Brisbane and Gold Coast City

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History

• The area was first settled by the British in 1824 by 14 soldiers, 29 convicts and their families. As the settlement grew the city was split into an area for convicts and an area for non-convicts. German missionaries followed who built up churches, hospitals and infrastructure. It was not until 1840 when city official proposed their first formal city plan and it was in 1925 when over 20 small municipalities combined to form the city of Brisbane (formerly known as Edenglassie) as well as the City council. During WW2 the city was home to US General MacArthur's South West Pacific HQ. Since then it has become the Country’s 3rd largest city.
Brisbane
• Population: 2,065,996 (in Greater Brisbane Area)
• Median Household Income: $70,788
• Around 37% of the adult population has a Bachelor degree or higher

Gold Coast City
• Population: 494,501
• Median Household Income: $59,874
• Around 25% of the adult population has a Bachelor degree or higher
Important Industries
(Top 5 sectors of employment for Brisbane and Gold Coast)

- **Brisbane:**
  - Healthcare and Social Assistance
  - Retail Trade
  - Manufacturing
  - Professional Services
  - Construction

- **Gold Coast:**
  - Retail
  - Construction
  - Healthcare and Social Assistance
  - Accommodation and Food Services
  - Manufacturing

![Pie charts showing the distribution of important industries for Brisbane and Gold Coast.](chart.png)
Demographic Challenges

• In the Gold Coast, around a quarter of the labour force works in either retail or accommodation and food services. Median incomes are much lower than in neighbouring Brisbane, and residents of the Gold Coast are on average less educated than their Brisbane neighbours.

• Even in Brisbane, the knowledge economy by no means predominates. Construction, manufacturing, and retail are all very significant employment sectors, and only about 3% of Brisbane’s residents have graduate degrees. Median incomes are about 5% lower in Brisbane than in Sydney, where a greater proportion of the labour force works in professional services, financial services, or information technology.
Gold Coast Health and Knowledge Precinct

A major initiative by the Gold Coast City Council to create a district centred around math, science, technology, and engineering. At completion, the precinct will contain a business incubator, a science oriented high school, and a major research hospital.
iLab and UniQuest

iLab is a business accelerator located in Brisbane. Established by the Queensland state government, it is now a subsidiary of UniQuest, the commercialization arm of the University of Queensland. UniQuest owns over 1500 patents and has raised more than $450 million in funding. One of its more famous patents is for the Gardasil cervical cancer vaccine.
The Brisbane Innovation Scorecard is released annually by Brisbane Marketing in conjunction with Deloitte and the University of Queensland Business School. It looks at what industries are innovating, how they are innovating, and how innovative companies fare over time.
Queensland Academies

The State of Queensland has set up three academies in Brisbane and Gold Coast that aim to prepare students for careers in the creative class. There is a school for creative industries, a school for health sciences, and a school for science and math. Each academy has a university partner, and students are expected to take at least one undergraduate course in their final year. At the health science academy, students are guaranteed admission into undergrad health science programs at Griffith University.
Skills Queensland Strategic Investment Fund

Skills Queensland is charged with making sure that the Queensland labour force has a skill set that matches the needs of the region’s employers. One of its programs is the Strategic Investment Fund, which tries to eliminate miss-matches in the labour market by co-funding training of existing employees or of new hires. There is a particular focus increasing employment in high unemployment regions or groups.
Pacific Innovation Corridor

The Pacific Innovation Corridor is a cluster based strategy to diversify the Gold Coast economy. The corridor contains several precincts, each with its own set of target industries and planning guidelines. This strategy aims to protect the Gold Coast’s well known touristic and recreational attributes while encouraging economic diversification.
QMI Solutions Inc.

QMI Solutions is the result of a partnership between the University of Queensland, the Queensland University of technology and the Queensland Government. QMI is made up of four different companies which offer consulting services to Queensland’s manufacturing sector to ensure that they are following industry best practices. Some services are available to companies for free while others are offered at subsidized or at market rates.
Gold Cost City Light Rail

• The Gold Coast Light Rail will be a 13 kilometer long bi-directional transit system which is currently under construction. The “GoldLinQ” is underway to deal with the city’s traffic congestion which is likely to increase drastically if the project is not built. The project is said to provide around 6,300 direct jobs and reduce green house gas emissions since it runs on electricity. The rail line will start at Griffith University and will have stations set up at every major tourist destination in the city. While funding started in 2010 and will most likely finish by 2014
Sustainable Industries’ Cluster Program/EcoBiz

- This program teams up businesses into groups of 10-20 each and gives each group a leader (another business which has a great deal of experience in efficiency, productivity and environmental sustainability. A grant is given to each group for $10,000 to the cluster leader and is given sixth months to undergo the program. EcoBiz is a sub-program which offers $25,000 for a one year program. Businesses join in order to gain a competitive advantage. The primary goals are to reduce carbon footprints (cap n’ trade), reduce energy and waste, improve financial performance and minimize risk. The Queensland government also takes a role in monitoring their progress.
Australia Trade Coast Region

- Is a 8,000 hectare trade region 6 kilometers outside downtown at the mouth of the Brisbane river. It’s close proximity to the city’s seaport and airport make it a hub not only for trade but for aviation, construction and food processing. The area is home to a sub section called the Future Aviation Facilities Area which deals with aircraft maintenance, aviation technological development and cargo storage and transport. The area also is known to produce aircraft for the Australian air force such as armed helicopters.
Common Wealth Games

- Gold Coast City will host the Common Wealth games in the year 2018. The event is being spearheaded by Mark Peters who is the Chief Executive Officer who is also the CEO of the Australia Sports Commission and was the president of the Australian Baseball Federation. The event will be held at a number of venues throughout the city including the Carrara Stadium which has just been completed.
Brisbane Outsider Artists Studio Program

• Is part of the ABLE ART network which has branches in the US, Europe and Japan which promotes artistry and creative aspirations for those which don’t have much interest in pursuing art in the mainstream. Its main focus is prompting artists which have disabilities. It provides art exhibitions opportunities, training, contacts and support for disabled artists in Brisbane and the rest of Queensland. Career path, mentorship, budget management and network development are also provided. In 2010 the program expanded its accessibility goal by reaching out to indigenous Australians and collaborating with the Aboriginal and Torres Strait Islander Disability Network of Queensland.
Strategic Investment Fund

• Is an industry led program which focuses on workforce skills and labor productivity. The fund seeks to facilitate the training of skills required for emerging industries, support innovation and improve workforce development on both industrial and regional levels. It is based off the state government's Vocational Education, Training and Employment Act in 2000 and has been a key player in the Skills and Workforce Development Investment Plan if 2013. Most of these workforces that are being funded usually deal with building and maintaining infrastructure. Some examples include mining engineers, process plant operators, geoscientists and electricians.
New City Centre Master Plan 2013

• Brisbane’s downtown core is expected to grow drastically over the next 20 years and therefore requires a plan to improve transit, access to commercial zones, ensure high standards of urban development with reasonable regulation and reinforce Brisbane’s position as the foremost business center of the province. The plan seeks to improve the use of public space and provide more recreational facilities.
Tolerance and Diversity

• By the end of World War 2, Australia’s White Immigration Policy started to be dismantled and in 1973 was replaced by a Multicultural Foreign policy. Australia brings in large numbers of immigrants primarily from East Asia, South Asia and the Middle East. While the policy was largely been successful however issues of social cohesion and the marginalization of aboriginal people have been brought up. Keep in mind that multiculturalism is a policy of the federal government and that municipal governments such as Brisbane’s have little to no say on immigration or aboriginal affairs. Canberra, the capital of Australia is the only city which has a major multicultural festival (even though it is held on a national level.)
Questions

• 1. How does the authority of the State or Federal affect the municipal government’s ability to conduct its own affairs and transition to a creative economy. Does it help or hinder?
• 2. Does economic globalization make cities such as Brisbane more assertive of its own development or make it lose control over its own development?