

Vision Brisbane 2031



brisbane
australia's new world city



Dedicated to a better Brisbane

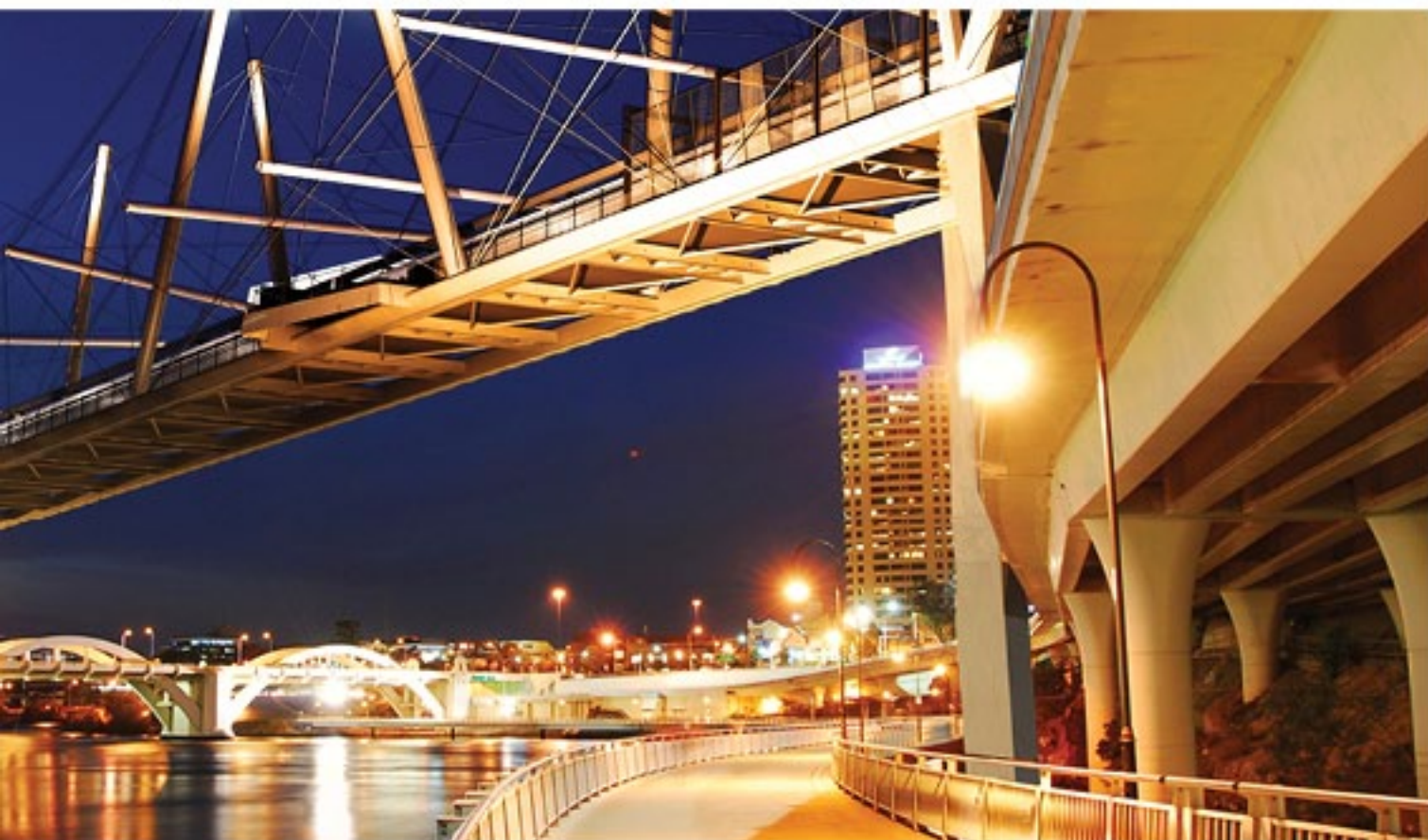
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Uniquely Brisbane

There's something special about Brisbane. Some people call it 'lifestyle', some might say it's the friendly and approachable Brisbane residents. Some people move here for the great climate, others because we're part of a strong economic region with lots of opportunities. People who grew up in Brisbane and moved on to other places are coming back and falling in love with their city all over again.



Brisbane has so much to recommend it - for people who live here, do business here or who come as visitors:

- our welcoming people and friendly community
- our world-class festivals, events and entertainment precincts
- our stunning subtropical climate and attractive urban landscape that features street trees, 'timber and tin' houses in character suburbs and public art throughout the city
- our connections to the Brisbane River that winds through the city and leads to the natural splendour of Moreton Bay and Islands
- our exceptional outdoor places for sport and recreation including parks, pools, waterways, bikeways and natural areas, such as, Mt Coot-tha
- our wide range of species of plants and wildlife that live in our city, making Brisbane the most biologically diverse capital in Australia
- our range of outstanding tertiary institutions attracting local and international students
- our accessible city, with high-quality integrated road, rail, bus, ferry and cycling networks, linked to major employment and activity centres and serving as the gateway to South East Queensland.

Brisbane is a city that is growing and changing.

Although our population growth is slowing, it continues to be a significant driver of our economy. It's predicted that Brisbane will be the fastest growing economy of the mature cities worldwide from 2012-2020 (Jones Lang LaSalle 2012) and the demand for highly-skilled workers will increase.

Over the next two decades, an additional 820,000 people are expected to settle in the Greater Brisbane Area, bringing the total population to almost three million. Of these, roughly 180,000 are expected to settle within the Brisbane Local Government Area (LGA), bringing the total population of the LGA to over 1.27 million. This will include a growing number of skilled overseas migrants attracted to the expanding Brisbane economy.

Brisbane is a thriving world-class city, building its reputation as Australia's New World City. We must continue to invest in Brisbane's international profile as a place that is not only friendly to visit but also a place where it's easy to do business.

We need to make sure the important aspects about Brisbane are preserved for future generations by making the right decisions to achieve the future we want.

Brisbane City Council has a fundamental role to play in making our city the best it can be. As the largest local government in Australia, we are uniquely positioned to plan for and achieve great things.

**"What is wanted
at the outset is a
vision broad enough
to anticipate the
wonderful possibilities
of the future"**

*Alderman W.A. Jolly, Brisbane's
first Lord Mayor*





What is *Brisbane Vision 2031*?

Brisbane Vision 2031 is Council's long-term community plan for the city. It details the aspirations for our city's future and outlines ideas for achieving this vision.

Council has a history of long-term planning and these plans or visions are reviewed regularly. The previous vision, *Our Shared Vision: Living in Brisbane 2026* (Vision 2026), was released in 2006.

Council continually undertakes engagement activities with the community and an annual market research program to better understand their changing needs and aspirations for our city.

The 2013 refresh of the vision ensures our planning reflects these needs and the significant changes that have occurred in our city since 2006. The planning horizon was also extended to 2031 to align with and provide context for long-term Council planning. Council sought community feedback on the *Draft Brisbane Vision 2031* during April and May 2013 to ensure it captured community issues and aspirations.

The main priorities for *Brisbane Vision 2031* are to:

- maintain or improve quality of life for the Brisbane community
- ensure that Brisbane has the services and infrastructure to meet the liveability and sustainability challenges of the future
- provide an overarching plan of action for Council, its partners and the people of Brisbane for the next 18 years.



The Vision for Brisbane

The Brisbane economy is strong and productive, leading the economic development of the South East Queensland region and the state. Growth in new businesses and the attraction of skilled workers to our city provides a highly stable environment to support the community and economic development.

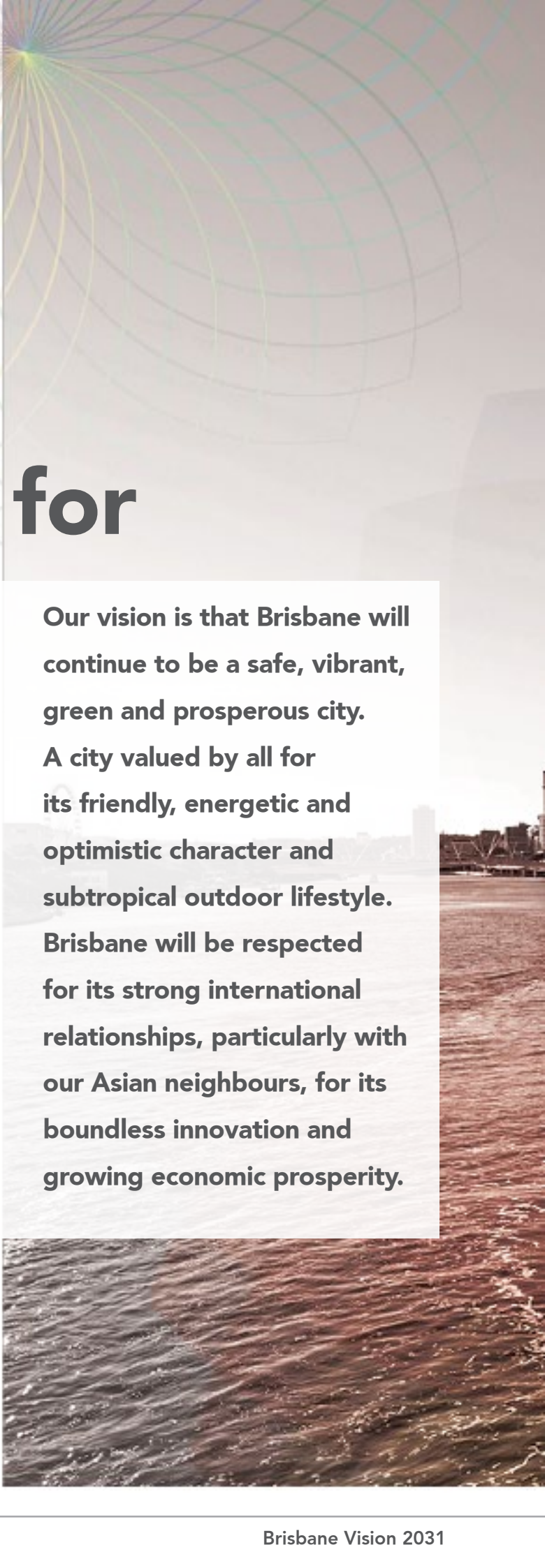
Our integrated transport system provides for efficient and safe movement of people and goods into and throughout our city, with residents and visitors adopting sustainable travel choices including walking, cycling and public transport.

Active, healthy communities will define Brisbane, and our environment will inspire as one of the cleanest and greenest of the world's capitals. Residents, businesses and visitors of all ages, cultures, backgrounds and abilities will be embraced by and engaged in the life of our city.

Subtropical open spaces and natural areas provide breathing spaces for the city. Our river, creeks and bay will be enhanced, protected and enjoyed by all, including local wildlife. Our city will be safe, confident and prepared for natural hazards.

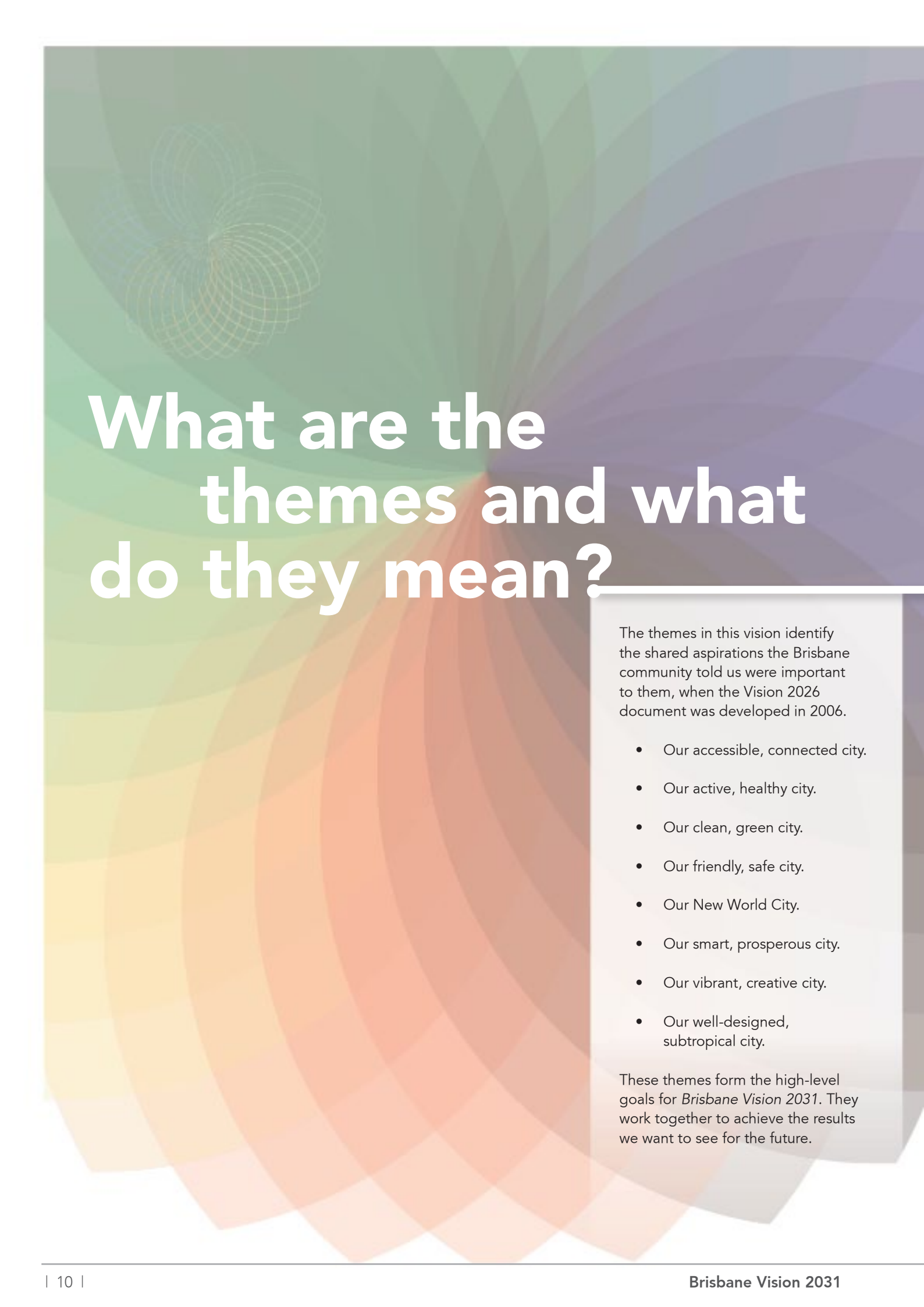
Residents, new and old, will relish Brisbane's enviable character and subtropical lifestyle, its distinctive 'tin and timber' architecture, its diverse suburban landscape and the influential role we play as Queensland's capital.

Brisbane will build on its rich social, cultural, historical and creative resources to provide an enduring legacy of liveability for future generations.



Our vision is that Brisbane will continue to be a safe, vibrant, green and prosperous city. A city valued by all for its friendly, energetic and optimistic character and subtropical outdoor lifestyle. Brisbane will be respected for its strong international relationships, particularly with our Asian neighbours, for its boundless innovation and growing economic prosperity.





What are the themes and what do they mean?

The themes in this vision identify the shared aspirations the Brisbane community told us were important to them, when the Vision 2026 document was developed in 2006.

- Our accessible, connected city.
- Our active, healthy city.
- Our clean, green city.
- Our friendly, safe city.
- Our New World City.
- Our smart, prosperous city.
- Our vibrant, creative city.
- Our well-designed, subtropical city.

These themes form the high-level goals for *Brisbane Vision 2031*. They work together to achieve the results we want to see for the future.



**Our accessible,
connected city**



**Our active,
healthy city**



**Our clean,
green city**



**Our friendly,
safe city**



**Our New
World City**



**Our smart,
prosperous city**



**Our vibrant,
creative city**



**Our well-designed,
subtropical city**

What have we done since 2006?

In the seven years since the previous vision was developed with the people of Brisbane, Council and the community have achieved great things as we work towards creating the city of the future. The following achievements are just some of the highlights.



Our accessible, connected city

- Constructed two links in the TransApex road program – CLEM7 cross river tunnel and the Go Between Bridge.
- Commenced construction of the Legacy Way tunnel from Toowong to Kelvin Grove.
- Assisted in the development of the Airport Link tunnel from Bowen Hills to Brisbane Airport and the northern suburbs busway.
- Completed 15 years of road construction in four years under the Road Action Program.
- Delivered 800 new buses to the city's bus fleet.
- Delivered eight new CityCats to the city's ferry fleet.
- Launched the free CityHopper ferry service for river commutes in the inner city.



- Successfully rolled out the Blue CityGlider, which carries an average of more than 45,000 passengers per week, and expanded the CityGlider network to incorporate the Maroon CityGlider.
- Completed the four year \$100 million bikeway program increasing the city bikeway network to over 1100 kilometres.
- 100% of our bus fleet is air conditioned for passenger comfort.
- Expanded the BUZ (Bus Upgrade Zone) to 18 bus routes operating at high frequency.
- Upgraded the city's bus and ferry network to provide improved access for people with disabilities, as part of Council's long-term program to provide a fully accessible public transport network.
- Opened two new bus depots.
- Launched the CityCycle public bike hire scheme.



Our active, healthy city

- Increased the number of sports fields and hard courts across the city to over 600.
- Upgraded seven district, metropolitan and major parks and purchased 90 hectares of land for new sports fields and parkland.
- Delivered accessible and inclusive playgrounds or park experiences in every ward across Brisbane.
- Built three new pools at Runcorn, Colmslie and Mt Gravatt East.
- Achieved a 70% increase in the number of patrons at Council's pools since 2006 with over two million patrons now accessing Council's pools annually as a result of asset enhancement and promotion.
- Immunised 107,350 infants and 339,238 school children over the last six years.
- Conducted more than 15,000 audits of food safety and hygiene standards of licensed food businesses and contributed to a 48% reduction in foodborne illness notifications over five years. There has been a 76% increase in community awareness of food hygiene standards when dining out.



Our clean, green city

- Planted two million trees in the Brisbane local government area within four years – the largest project of its type worldwide solely delivered by a local government in a defined local government area.
- Achieved the 500 hectare bushland acquisition target in 2011. Since 1990, 3000 hectares of significant bushland has been purchased through Council's Bushland Acquisition program.
- Purchased approximately 680,000 tonnes of accredited carbon offsets since 2007 to neutralise the carbon emissions from Council's bus, ferry, fleet vehicles and stationary gas use. Continued procurement of new buses has meant that over half the fleet is now the highest environmentally-friendly standard commercially available in Australia.
- Reduced greenhouse gas emissions by around 89,000 tonnes a year since 2010 by purchasing 100% GreenPower for electricity use.
- Rehabilitated 58 local waterway sites to enhance waterway health. 60 kilometres of waterway corridors were rehabilitated and maintained by catchment groups in association with Council.
- Developed one of Australia's largest capacity bioretention systems at Wakerley, capturing stormwater runoff generated from an 87 hectare development, treating one cubic metre of stormwater every second. The project won the South East Queensland Healthy Waterways Award in Water Sensitive Urban Design in May 2008.
- Continued to participate in the Healthy Waterways Network, a regional partnership for achieving waterway outcomes for the benefit of Moreton Bay.
- Continued the Free Native Plants program which has been in place since the 1960s and is the longest running free plant program of its kind in Australia.
- Facilitated 4000 volunteers in 126 community groups working on restoration projects in Brisbane's natural areas, creeks and wetlands. Worked with 600 participants of the Wildlife Conservation Partnership program to help support the conservation of natural bushland growing on private land.
- Constructed wildlife movement infrastructure at Chermiside West, Mansfield, McDowall and Calamvale.



Our friendly, safe city

- Built three new libraries and refurbished community facilities, libraries and halls resulting in enhanced useability. In 2011, the Federation-style Sandgate Town Hall was restored.
- Conducted Homeless Connect events in Brisbane for more than six years. Homeless Connect has now been expanded to all capital cities across Australia.
- Delivered more than 640 free tours for visitors to the city each year through the Brisbane Greeters program, established in 2012. Brisbane's share of visitors to Queensland has increased year-on-year since 2006, reaching 30% in 2011/12.
- Supported the Brisbane community during and after the January 2011 floods by responding to 81,027 calls from the public, facilitating the mobilisation of nearly 23,000 volunteers (the 'Mud Army') to assist with the clean-up of flood-affected properties and providing more than 6300 free tetanus vaccinations. Updates about the flood event were provided to more than 8 million people via Twitter and 4.5 million people via Facebook.
- Coordinated Council's \$400 million plus flood recovery effort including delivery of recommendations from the Flood Action Plan.
- Released the Flood Flag Maps on Council's website, which indicate areas that are at potential risk of flooding. FloodWise Property Reports were also made available online, allowing residents to see the potential risk and type of flooding for a property and how high the flood may reach. Over 1 million reports have been generated to date.



- Provided Brisbane Early Warning Alert Service to assist residents with early preparation for severe weather events.
- Extended City Safe CCTV and contributed to safety improvements in the Fortitude Valley Special Entertainment Precinct.
- Established the Taskforce Against Graffiti (TAG). A first of its kind in Australia, the program was initially a partnership with Queensland Police Service, established in October 2008. Using photographic and other data, Council provides intelligence for police officers to capture and prosecute graffiti offenders. More than 175,000 square metres of graffiti was removed in 2012/13.
- Established the Rapid Response Group (RRG) in 2009. This team provides a 24-hour, 365 day, frontline response to meet the city's regulatory obligations. As well as a rapid response to high risk complaints including dog attacks, animal management and parking issues, the RRG can be deployed to provide a mobile, highly visible, trained workforce for rapid damage assessment during disasters and emergencies.
- Assisted residents and businesses by responding to 12,710,371 customer requests through Council's Contact Centre since January 2006.



**“Brisbane is a prime location
for innovation”**

John McGagh, Head of Innovation, Rio Tinto



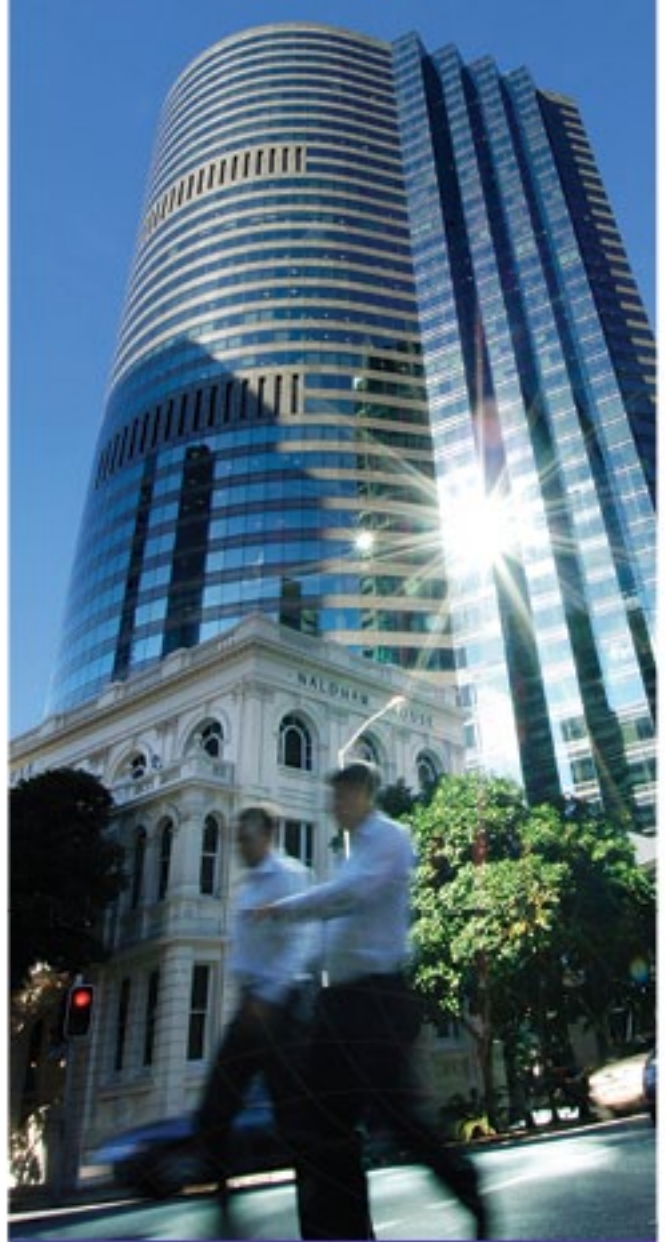
Our New World City

- Attracted and hosted international conventions and events which generated millions of dollars for Brisbane’s economy such as the Bolshoi Ballet, the British and Irish Lions Rugby Union match and the Brisbane International Tennis Tournament.
- International students comprise one of Brisbane’s largest export sectors contributing \$5.1 billion dollars in course fees and other spending. Since July 2012, the Lord Mayor has hosted regular Friendship Ceremonies to personally welcome hundreds of international students to Brisbane and forge a lasting partnership between the city and their families.
- Continued to host the Asia Pacific Cities Summit (APCS) every four years. In 2011, the Brisbane APCS attracted 1100 delegates from 115 cities and was a major success in securing new global markets for Brisbane businesses.
- Continued to participate in the Brisbane Sister Cities program resulting in the successful delivery of business missions and forums to our sister cities and providing Brisbane businesses with opportunities in the nine sister cities. The Sister City relationship with Hyderabad, India was signed in 2010, and the 25th anniversary of the Sister City agreement with Auckland, New Zealand was celebrated in 2013.
- Made Brisbane the new home for the Australian Pacific Screen Awards by agreeing to manage and provide funding for the awards, strengthening Brisbane’s position in the Asia Pacific region.



Our smart, prosperous city

- Worked with businesses all over Brisbane to develop the *Brisbane's Unique Windows of Opportunity* report. The report formed the basis of the *Brisbane Economic Development Plan 2012-2031*.
- Brisbane was only the second city in the world to appoint a Chief Digital Officer who worked with the business community to develop Brisbane's first digital strategy. The bold strategy, which aims to drive digital uptake and use in Brisbane, will be implemented over five years.
- Launched a series of Lord Mayor's Business Forums as part of our focus on growing small and medium businesses. These forums feature some of Brisbane's most talented business mentors.
- Established the Brisbane Business Hotline 133 BNE in 2012, as part of the implementation of *Brisbane's Unique Window of Opportunity* report. This hotline provides a single point of contact for businesses dealing with Council. To date, the hotline has managed 36,418 queries.
- Improved satisfaction among businesses dealing with Council on business-related issues, with 92% indicating they are very satisfied with the process in 2013.
- Developed and implemented a strategy to deliver more four and five star hotels to Brisbane.
- Delivered the capacity to accommodate 60% of the proposed development growth and commercial floor space for Brisbane, through our land use planning.
- Developed and commenced implementation of the *Brisbane Long Term Infrastructure Plan 2012-2031*.
- Delivered foreign language way-finding signage at over 30 locations in the CBD to make it easier for residents and tourists to navigate around the city.
- Worked with education providers all over Brisbane to grow Brisbane's exports in international education.



"Brisbane's urban renewal program has played a significant role in transforming what was once a 'country town' ... into an economically, culturally and physically vibrant metropolis."

Lee Kuan Yew World City Prize, Special Mention 2012

- Delivered children's literacy programs at libraries, attended by more than 100,000 parents and children annually.
- Provided free Wi-Fi to 22 parks and all Council libraries.



Our vibrant, creative city



- Completed the major restoration of Brisbane's iconic City Hall in April 2013, re-establishing it as the 'People's Place' in the city.
- Developed Brisbane Festival as an annual celebration of our city, with over 1 million people attending both free and ticketed events in 2012.
- Enhanced the reputation of Brisbane Powerhouse, now featured in the World Theatre Festival and the Australian Performing Arts Market.
- Increased the number of community festivals by 30% over the past six years, with 24 new community festivals now in place.
- Developed the Riverstage in the City Botanic Gardens into a major music venue attracting big ticket acts, such as, the five sold out Farewell Powderfinger concerts with 42,000 attendees. Patronage at the Riverstage has more than doubled and features more than 22 events and 150,000 patrons annually.
- Delivered 39 public art installations in the city centre and major suburban developments. Brisbane's iconic art installations, such as those in Reddacliff Place, are recognised across the world.





Our well-designed, subtropical city

- Provided the land use and development framework for the city including the preparation of a revised planning scheme for Brisbane to replace *City Plan 2000*. The plan, which is expected to be implemented in 2014, will guide Brisbane's growth for the next 20 years.
- Delivered development opportunities, open space and character protection through 36 neighbourhood plans completed or underway since 2006. This has involved engagement with more than 400,000 people on local planning issues across almost 400 activities and events.
- Enabled a potential 50% increase in dwellings within a 5km radius of the Central Business District and more than 30 new towers in the city centre.
- Delivered provisions to achieve 60% of the residential growth targets of the *South East Queensland Regional Plan 2009-2031* while protecting areas of valued character and facilitating innovative urban design, through the Neighbourhood Planning program.
- As part of a targeted plan to revitalise Fortitude Valley, delivered the redevelopment of the Chinatown Mall and commenced design for the upgrade of the Brunswick Street Mall.
- Constructed new drainage that has successfully reduced the number of residences affected by localised flooding events (that have a 10% chance of occurring each year) by 515 dwellings.
- Purchased 84 properties subject to creek or local flooding that have a 50% chance of occurring in any year, under the Voluntary Home Purchase Scheme.
- Provided more than 90,000 rainwater tank rebates to promote sustainable water usage.
- Introduced an innovative approach to water usage and integrated Water Sensitive Urban Design in the Chinatown Mall redevelopment, including the 'jumping carp' feature that utilises stormwater collected and treated on site.
- Ensured all new development meets regional guidelines for Water Sensitive Urban Design for pollutant load reduction and flow management.
- Assessed more than 20,800 development applications against the codes in Council's planning scheme, *City Plan 2000*.
- Upgraded the suburban and city centre public realm through the suburban centre initiative projects and Vibrant Laneways program.
- In 2011, Council maintained around 575,000 street trees in Brisbane.



We all have a role to play

***Brisbane Vision 2031* represents the community's vision for Brisbane. Responsibility for the achievement of this vision rests with everyone in Brisbane.**

In order to achieve our desired future, this vision provides opportunities for us to embrace change and look forward to new ways of doing things. We will be able to walk, cycle and use public transport more easily as Council improves these services. As new technologies increase access, Council can also consider better ways to work. Some of the changes needed may require us to pay for additional services to ensure we maintain our lifestyle and do not damage our economy, community or environment.

Council is uniquely positioned to provide better, more integrated and seamless services that make Brisbane a great place to live and do business. Each theme on the following pages also outlines specific actions the people of Brisbane can take to help us achieve this vision for our city.

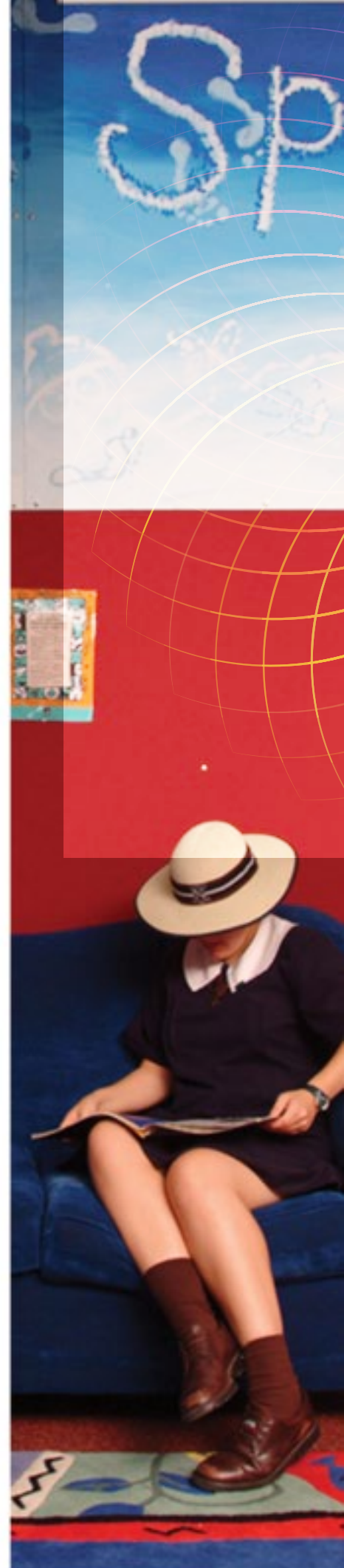
As we work towards our long-term vision for Brisbane, there are challenges and goals that need effort and co-operation on more than just a local government level. Council will collaborate with various levels of government, other organisations and international partners to tackle water security, housing choice, cultural diversity, the economy, reducing carbon emissions and energy use, public health, managing population growth and an ageing population.



Brisbane City Council's Roles

Council will play a number of roles in working toward the overall vision. In some cases Council will be a provider or leader, in other cases it may fund, advocate, regulate, form partnerships or monitor achievement. Other community stakeholders will have a responsibility to deliver and fund some elements of the plan, including other government agencies, business partners and community groups.

	PROVIDER	Delivering services.
	FUNDER	Funding other organisations to deliver services.
	REGULATOR	Regulating some activities through legislation.
	PARTNER	Forming partnerships and strategic alliances with other parties in the interests of the community.
	FACILITATOR	Assisting others to be involved in activities by bringing groups and interested parties together.
	ADVOCATE	Promoting the interests of the community to other decision makers and influencers.





Our accessible, connected city

How can the community contribute?

- Residents, workers, students and visitors can choose to walk, cycle or use public transport as part of their everyday travel around Brisbane.
- Parents can encourage their children to take up walking and cycling from an early age.
- Everyone should share the road in a safe, considerate manner.
- Businesses can support flexible work hours and working from local business hubs or home.
- Businesses can provide end-of-trip facilities such as showers, ironing equipment and bike parking to encourage staff to walk or ride to work.



Targets

Council will be compliant with the Disability Discrimination Act 1992 across its bus and CityCat networks by 2022.

By 2031

- The number of walking, cycling or public transport trips will increase compared to 2011.
- The majority of peak hour trips to the CBD will be by public and active transport.
- Travel times and trip reliability across the city will be maintained or improved compared to 2011.
- Brisbane's bikeway network will exceed 1700 kilometres.
- Bus patronage will reach a target of 120 million annually.
- All Council-managed facilities will be accessible and functional for all.
- The carbon intensity of the bus fleet (tonnes of carbon released / kilometre travelled) will decrease compared to 2013.



ASPIRATIONS

<p>Brisbane is an accessible city for everyone. Residents, workers, students, visitors and business people can move easily throughout the city.</p>	
<p>Road, public transport and active transport networks provide safe, efficient, fast and reliable travel options throughout the city. These networks help deliver economic benefits to Brisbane and support our growing community and changing economy.</p>	
<p>There is equitable access to high-quality, inter-connected public transport services that move throughout Brisbane. These services are affordable, offer good customer service and are frequent, reliable and safe.</p>	
<p>Brisbane has a modern, efficient and connected bus network with reliable services to work, schools and community activity centres.</p>	
<p>Local community and public transport options provide equitable access for an ageing community and people with a disability.</p>	
<p>Brisbane River transport offers an enjoyable way for people to travel to work, study and leisure activities.</p>	
<p>Active travel is an easier choice for more people. People enjoy being able to walk and ride via connected links to destinations such as schools, businesses, shops, libraries, parks and public transport. Pathways are well-maintained, shaded, well-lit and safe.</p>	
<p>End-of-trip facilities are provided to make walking, cycling and multimodal trips a convenient travel option.</p>	
<p>Freight moves easily and efficiently around Brisbane, using dedicated corridors to service key industry and logistic destinations.</p>	
<p>Brisbane is connected to Asia and the rest of the world by a world-class seaport and airport, for business, tourism and freight.</p>	
<p>A variety of local services, businesses, community hubs and development will be located near public and active transport networks.</p>	

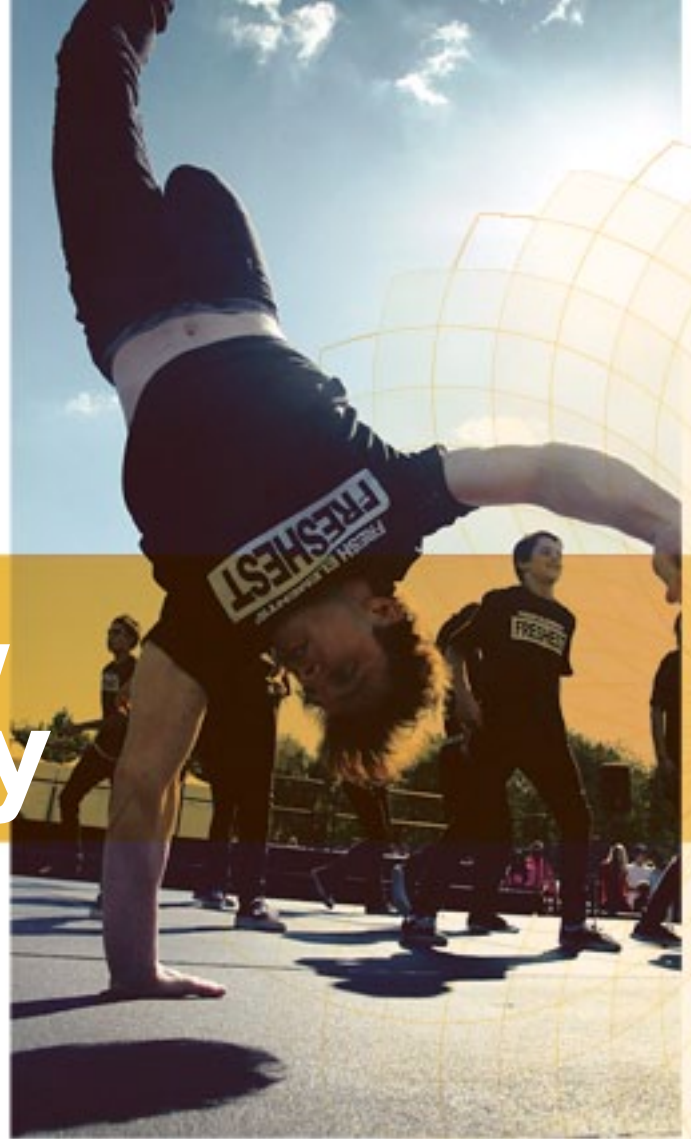
PROVIDER
 FUNDER
 REGULATOR
 PARTNER
 FACILITATOR
 ADVOCATE



Our active, healthy city

How can the community contribute?

- Residents and workers can use Council information to find out the benefits of participating in active and healthy pursuits.
- Residents can be active and healthy lifestyle role models at work, school or home.
- Residents can join a sporting club or participate in an active and healthy activity.
- Residents and businesses can support a local sports club by volunteering.
- Residents and visitors can regularly use Brisbane's parks and sport and recreational facilities.
- Residents and visitors can respect and look after community facilities and public equipment so others can enjoy using them in the future.
- Residents can access Council's free immunisation services.
- Residents can join a local bushcare group and actively protect and enhance local waterways or bushland, or work with others in a community garden project.
- Residents and visitors can make healthy and fresh food choices and visit community gardens or farmers' markets for fresh fruit and vegetables.



- Residents, workers and students can walk, cycle or use public transport instead of using the car.
- Families can get involved in an Active School Travel program.

Targets

- Under a partnership agreement with the Australian and Queensland Governments, Council will contribute to the performance benchmark to increase the proportion of adults participating in at least 30 minutes of moderate physical activity, on five or more days of the week, by 15% from baseline by 2018.
- Under a partnership agreement with the Australian and Queensland Governments, Council will contribute to the performance benchmark to return the proportion of adults at healthy weight to baseline level by 2018.
- By 2031, participation in Council's 'Active and Healthy' activities will increase compared to 2013.
- An accessible network of parks and recreation facilities that meets the needs of Brisbane's residents will be provided by 2031.



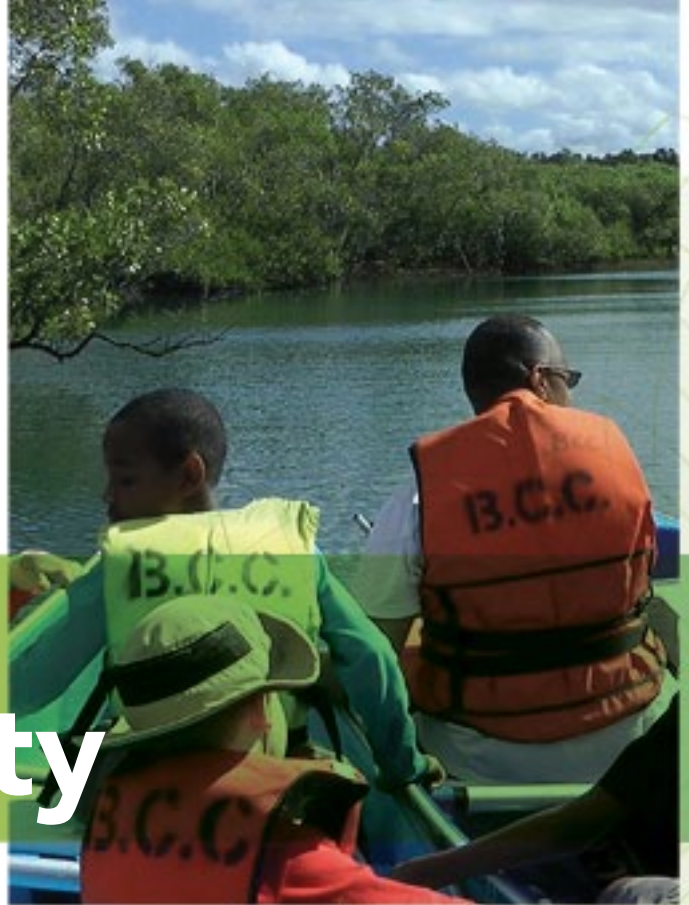
ASPIRATIONS

<p>Brisbane is a city of diverse and accessible recreational opportunities for all ages, abilities and backgrounds.</p>	
<p>All Brisbane residents have access to achieve active and healthy lifestyles and are supported in their choice of physical activity, play or sport.</p>	
<p>Brisbane's great public spaces, parks, community venues, sporting facilities and clubs are easy to access and provide safe, diverse opportunities for everyone to meet, play and exercise.</p>	
<p>Brisbane's natural assets, the river, creeks, Moreton Bay and natural areas, will continue to offer unique, accessible places for recreation and relaxation.</p>	
<p>Parks, public transport, local shops and places to meet people are within walking or cycling distance from home.</p>	
<p>An interconnected network of footpaths, pathways and bikeways make it easy and safe for residents to use walking and cycling for local trips, exercise and recreation.</p>	
<p>Brisbane maintains world-class health conditions with reduced public health risks, healthy built and natural environments, and minimal exposure to diseases.</p>	
<p>Brisbane's residents and visitors have access to healthy and safe food choices.</p>	
<p>Food-producing gardens in parks, schools, backyards, community facilities and businesses bring people together, connect them to their local communities and provide learning opportunities.</p>	

PROVIDER
 FUNDER
 REGULATOR
 PARTNER
 FACILITATOR
 ADVOCATE



Our clean, green city



How can the community contribute?

- Residents can access Council information to find out how to be involved in local clean and green related activities.
- Residents can take the family or friends to an environment centre or one of Council's natural area parks, and learn about nature and the environment.
- Residents and visitors can help protect our native plants and animals.
- Residents can create habitats in backyards that adjoin ecological corridors, waterways and wetlands, and volunteer for environmental care groups.
- Residents and businesses can choose to purchase energy from renewable sources.
- Residents and businesses can reduce their use of energy and water.
- Residents and businesses can avoid buying disposable items and instead choose products with little packaging that can be reused and recycled.
- When visiting parks and waterways, residents and visitors can pick up their rubbish and use bins or take their litter away.
- Residents and businesses can use Council's online services to reduce travel and paper use.
- Residents, businesses and visitors can choose to use public transport, walking or cycling to reduce car trips and vehicle emissions.

Targets

By 2031

- 40% of mainland Brisbane will be natural habitat.
- Brisbane City Council will have achieved a carbon neutral status.
- The average household's carbon emissions from energy, waste and transport will be six tonnes of CO₂e (carbon dioxide equivalent) per year.
- In partnership with our neighbours and the Queensland Government, waterway health will improve for the Lower Brisbane River Catchment, Bramble Bay, Waterloo Bay and East Moreton Bay.
- The use and visitation of our waterways and bay by our communities will increase compared to 2013.
- Total domestic waste generated per annum going to landfill will be reduced compared to 2013.
- Domestic waste recycled/recovered will be increased compared to 2013.





ASPIRATIONS

<p>Brisbane manages its environmental assets as an economic resource delivering value to residents and nature alike.</p>	
<p>Council and Brisbane's residents, businesses and industries efficiently manage their energy use and impact on the environment. They use innovative clean and green energy options in the workplace, at home and while moving around Brisbane.</p>	
<p>Brisbane's air quality is the best of any Australian capital city.</p>	
<p>Brisbane residents and visitors use public transport, walking and cycling more often and reduce trips by private car, helping to reduce vehicle emissions.</p>	
<p>Brisbane has a range of healthy native plants and wildlife and well protected and connected habitat areas free of invasive species.</p>	
<p>The Brisbane River, Moreton Bay and water catchment areas are clean, healthy and resilient eco-systems.</p>	
<p>Our healthy river, waterways, natural areas, parklands and biodiversity attract businesses to establish here and residents, students and employees to live, study and work in Brisbane.</p>	
<p>Residents and business value water and its quality and demonstrate water-smart behaviours in daily life, including conserving our water supply and protecting our waterways by ensuring only rain goes down the stormwater drain.</p>	
<p>Wherever possible, Council-operated facilities will be using alternative water supplies.</p>	
<p>Brisbane's stormwater is recycled and used appropriately within the community. Brisbane reuses water and has the water-sensitive infrastructure to maximise opportunities to improve quality and reuse.</p>	
<p>All residents and visitors work with us to keep Brisbane clean and reduce and recycle our waste.</p>	
<p>Businesses and industry use innovative production and distribution systems to prevent waste from being produced. Where waste generation cannot be avoided, it is recovered as a resource for reuse or recycling.</p>	
<p>Residents and businesses adapt to Brisbane's changing environment, are resilient and find effective solutions to extremes in weather and natural events.</p>	
<p>Brisbane supports and develops the potential of eco-friendly products and services including green initiatives in infrastructure projects.</p>	

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Our friendly, safe city

How can the community contribute?

- Residents can welcome new people moving into their street and look out for the safety and wellbeing of their neighbours.
- Residents can celebrate, respect and welcome diversity and the richness it brings to the Brisbane culture and lifestyle.
- Residents can become involved in community activities, events, groups and volunteering opportunities.
- Residents and community organisations can continue to assist community members who are at risk of becoming isolated to participate in local activities.
- Businesses and other organisations can encourage employees to become involved in community groups and provide appropriate flexible working arrangements to facilitate this activity.
- Businesses can recognise the importance of the community and community groups as well as the spaces that contribute to their success and join with government to invest in these institutions.
- Residents can prepare themselves for natural disasters to help minimise the impacts on their property and family.
- Brisbane residents and businesses can design and plan for resilience and understand the effects of extreme weather events, including the cycle of drought and flood.

- Residents and businesses can find information on Council's website on the potential risk of flooding of their area to understand what increases the risk of flooding and to develop an emergency plan for their property.
- Residents and businesses can find out more about Council's local laws to consider impacts on others to help improve the quality of life in our suburbs and places of work.
- Residents and businesses can report a maintenance issue that Council can fix. This helps keep Brisbane safe and an even better place to live.

Targets

By 2031

- The majority of Brisbane's residents agree that Brisbane is friendly and welcoming to all.
- The majority of Brisbane's residents agree that they and their family feel safe when out and about in Brisbane.
- All Brisbane households, businesses and community organisations will have access to information on how to prepare for natural disasters.
- All Brisbane residents will have access to site specific information to understand their level of flood risk and risks of other hazards.
- Wherever possible, Council communication will be available to read in other languages using mobile devices and other channels.



ASPIRATIONS

<p>Brisbane is known as a friendly, inclusive, welcoming and vibrant city with an enviable lifestyle.</p>	
<p>Brisbane is a city of strong and diverse communities. We show friendship and caring by helping others. We welcome new residents, migrants, students and visitors, celebrate cultural diversity, and provide support to people who are disadvantaged. We care about each other's safety and wellbeing.</p>	
<p>There is a rich range of social networks, community groups and partnerships throughout the city. Brisbane's community facilities are accessible, high quality and meet the diverse needs of the community.</p>	
<p>Residents of all ages, abilities, health and cultures find it easy to meet in public spaces and feel welcomed and included. People feel confident and capable of safely accessing new areas and spaces they haven't previously been.</p>	
<p>Traditional Aboriginal and broader cultural values are recognised and protected. We are proud of our pre-European heritage and value our Aboriginal and Torres Strait Islander communities.</p>	
<p>Residents and businesses participate in creative, diverse, voluntary and philanthropic activities that help connect neighbourhoods and improve the quality of life of our communities.</p>	
<p>Brisbane is a more resilient city – a city that is safe, confident and prepared for natural disasters.</p>	
<p>Effective emergency and disaster management is integrated across South East Queensland to ensure that Brisbane has the capability to prepare, plan, respond and recover in all-hazard risk environments to disasters impacting on the city, in accordance with state legislation.</p>	
<p>Brisbane has a pro-active and accessible natural disaster alert system that provides clear and timely advice to residents, visitors, business and emergency management agencies.</p>	
<p>Brisbane will continuously improve and develop risk management approaches to natural disasters that balance economic, social and environmental costs and benefits to the city.</p>	
<p>Brisbane's infrastructure, transport services and public spaces are designed and managed to incorporate crime prevention through environmental design practices.</p>	
<p>Residents feel safe at home and when out and about. We care about our communities and anti-social behaviours such as graffiti or littering are not tolerated.</p>	

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Our New World City



How can the community contribute?

- Residents can be ambassadors for Brisbane when travelling abroad to increase the profile of the city and promote our achievements, quality of business and governance.
- Residents can be friendly and helpful to all international visitors and new residents.
- Residents can discover new and exciting places within Brisbane so they know where to take visiting friends and relatives.
- The business community can participate in missions with Brisbane's sister cities and international business summits.
- Residents can become informed about the issues and opportunities facing the city through Council's website and social media sites.
- Residents and businesses can attend a Council meeting or a forum with the Lord Mayor and Civic Cabinet.
- Residents can join the Your City, Your Say community reference panel.

Targets

By 2031

- Brisbane will be ranked in the top 20 world cities on independent global city ranking indices.
- Brisbane's share of Queensland's international visitor nights will increase compared to 2013 levels.
- The majority of Brisbane's residents will rate our quality of life highly.
- The majority of Brisbane's residents will rate Council's management of the city highly.
- The majority of Brisbane's residents will be positive about their city and its future.

"Brisbane, Australia's New World City is a leading destination for business and investment, major events and international education. It is rapidly emerging as a diverse and energised global city."

Cr Graham Quirk, Brisbane's Lord Mayor



<p>Through strong partnerships with other levels of government, business and education institutions, Brisbane grows and delivers a prosperous economy for its citizens. It retains and attracts a talented workforce and provides the lifestyle to enhance Brisbane's global reputation as Australia's New World City.</p>	
<p>Brisbane continues to have transparent, open and compliant governance.</p>	
<p>Brisbane is a key supporter of a collaborative South East Queensland (SEQ) regional approach to managing issues and priorities through effective governance arrangements. This ensures sustainable growth and economic development of the SEQ region.</p>	
<p>Brisbane continues to work collectively with other Australian capital cities to share expertise, establish priorities and perform a united advocacy role for the needs of the capital cities.</p>	
<p>Brisbane continues to support and grow relationships with its sister cities to leverage business growth and economic development opportunities. Business missions to overseas markets and international delegations to Brisbane also drive business growth.</p>	
<p>Council provides leadership and strong engagement with businesses and other levels of government, and provides services and infrastructure to:</p> <ul style="list-style-type: none"> • help maintain Brisbane's enviable lifestyle • manage development associated with population change • support economic development. 	
<p>Residents actively and meaningfully participate in decisions that affect their lives and the future of Brisbane, feeling confident in having their say.</p>	
<p>Brisbane is regarded as a top ten lifestyle city worldwide. Students, businesses, researchers, innovators and entrepreneurs from all over the world will want to live, study and work here.</p>	
<p>Regional offices of international companies have established in Brisbane because of its attraction as a global business destination.</p>	
<p>Brisbane is marketed successfully interstate and overseas and is a leading destination in the Asia-Pacific region for major events and business, tourism and global conventions.</p>	
<p>Brisbane is a city that celebrates and is known as a tourist destination for its promotion of Aboriginal and Torres Strait Islander cultures and landmarks.</p>	
<p>Community, business and political leaders across all spheres work together to seek economic, social, infrastructure and environmental opportunities for the city and the region, both at home and internationally.</p>	



Our smart, prosperous city

How can the community contribute?

- Business owners and residents can collaborate and discuss business issues at Council-facilitated business forums.
- Residents can contribute to small business development and cultivate creative and innovative ideas.
- Residents can take personal responsibility for success through dedication and productivity.
- Residents and workers can embrace life-long learning opportunities and skill development.
- Residents can embrace change where it is for the improvement of the community.

"Brisbane's economic development activities and vision need to be about change creation, as well as change management. Change creation requires a strong ongoing commitment by Council, business and community to a shared vision."

Brisbane's Unique Window of Opportunity report, 2011

Targets

By 2031

- The standard of living of Brisbane residents will increase to \$75,000 per capita (measured in gross regional product).
- The Greater Brisbane economy will grow in value to \$217 billion by 2031 and will generate 343,000 additional jobs by 2021 and a further 100,000 jobs by 2031.
- The digital economy in Brisbane will continue to grow from 2013 levels.
- 90% of Brisbane's businesses will be satisfied with their dealings with Council on business-related issues.
- Brisbane will be a major Australian study destination for international students.





ASPIRATIONS

<p>There are many diverse opportunities for employment in Brisbane.</p>	
<p>There are many global and regional resource sector and related service industry businesses located here.</p>	
<p>Brisbane's export growth continues to increase. Further opportunities are actively developed through targeted trade missions and innovative business.</p>	
<p>Brisbane's high-performing economy is known for its strong business and cultural links with Asia.</p>	
<p>Brisbane is the preferred national destination for business investment and international conventions.</p>	
<p>Brisbane provides a highly-desirable lifestyle that encourages business innovation, creativity and entrepreneurship.</p>	
<p>Commercial, recreational and tourism opportunities have developed around the Brisbane River emphasising its identity as a river city.</p>	
<p>Brisbane's highly-skilled workers are a major competitive advantage for local businesses and attract new businesses to the city.</p>	
<p>Brisbane is a digital innovation hub. Brisbane businesses use digital technology to fully participate in the digital economy, to increase service levels and sales and to enhance their productivity.</p>	
<p>Digital technology will better connect Brisbane businesses to local and international markets, and connect residents to each other, to trades, services, and leisure activities worldwide.</p>	
<p>Brisbane's residents and workers value education and are eager lifelong learners. People use many pathways to learning, including libraries.</p>	
<p>High-quality, diverse education, training, research and development establishments have attracted people from all over the world to work in Brisbane. These establishments also ensure Brisbane's workers have the skills and expertise to drive industry growth.</p>	
<p>Brisbane offers a business-friendly environment and its business culture is highly regarded for its positive, collaborative approach.</p>	
<p>Council's planning and strategic activities consider the needs of business and our economy along with other considerations, including infrastructure.</p>	

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Our vibrant, creative city

How can the community contribute?

- Residents and businesses can invite visitors and colleagues to attend and experience Brisbane's range of festivals, events and visit live entertainment venues and precincts.
- Residents and businesses can promote and advocate Brisbane's great festivals and events using social media.
- Residents, business and community organisations can contact Council about staging their own community events, festivals and public outdoor art galleries.
- Residents and visitors can support Brisbane's public art by taking a self-guided public art tour.
- Businesses can embrace the investment opportunities in creative enterprises and start-ups.
- Businesses can foster a culture and environment that encourages innovation.

Targets

By 2031

- The number of Queensland's creative industry businesses will increase compared to 2011.
- The majority of Queensland's creative industry workers will be based in Brisbane.
- As indicative of general cultural sector enterprise, the level of business partnership and investment in Brisbane Powerhouse, Museum of Brisbane, and Brisbane Festival will increase compared to 2013.

"Brisbane is a vibrant and creative city and our festivals, events and entertainment are proof of this excellence."

Sir Lew Edwards AC





ASPIRATIONS

<p>Brisbane is a vibrant, 24-hour, cultural city – a city that attracts creative endeavours and people, enables innovation and applies its ingenuity to activities that have an enormously positive effect on the economy, including in the digital sphere.</p>	
<p>Government, businesses and individuals work together to encourage innovation and entrepreneurship, expand knowledge and boost productivity.</p>	
<p>Support for creative initiatives will generate a good return on investment. Employment will be created for small businesses, as well as tourism, production, education and events industries.</p>	
<p>An exciting cultural scene, creative enterprises, recreational opportunities, attractive surroundings and open, accepting attitudes make Brisbane an attractive place to live, study or work. Students, professionals, researchers, innovators and entrepreneurs from all over the world want to live, work and study here because they value living in an energetic, expressive and enthusiastic city.</p>	
<p>There are world-renowned precincts with vibrant cultural infrastructure and industry partnerships. Brisbane is home to major international cultural and entertainment events and activities.</p>	
<p>The city has a strong, vibrant and active relationship with its river.</p>	
<p>A range of community festivals, arts and cultural groups will bring together and celebrate local cultures.</p>	
<p>Our libraries will be vibrant community hubs of information and activity that inspire learning, creativity and ideas and connect and welcome people of all ages, abilities and backgrounds.</p>	
<p>A rich range of public art will celebrate Brisbane’s diversity and enliven its public spaces.</p>	
<p>Brisbane’s buildings and spaces inspire and accommodate the creative community.</p>	
<p>Our cosmopolitan city will be energetic, expressive and enthusiastic, embracing our place in the Asia-Pacific region, as well as all aspects of our cultural diversity and heritage.</p>	
<p>There will be a focus on encouraging the commercialisation of innovation and creativity.</p>	
<p>Brisbane will have a variety of music and night time entertainment precincts.</p>	

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Our well-designed, subtropical city

How can the community contribute?

- Residents, students and businesses can work with Council to carefully plan for the future of Brisbane and its neighbourhoods.
- Residents and businesses can choose buildings and houses that are designed or retrofitted to reduce energy and water use. Commerce and industry can install and use smart water and energy efficient management technologies.
- If at risk of flooding, residents and businesses can design their properties to minimise the potential impact and cost of a flood event.
- Residents and visitors can enjoy the city's public spaces.
- Residents and businesses can get involved in planting trees on public land in urban areas.
- Residents plant suitable trees and vegetation on their properties.



Targets

By 2031

- Increased tree shade cover has been provided to the city's bikeways and footpaths.
- Catchment floodplain management plans have been developed for all creek catchments.
- All of Council's critical infrastructure has been assessed for the risk of natural hazards and managed to reduce potential impacts.
- Brisbane will accommodate 156,000 new dwellings to meet anticipated growth of which 138,000 will be infill dwellings, i.e. located within the existing urban area, in accordance with the *South East Queensland Regional Plan 2009-2031*.
- Each suburb will have housing options to enable choice in local areas and accommodate lifestyle changes.
- Brisbane will accommodate 443,000 new jobs in efficient locations across the city.



<p>Brisbane has planned its development and infrastructure so that it is easy to get from the places we live to where we work, study, shop, meet and play.</p>	
<p>Brisbane is a well-designed, outdoor living city, maximising the region's climate and lifestyle attributes.</p>	
<p>Planning and development in our city prepares effectively for population, employment growth and demographic change, with efficient use of new and existing infrastructure and public assets.</p>	
<p>Flood risk is managed through a coordinated mix of flood mitigation infrastructure, flood awareness and information, flood emergency management, land use planning and development control.</p>	
<p>Our neighbourhoods, homes, public buildings, workplaces and public spaces are well designed to suit our population, climate, landscape and lifestyle. They respond to the changing needs of people of different ages, abilities, incomes and family and leisure needs over time, so people can enjoy and participate in their local communities at every stage of their lives.</p>	
<p>Council provides appropriate infrastructure to support and guide the city's development.</p>	
<p>Infrastructure is designed to maximise resilience and minimise environmental impacts.</p>	
<p>Neighbourhoods have distinctive characters that reflect the aspirations and lifestyle of local communities and their role in the city's environment.</p>	
<p>Brisbane has plenty of shady and people-friendly places and spaces for everyone to meet, relax, exercise and play outdoors.</p>	
<p>Subtropical boulevards have been created in strategic locations to provide attractive, shaded, open and inclusive street environments.</p>	
<p>Buildings and places that are important to Brisbane, its culture, history and its communities are protected and well-maintained.</p>	
<p>Urban renewal and revitalisation continues, creating highly-liveable and functional inner-city residential precincts with good access to employment, services and vibrant public spaces.</p>	
<p>Brisbane's architecture has developed a unique and identifiable subtropical style, integrating both functional and aesthetic qualities.</p>	
<p>Brisbane has become a leader in caring for its ageing community through its active 'ageing in place' initiatives.</p>	
<p>Destination laneways and small spaces are created in the city through delivering high-quality design and public art.</p>	
<p>Connections are created between major and minor pedestrian thoroughfares and key streets are upgraded as subtropical streets that provide shade, public art and improved pedestrian movement.</p>	

How Council delivers for Brisbane

The diagram below shows Council's strategic planning framework and how Council's activities work together to achieve the vision for the city.

Brisbane Vision 2031 is a statement about our aspirations. We measure and monitor our progress towards these aspirations. Specialist areas within Council develop high-level plans and strategies that outline Council's activities to help achieve the vision.

This vision is supported by our corporate plan, which is approved by Council.

Council also has an organisational strategy that positions us to achieve the vision.

The annual programs and budgets are developed and presented to the Lord Mayor for approval by Council. Each division and business unit in Council has a business plan and a workforce plan, and every employee in Council has a performance plan.

Together, these tools guide Council and its employees to act on their responsibilities in implementing *Brisbane Vision 2031*.





Where can I find out more about Council's plans and strategies?

Council is continually working on a range of plans and strategies to manage and improve our city.

These range from local land use plans, to city-wide strategies that highlight Brisbane's economic potential, to new policies designed to maximise opportunities for young people in Brisbane.

In many cases, residents and businesses can provide feedback as these plans are developed.

For more information, visit www.brisbane.qld.gov.au or call Council on (07) 3403 8888.

To have this information translated, call 131 450 and ask to speak to Brisbane City Council on 07 3403 8888.

यदि आप 131 450 पर फोन करके, 07 3403 8888 पर ब्रिसबन सिटी काउंसिल से बात करने का आग्रह करें तो यह सूचना आपको हिन्दी में भी मिल सकती है।

Tin tức này có thể được dịch sang tiếng Việt bằng cách gọi số 131 450 và xin được nói chuyện với Hội Đồng Thành Phố Brisbane qua số 07 3403 8888.

본 정보는 한국어로 번역가능합니다. 한국어 번역을 원하시면 131 450번으로 전화하시거나 브리스번 시청에 07 3403 8888번으로 연락해주시요.

可透過致電 131 450 並要求與布里斯本市政廳（電話號碼：07 3403 8888）通話，將本資訊譯成中文。


يمكن ترجمة هذه المعلومات إلى اللغة العربية بالاتصال بالرقم 131 450 وطلب التحدث إلى مجلس مدينة بريزبن على الرقم 07 3403 8888.




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