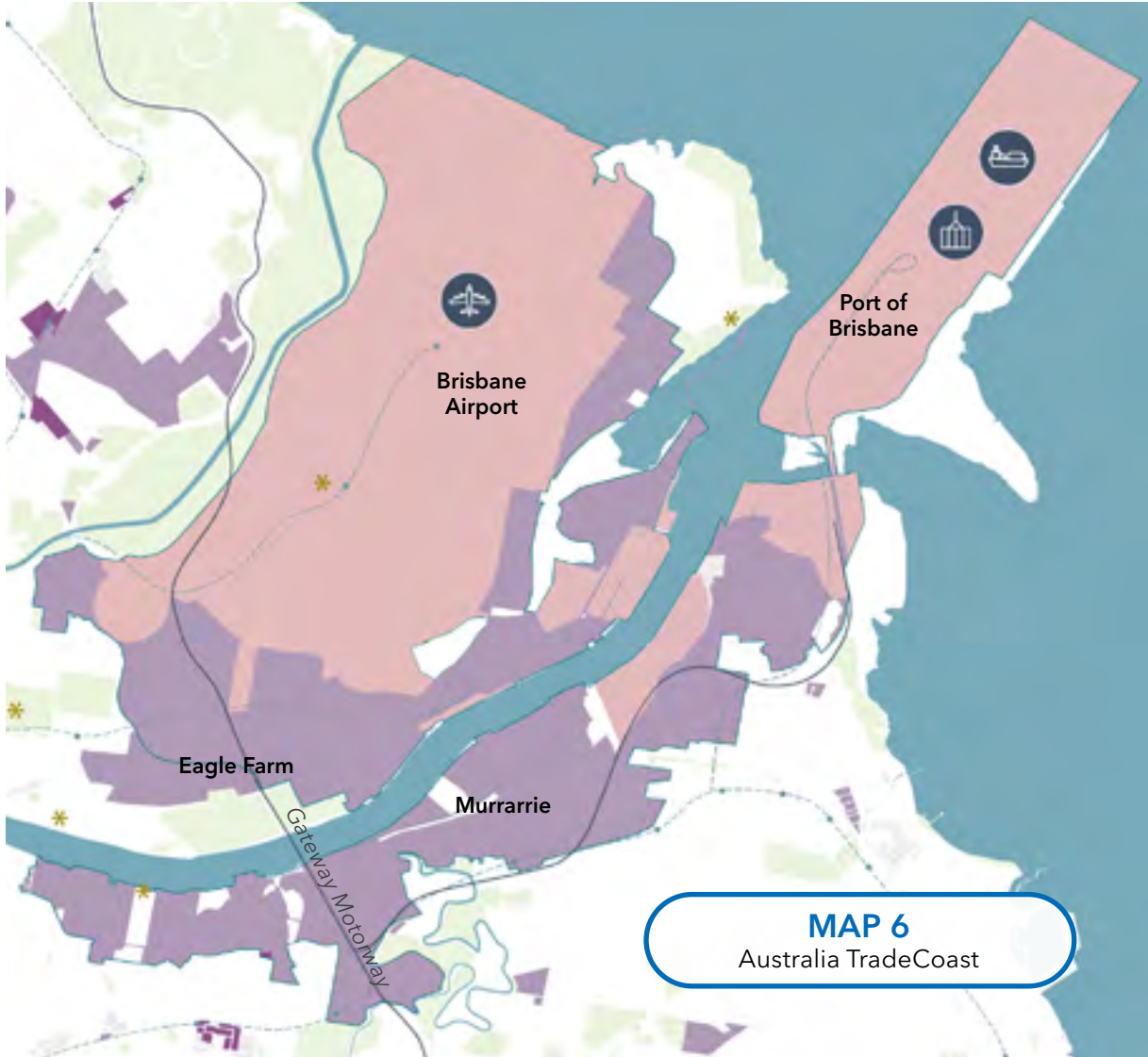
The final Inland Rail connection and planning policy that recognises the evolution of industrial operations will make the ATC the place to be for export and distribution in SEQ.



\$6.7 billion ATC contribution to Brisbane's industrial GRP in 2041

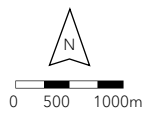


38,000 ATC industry workers in 2041



MAP 6
Australia TradeCoast

- Industrial-zoned Land
- Specialised Centre (Mixed Industry and Business)
- Special Purpose (Airport and Port)
- Parks (District and Metropolitan)
- Centre and Mixed-Use Zoned Land
- Australia TradeCoast
- ✱ Significant Lifestyle Destination
- Airport
- Port
- Intermodal Terminal
- Rail Network
- Primary Freight Route (Road)



Note: generic identification of industrial areas for broad visualisation only.

Case study

BrewDog

BrewDog is a multinational company that employs more than 800 staff around the world.

BrewDog opened its \$30 million, 3000 m² site located at Metroplex Avenue, Murarrie in 2019.

The site houses a brewery, restaurant, tap room and visitor centre. The BrewDog manufacturing facility includes a fully automated four-vessel 25-hectolitre brewing system (capable of large and small batch brews) and a fully automated canning line. The Brisbane brewery will focus on BrewDog's core range beers. It also brews small batch beers with ingredients from the Southern Hemisphere. Production volume at BrewDog's Brisbane site is anticipated to be 10 million litres per year.

While the Brisbane site will initially serve Australian consumers, BrewDog has ambitions to export beer from Brisbane to Asia and New Zealand.

BrewDog is also a leader in sustainability as a carbon negative business, with plans to further reduce their carbon footprint and become a zero-waste business.



Case study

Tritium Pty Ltd

Founded in 2001 by e-mobility pioneers, Tritium designs and manufactures proprietary technology to create the world's most advanced and reliable direct current (DC) fast chargers for electric vehicles (EVs).

Tritium is headquartered at Murarrie and employs more than 250 personnel. Focused on creating smart and efficient, engineering-based solutions, Tritium's award-winning product line has received recognition around the world, allowing the company to capture 15-20% of the global DC fast charging market share.

Tritium is continually innovating to advance the e-mobility industry and support its customers around the world and was selected as a Computer Technology Association CES 2021 Innovation Awards honouree for their all-new DC fast charger, the RTM75.



South West Industrial Gateway

By 2041, the South West Industrial Gateway (SWIG) precinct will contribute \$6.5 billion to Brisbane's industrial GRP and will employ 41,000 industry workers. As the largest of Brisbane's industrial areas, the SWIG extends a broad reach over the south-west of Brisbane and is one of SEQ's main freight gateways.

This gateway role will be heightened by the delivery of Inland Rail to the Acacia Ridge Intermodal Terminal and the growth of Archerfield Airport from which high-value and time-critical freight will continue to be distributed across the country.

In outer locations where land is more readily available, the SWIG will continue to accommodate industrial parks with large distribution centres. This will include locations like Heathwood, where new larger and taller automated warehouses will demonstrate the power of innovation and technology in achieving efficiencies in industrial operations. The Woolworths distribution centre at Heathwood has demonstrated the advantages of colocating with the adjoining Hilton Foods Australia meat supplier where they are physically connected, providing an example of industrial integration.

Elsewhere, the SWIG will support clusters of industrial activity, including food and agribusiness at Rocklea, logistics, distribution and aviation at Archerfield, and service industries and mixed industry business in parts of Salisbury and Moorooka. Precinct renewal opportunities in transport-rich locations will encourage a mix of uses with employment generating and industry activities predominant.

Council's significant long-term investment in the Oxley Creek Transformation project will dramatically shape ecological and open space values in the SWIG and will improve the interface between industry, established residential areas and the adjoining natural environment. New development will improve streetscapes and create attractive spaces with services and facilities for workers and visitors.

Unlocking opportunity

Undertaking precinct improvements and renewal to unlock opportunities, including the right balance of zone precincts.

Culture of innovation

Promoting scale-up opportunities and taking a regional approach to land supply within the SWIG will enable the most efficient use of land and support the growing niche-manufacturing market.

Creating great places

Making sure workers have access to services and facilities, public transport and appealing walking and cycling paths will ensure the SWIG can continue to attract and retain workers.

Environment to prosper

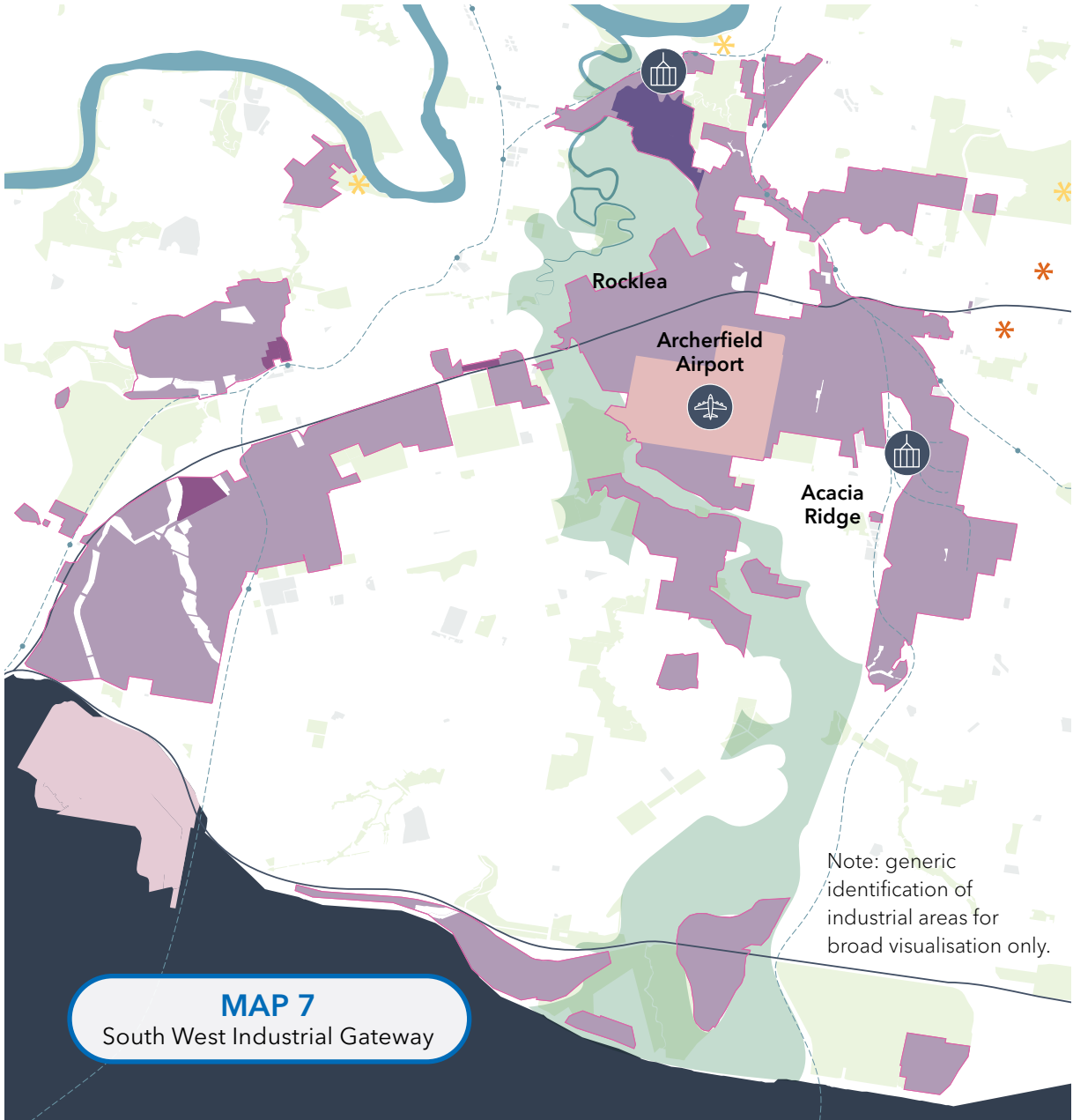
Completing the connection to the Port of Brisbane and undertaking precinct improvements will unlock opportunities for industrial renewal and create an attractive environment for investment.



\$6.5 billion SWIG contribution to Brisbane's industrial GRP in 2041



41,000 SWIG industry workers in 2041



MAP 7
South West Industrial Gateway

- Industrial-zoned Land
- Specialised Centre (Mixed Industry and Business)
- Specialised Centre (Brisbane Markets)
- Special Purpose (Airport and Port)
- Parks (District and Metropolitan)
- Centre and Mixed-Use Zoned Land
- South West Industrial Gateway
- Adjoining Local Government Area Industrial-zoned Land
- Brisbane Local Government Area
- Adjoining Local Government Areas
- Oxley Creek Master Plan Area
- ✱ Knowledge and Technology Facility
- ✱ Significant Lifestyle Destination
- Airport
- Intermodal Terminal
- Rail Network
- Primary Freight Route (Road)





Case study

AcuraBio

AcuraBio located at Ipswich Road, Darra, is an award-winning and leading biopharmaceutical contract manufacturer servicing domestic and international pharmaceutical, biotechnology, and veterinary industries. AcuraBio's clients include biopharmaceutical development companies, research institutes, veterinary drug companies and universities based in America, Asia, Australasia and Europe.

Their licensed biopharmaceutical manufacturing facility is used to carry out aerobic and anaerobic fermentation, technical transfer, cell banking, process development and validation, analytical development, goods manufacturing, practice production and stability studies.

AcuraBio also has links to world-renowned universities and research institutes to provide additional technical knowledge and continuing professional development.

Case study

Asahi Beverages

The Asahi Beverages distribution centre is located at Seeana Place, in the Heathwood Logistics Estate, in a \$72 million facility developed by logistics real estate specialist LOGOS. The 20,000-square metre and 33-metre-high state-of-the-art warehouse and office space houses an automated high-bay storage and conveyer system providing a capacity for 29,000 pallets.

Asahi Beverages is one of Australia's leading manufacturers and marketers of beverages, generating revenue of more than \$325 million each year in Queensland, and directly providing around 400 jobs in the state.

Asahi Beverages has committed to the use of 100% renewable electricity across its operations in Australia and New Zealand by 2025.



Northern Industrial Area

By 2041, the Northern Industrial Area (NIA) precinct will contribute \$2.5 billion to Brisbane's industrial GRP and will employ 14,000 industrial workers. With direct access to freight road and rail networks, the NIA supports a range of industrial businesses that leverage their proximity to the Port of Brisbane and Brisbane Airport.

Due in part to its close relationship with the ATC precinct, the NIA will evolve to contain an increasing proportion of warehouse and logistics uses that leverage proximity to the Brisbane Airport and the Port of Brisbane, as well as business services uses that cater to surrounding catchments. Manufacturing will remain an important part of the NIA's industrial composition with large manufacturers remaining active within the precinct.

Over time, precinct nodes with industrial and creative industries businesses will emerge at Northgate, Bindha Station, Virginia and Geebung, as access to public transport supports workers. Geebung is the nominated centre for the NIA and will offer a range of services and facilities for workers and businesses.

Strategic relationships with major education facilities, including the Australian Catholic University campus, will be strengthened to improve the precinct's culture of innovation. Targeted street upgrades will improve the appeal and function of the precinct.

Like the SWIG, the NIA will present an improved interface between industrial and non-industrial areas.

Unlocking opportunity

Precinct planning and a review of zone precincts will unlock areas in the NIA for industrial land uses and provide a key role in connecting to the ATC North.

Culture of innovation

Promoting success stories and opportunities in the NIA will attract a range of industrial and supporting businesses.

Creating great places

Improving transport, public spaces and services will attract and retain workers and help the NIA to connect to the surrounding residential community.

Environment to prosper

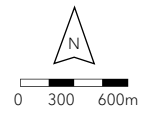
Precinct planning will create a flexible environment for selected precincts in the area.

MAP 8
Northern Industrial Area



- Industrial-zoned Land
- Specialised Centre (Mixed Industry and Business)
- Special Purpose (Airport and Port)
- Parks (District and Metropolitan)
- Centre and Mixed-Use Zoned Land
- Northern Industrial Area

- Rail Network
- Primary Freight Route (Road)



Note: generic identification of industrial areas for broad visualisation only.



14,000 NIA industry workers in 2041



\$2.5 billion NIA contribution to Brisbane's industrial GRP in 2041



Case study

Watkins Steel

Watkins Steel specialises in bespoke steel fabrication and installation for the building, mining, and construction sectors. Since 2018, the business has grown from 50 to 100 employees and has an annual turnover of \$23.4 million.

The business invested \$6 million in its manufacturing facility by combining virtual and augmented reality technologies with advanced robotics to automate its end-to-end digital processes workflow of steel processing, fabrication and installation.

Their investment in digital transformation has delivered exceptional results to their clients and has allowed them to provide competitive prices on steel that were only available from overseas markets. This has been especially important given the coronavirus pandemic and its disruption to the supply chain.

Watkins Steel has their own R&D Innovation centre and supports tertiary and vocational education and training providers through their Work Integrated Learning Program. The program gives Australian students their first working experience in civil engineering and mechatronics. Their four-year trade apprenticeship program also prepares boilermakers for the growing demand in steel fabrication.

Watkins Steel was a winner of the 2017 Brisbane Lord Mayor's Business Awards, winning the ISPT Award for its Digital Adoption Strategy and its contribution to the continued growth of the Brisbane economy.



Case study

Urban Art Projects

Urban Art Projects (UAP) is one of the world's leading organisations in art and design consultancy, fabrication, and manufacturing. UAP delivers bespoke creative works and solutions for the public and private realms. What began as a local family practice in 1993 at Holland Street in Northgate, has since evolved into a dynamic global network with an unrivalled reach.

Today, UAP collaborates with clients and creatives worldwide, with more than 200 staff members across three key studios and workshops in New York, Brisbane and Shanghai, and satellite offices in Melbourne, Sydney, Shenzhen, Chengdu, Singapore and Riyadh. There are more than 50 cities around the world with UAP products.

UAP continuously seeks new and agile ways of working and thinking, embracing every new challenge with strategic creativity, ingenuity and craftsmanship. Championing uncommon creativity, combined with unique capabilities, traditional and advanced manufacturing including design robotics, allows UAP to redefine what is possible and go beyond to deliver solutions for every creative challenge.

Other industrial land and productive areas

By 2041, 25,000 industry workers will be accommodated in Brisbane's other industrial land and productive areas with these places contributing \$2.5 billion in industrial GRP. These areas will be recognised for their significant contribution to Brisbane's economic ecosystem.

Other industrial land

Outside the UEAs and MIAs there are pockets of industrial-zoned land that will continue to contain businesses that produce, distribute and repair goods at a smaller scale. In many instances, these businesses are physically close to their customer base. The site and building design in these locations will change over time to provide flexibility for a range of industrial activities that meet the city's changing needs. Small-scale non-industrial activities may be considered to attract and retain workers.

Other productive areas

Other productive areas in Brisbane will have a role to play in supporting both industrial and complementary businesses. These include office and business parks like the highly successful Brisbane Technology Park at Eight Mile Plains, which accounts for a disproportionately high level of industrial GRP. While not specifically included as precincts of their own, reviewing their strategic significance in Council policy will ensure that their economic and employment importance is appropriately addressed.

In 2016, the Boggo Road health, research, and hospital precinct contributed \$44 million in industrial GRP and the Brisbane Technology Park contributed \$236 million in industrial GRP.



25,000 other industrial land workers in 2041



\$44 million industrial GRP from Boggo Road health, research and hospital precinct in 2016



\$2.5 billion other industrial land contribution to Brisbane's industrial GRP in 2041



\$236 million industrial GRP from Brisbane Technology Park in 2016



Case study

Brisbane Technology Park

Brisbane Technology Park, located at Eight Mile Plains and spread over 33 hectares is Queensland's largest business and technology precinct, and home to more than 200 leading national and multi-national companies employing more than 10,000 people. The park was created to foster collaboration between companies in knowledge-based, technological and research industries and to progress world leadership in innovation.

Brisbane Technology Park accommodates biotech, health and medical, mining, communications, electronics, and software development organisations. It supports more than 45 commercial office buildings; a conference centre, hotel and a variety of casual eateries; and business support services.

In 2016, Brisbane Technology Park was estimated to contribute to more than six per cent of Brisbane's total industrial GRP value, employing more than 1400 industry workers.

Action plan

To realise Brisbane's productive future will require collaboration across all three levels of government and the private sector. This includes investors, landholders, and building and construction firms. Delivery of these actions will transform the industrial landscape of Brisbane and stimulate investment to grow our competitive standing and global reputation.

Principle 1: Unlocking opportunity

Brisbane's industrial precincts need to be responsive to the evolving needs of the economy and its workforce, providing places for businesses of different levels of maturity and scale.



Actions

1.1 ●	Commence the delivery of industrial and suburban renewal at identified sites that will be transitioned or adapted for employment, mixed-use or residential purposes.
1.2 ● ●	Deliver a targeted program of industrial renewal, adaptation and transition through precinct planning to deliver on projected future demand for industrial land.
1.3 ● ●	Review the mix of industrial-zoned land within MIAs and other areas to make more land available for cleaner industry, warehousing, logistics and distribution.
1.4 ●	Review and create the ability to deliver services for workers within industrial areas through service hubs.

Responsibility

● Brisbane Economic Development Agency (BEDA) ● Council



Principle 2: Creating great places

Our industrial areas will increase their attractiveness for workers and investors to be thriving precincts delivering amenity, good design and services for workers.



Actions

2.1 	Review planning measures including: <ul style="list-style-type: none"> • building height opportunities within industrial areas to meet needs • flood impacts within industrial areas for future building design • minimum lot sizes for industrial-zoned land • car parking rates for industrial land uses • industry thresholds in <i>Brisbane City Plan 2014</i>.
2.2 	Utilise the precinct planning process to deliver great places.
2.3 	Create design guidelines to support delivery of new built forms.
2.4  	Establish start-up and scale-up spaces across Brisbane, including completion of the TMI@TRI facility at Boggo Road.
2.5 	Advocate to the Queensland Government for amendments to the industrial land use definitions to provide clarity for intent of industrial land and for ancillary uses within the <i>Planning Regulation 2017</i> .

Responsibility

 Queensland Government
  Council
  Private Sector



Principle 3: Culture of innovation

Brisbane will be known for its culture of innovation.



Actions	
3.1 ● ●	Promote Brisbane’s industrial capabilities and achievements through a range of forums and media.
3.2 ● ● ●	Facilitate the establishment of high-value specialised manufacturing facilities in Brisbane by connecting researchers and developers with investors, property owners and property developers.
3.3 ● ● ●	Support ongoing innovation of distribution, warehousing and manufacturing businesses by attracting investment and connecting businesses with investors, property owners and property developers.
3.4 ● ● ●	Review implications of e-vehicles, semi-autonomous and autonomous vehicles for industrial areas and activities.
3.5 ● ● ●	Enable innovative renewable energy sources for industrial areas to thrive.

Responsibility

● Brisbane Economic Development Agency (BEDA) ● Queensland Government ● Council








Principle 4: Environment to prosper

The efficient movement of people, goods and ideas is critical to sustaining Brisbane’s industrial precincts, their workforce and competitive advantage.



Actions

4.1 	Advocate for a dedicated automated rail freight tunnel connection between the Acacia Ridge Intermodal Terminal and the Port of Brisbane.
4.2 	Work with the Queensland Government and key stakeholders such as the National Heavy Vehicle Regulator, to ensure that heavy vehicles can safely and efficiently access industrial-zoned land.
4.3 	Explore public transport coverage and service frequency to industrial precincts to support an increase in patronage.
4.4 	Provide active transport connections between key hubs and destinations within industrial precincts and residential areas.
4.5 	Improve the speed, reliability and capacity of Brisbane’s digital networks.

Responsibility

-  Australian Government
-  Queensland Government
-  Council

Monitoring

Success in delivering the strategy priorities and actions will be measured by monitoring:

- Brisbane's industrial land supply and demand in the context of the SEQ region
- continued impacts evolving from new technology and global trends within industry and business operations, demands and changing economic circumstances
- the delivery of actions and delivery methods.

More information

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