

Brisbane Inner City Vitality 2024



COMMITTEE
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urban economics

\$32.5 billion economic value add 2024

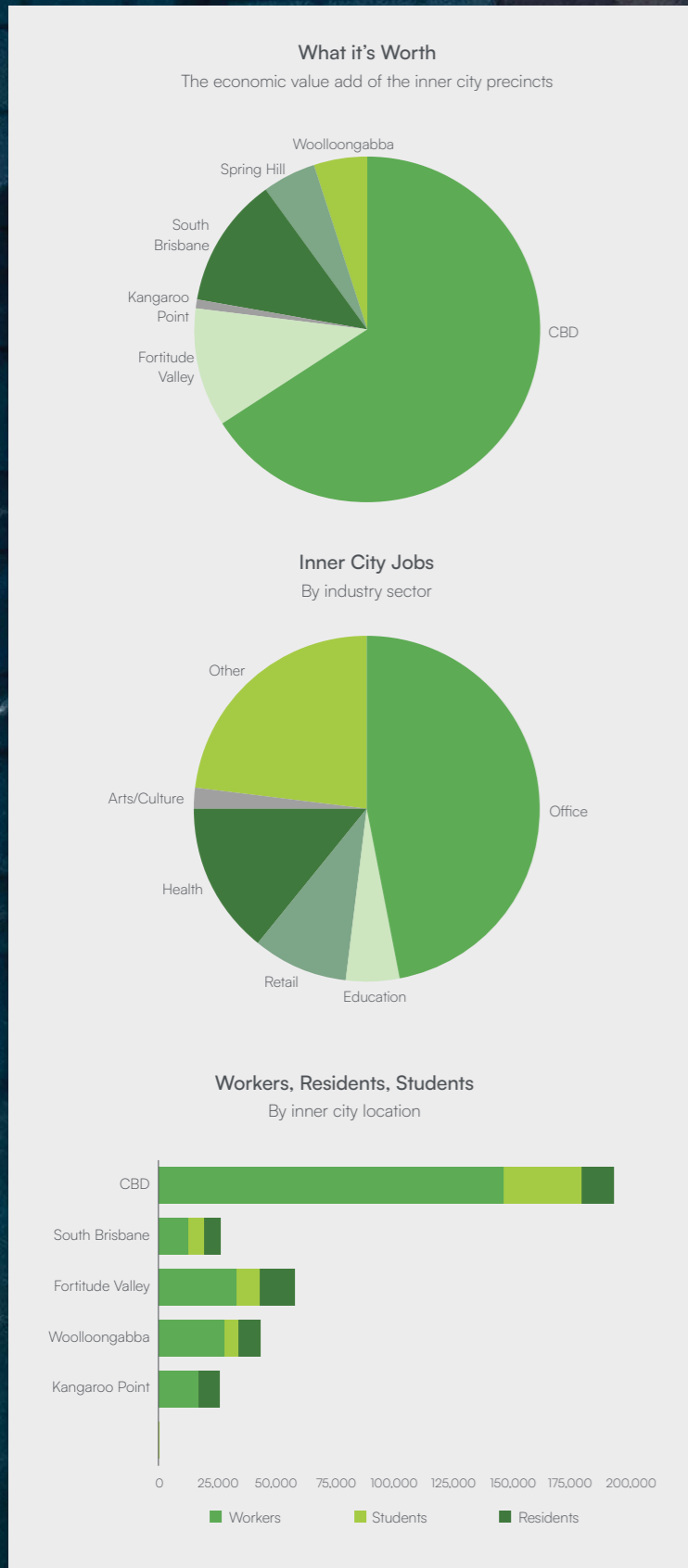
Roaring back in 2024 Bigger and better in 2025

Brisbane's inner city is an economic engine room for the Queensland economy. Its diverse economy fires on multiple pistons, which explains why it is outperforming many globally more famous cities, and leading Sydney and Melbourne in terms of post-covid bounce back.

This report outlines the performance of the inner city economy and the diversity and resilience of its component parts.

Brisbane's inner city: where the whole is more than the sum of its parts.

Jen Williams
Chief Executive Officer
Committee for Brisbane



A reliable and growing constant The Education Economy

Education is a powerhouse of the inner city economy, employing nearly 13,000 people and teaching over 55,000 students. Inner city education ranges from childcare to primary and secondary schools to tertiary education, language and other adult training schools. The contribution of education as an occupier of space and generator of economic activity is hard to understate, and does not include the value of offices occupied by the many hundreds of education businesses nor the economic value of students as residents.

There are many leading schools in the inner city, including Brisbane Girls Grammar and Brisbane Boys Grammar, All Hallows, Terrace, Brisbane State High and others. Tertiary education is most prominent with QUT Gardens Point Campus but many others also have a strong presence here — including The University of Queensland, JCU, ACU and others. The announcement of the Griffith University purchase of the Treasury Building for a future CBD Campus is a further vote of confidence in the inner city as an education hub for the entire state.



55,624 students
12,796 employed staff
\$1.186 billion
economic value add

Credit: Queensland University of Technology



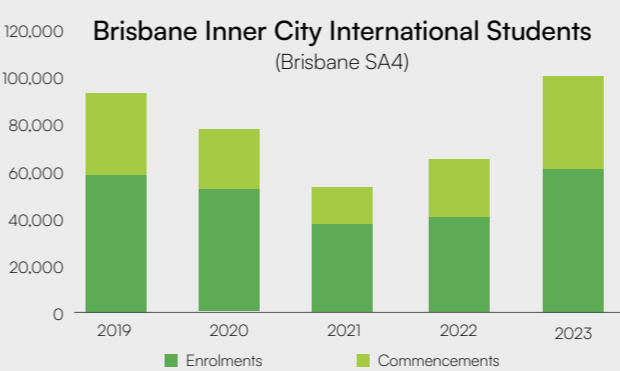
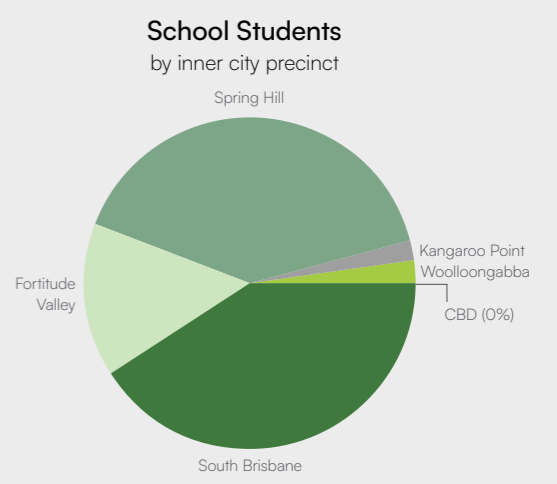
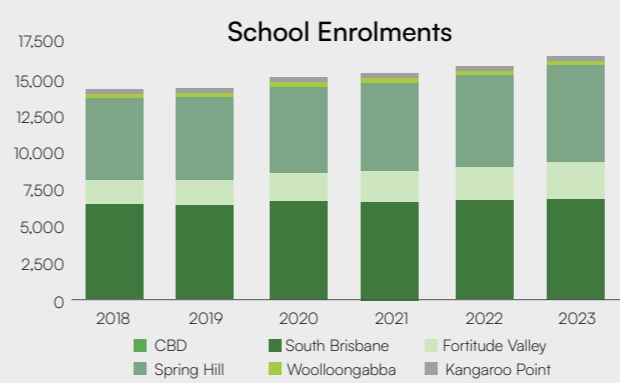
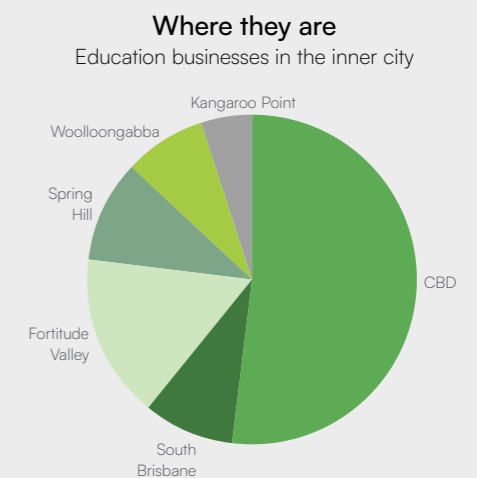
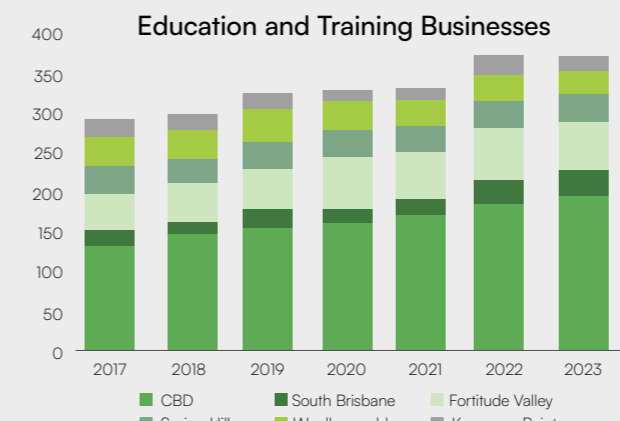
Brisbane Girls Grammar School

Brisbane Girls Grammar School is one of Australia's leading girls' schools, preparing girls and young women for challenging, rewarding lives beyond formal schooling. After almost 150 years of providing a broad, liberal education to adolescent girls, the School will soon extend its educational offering to younger girls, with the introduction of Years 5 and 6 in 2026.

The Junior School is an exciting and contemporary evolution of a Girls Grammar education. The School's youngest students will be taught in a purpose-designed, five-storey Junior School building on Gregory Terrace, Spring Hill which is currently under construction opposite the School's historic Main Building.

Brisbane Girls Grammar School's educational philosophy — that girls and young women have a right to the same educational aspirations as their brothers — has been maintained and built upon since the School was founded in 1875. The decision to become Brisbane's first secular, independent girls' school to educate girls in Years 5 and 6 from 2026 represents a tangible commitment to the pursuit of gender equality and a great optimism for our collective future.

Jacinda Euler
Principal, Brisbane Girls Grammar School



The CBD is home to the most education businesses — typically language and other adult training enterprises. Spring Hill and South Brisbane dominate the inner city for school students. International student numbers show strong post covid recovery.



Wade Fraser
Development Manager, Silverstone

New Spring Hill Medical Centre

We saw the opportunity to develop Spring Hill Health and Innovation Centre in response to the growing demand for modern, specialist medical facilities in Brisbane's inner city. Spring Hill, as the city's most established medical precinct, had not seen new hospital infrastructure for decades, leaving operators and tenants with outdated facilities that struggled with services infrastructure, town planning compliance, and technological advancements. The growth in the inner city population, combined with increased household wealth, further supported the demand for contemporary medical spaces by prospective tenants.

Our vision was to meet and exceed these needs with the creation of a state-of-the-art solution to accommodate a range of high-order medical uses, from consulting suites to day hospitals.

Favourable market conditions also contributed to the project's success, with investor appetite for new medical assets underpinned by strong tenancy profiles at historical highs. We were able to pre-sell the building, which allowed more certainty around feasible returns. Looking ahead, we remain confident in the continued growth and revitalisation of Brisbane's inner city areas.



32,918 workers
\$2.869 billion
economic value add

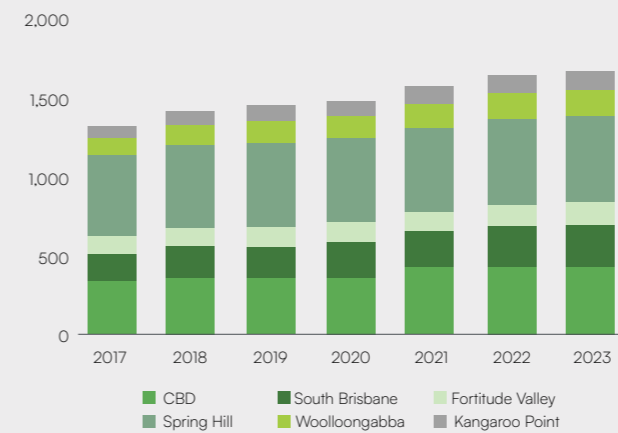
Children's Hospital pictured

A strong heartbeat Health and Allied Services

The health and allied health sector employs nearly 33,000 people across the inner city, with many of these jobs attached to major hospitals such as the Mater, Mater Children's, the PA, St Andrews Wickham Terrace, St Vincents Kangaroo Point and the Brisbane Private Wickham Terrace,

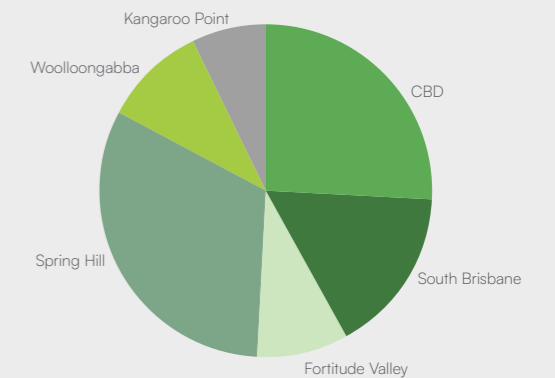
Contributing \$2.87 billion to the inner city economy, the sector is represented by 1,669 individual businesses from GPs to medical imaging, physios, dental, optometry and more.

Healthcare and Social Assistance Businesses



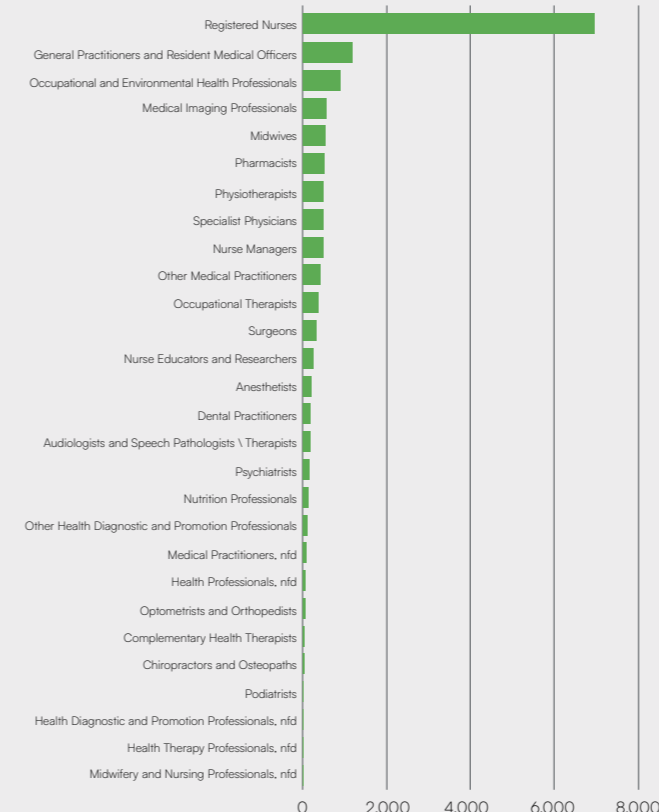
Health Businesses

Healthcare and social assistance businesses by inner city location

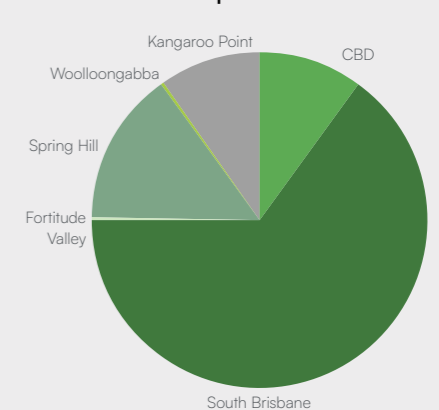


What they do

Occupations of the inner city health sector



Hospital Beds



There has been steady growth in the number of health and social assistance businesses in the inner city, with no covid related downturn.

The majority of businesses are in Spring Hill, the great majority of hospital beds are in South Brisbane, and the occupation that employs the most is nursing, following by GPs.

Returning to work

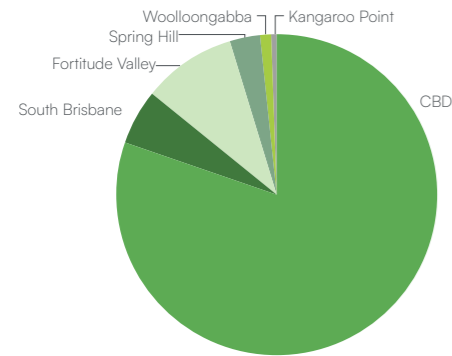
The Office Economy

Brisbane's inner city office market has rebounded faster and further than many other world cities. It is outperforming other Australian capitals too, with vacancies falling to decade lows and premium rents increasing. This was something few expected in the depths of Covid lockdowns and is testament to the resilience and appeal of the inner city precinct.

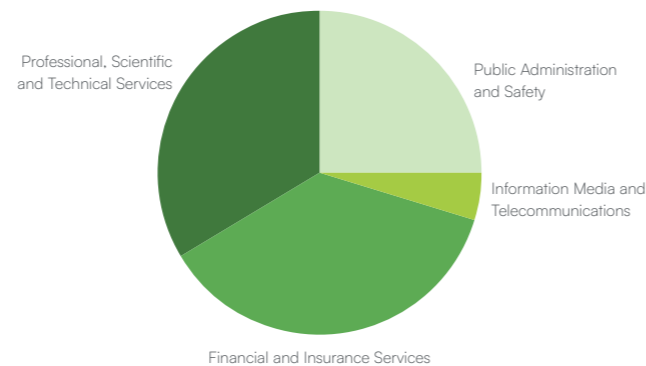
The CBD naturally dominates office space, and the premium end of the market is finding most support but there is also growing interest in new projects in Fortitude Valley and South Brisbane.

The combined office market across the inner city is home to over 120,000 full and part time workers across a range of industries, dominated by finance and insurance services, and professional, scientific and technical services, and public administration and safety. Education and health care businesses are also significant occupiers of office space but are not counted in these numbers.

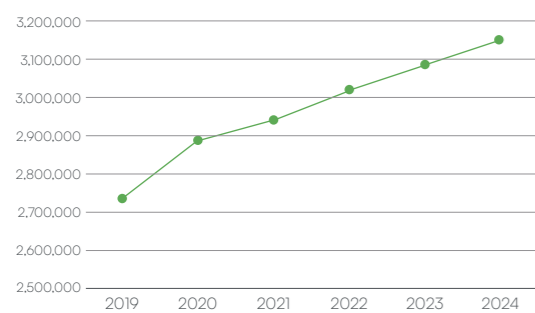
Economic Value Add for Office Economy by Precinct



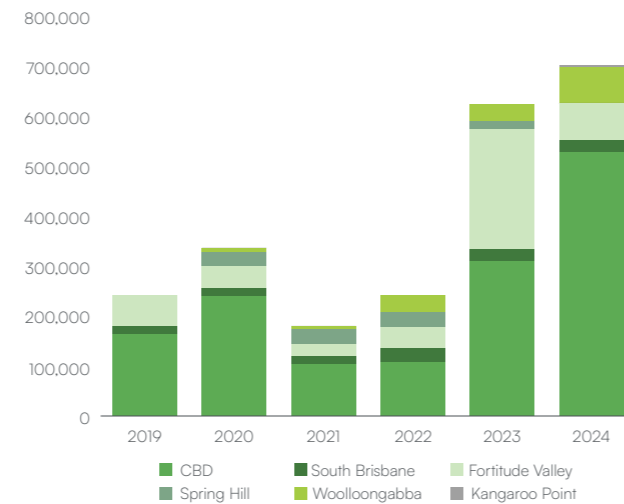
Economic Value Add for Office Economy by Industry



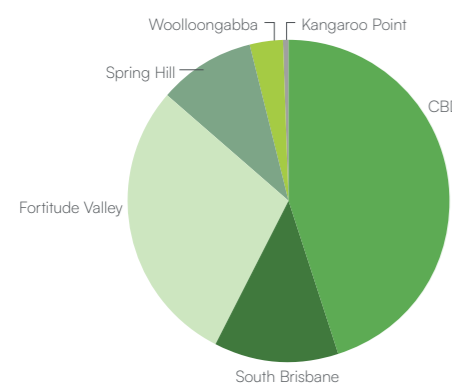
Total Office Space over Time (square metres)



Total New Office Supply (square metres)



Total New Office Vacancy (square metres)



The CBD is obviously the dominant office location and where the bulk of economic value add takes place.

Total inner city office space continues to grow and is around 3.15 million square metres. New supply continues to be added in response to underlying demand. Vacancies are dispersed across the inner city and mostly toward the lower end of the quality spectrum.



Matt Beasley
Project Director, Waterfront Brisbane

The new Waterfront

I've been involved with this project for eight years and there's a few more to go still. None of it has lost any excitement, in fact as the project begins to emerge from the riverfront site, we are all feeling a sense of increasing enthusiasm for what we're doing here.

Waterfront Brisbane won't just upgrade the most photogenic angle of the city skyline but it's also going to help us think differently about buildings as workspaces, or places for dining, retail and also as publicly accessible recreation spaces.

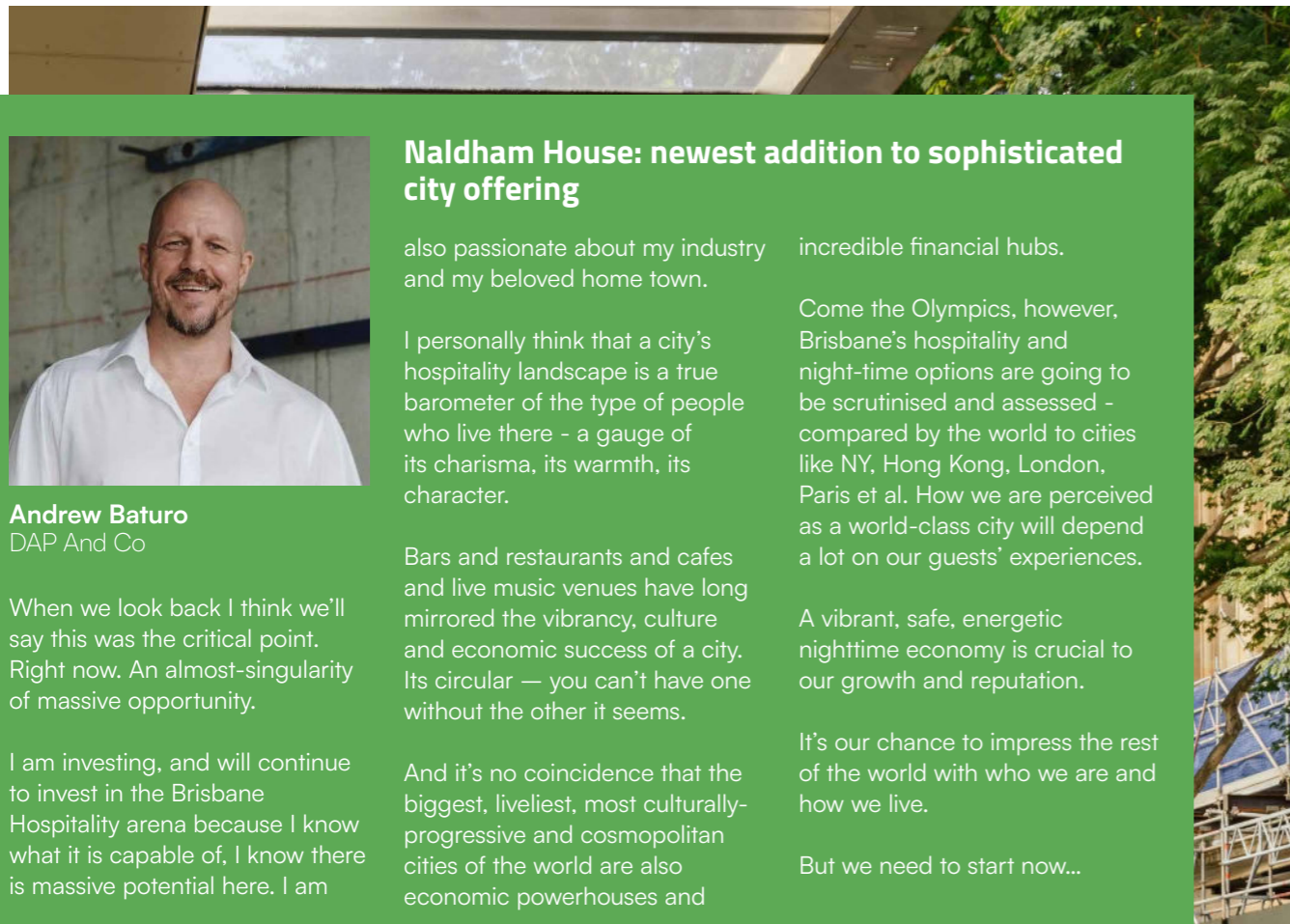
The project has defied global predictions of tough times for the office sector and is already 52% leased with completion not due for another four years. To us, that's a sign of confidence both in this product and also in this city. We are always fielding inquiries for space and we're quietly confident the building will open close to fully leased.

The project is world class in conceptualisation and will be world class when completed. I think people are going to love the new open spaces and dining options that face the river, and tenants in the building are going to be very happy with their decision to put faith in a market leading product in a market leading city.

It's been a journey as they say, and this one isn't over ... but I'm enjoying every step along the way. On behalf of Dexu and my team and all the many consultants and workers involved in delivering this true city shaping project for Brisbane, we think the city will be proud of what we've done.



122,057 jobs
\$17.877 billion
economic value add



Naldham House: newest addition to sophisticated city offering

Andrew Baturo
DAP And Co

When we look back I think we'll say this was the critical point. Right now. An almost-singularity of massive opportunity.

I am investing, and will continue to invest in the Brisbane Hospitality arena because I know what it is capable of, I know there is massive potential here. I am

also passionate about my industry and my beloved home town.

I personally think that a city's hospitality landscape is a true barometer of the type of people who live there - a gauge of its charisma, its warmth, its character.

Bars and restaurants and cafes and live music venues have long mirrored the vibrancy, culture and economic success of a city. Its circular — you can't have one without the other it seems.

And it's no coincidence that the biggest, liveliest, most culturally-progressive and cosmopolitan cities of the world are also economic powerhouses and

incredible financial hubs.

Come the Olympics, however, Brisbane's hospitality and night-time options are going to be scrutinised and assessed - compared by the world to cities like NY, Hong Kong, London, Paris et al. How we are perceived as a world-class city will depend a lot on our guests' experiences.

A vibrant, safe, energetic nighttime economy is crucial to our growth and reputation.

It's our chance to impress the rest of the world with who we are and how we live.

But we need to start now...



21,095 jobs
\$1.261 billion
economic value add

Credit: Mitch Lowe

Green shoots emerging

The Retail Economy

Inner city retailing has weathered the post Covid storm but not without some scars. Much of this can be attributed to wider challenges to consumer spending being felt across the entire economy. Consumers are cutting back and this is impacting retailers everywhere.

Many food and related retailers including restaurants have been bucking the trend with new, innovative food offers and some high-end establishments finding strong support.

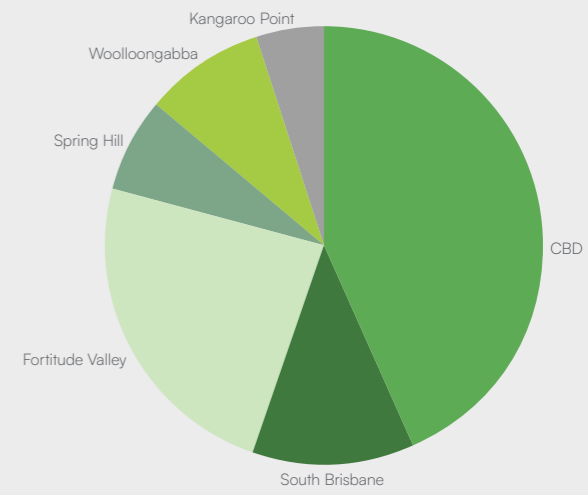
Queen Street Mall suffered the closure of Myer and Queens Wharf opened with a major anchor withdrawing its interest. Notwithstanding these blows, pedestrian traffic in the Mall and elsewhere in the inner city suggests people movements have bounced back strongly from covid and when consumers are ready to loosen their wallets this will no doubt accelerate a retail recovery.

There are more than 21,000 people employed in the retail and hospitality sector in the inner city.

Retail and Accommodation and Food Services Businesses



Retail, Accommodation and Food Service Businesses by Location



New Retail Supply Pipeline in sqm



Retail, accommodation and food service businesses are spread relatively evenly across the inner city, notwithstanding the dominant role of the CBD.

The number of businesses in this sector showed surprising resilience during Covid lockdowns although a degree of churn (closures and new starts) is obviously taking place.

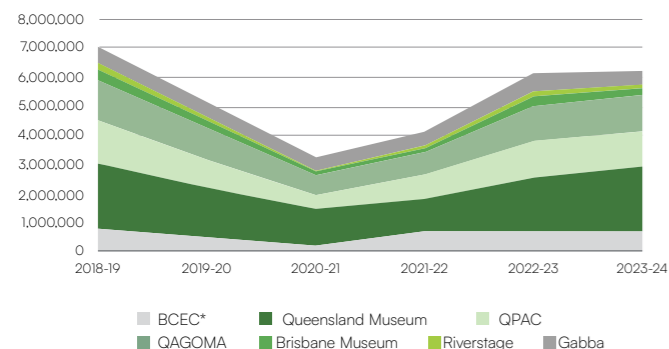
The pipeline of new retail supply indicates significant confidence in the future.

Improved performance Arts and Culture

The city centre is the regional heart of arts and culture for South-East Queensland. It draws an astonishing 6.2 million visitors to various performances and events in just one year: equivalent to the entire population of Brisbane's 2.6 million people each visiting twice. The sector suffered during Covid but numbers have since recovered and are surpassing pre covid levels for many ticketed events.

The live music industry is however not immune from challenges, with some high-profile venue closures in 2024 shaking confidence. Notwithstanding this, the future of this industry is being backed with a new performing arts centre at South Bank and new venue operators stepping in to breathe new energy into the live music scene.

Cultural Venue Attendance



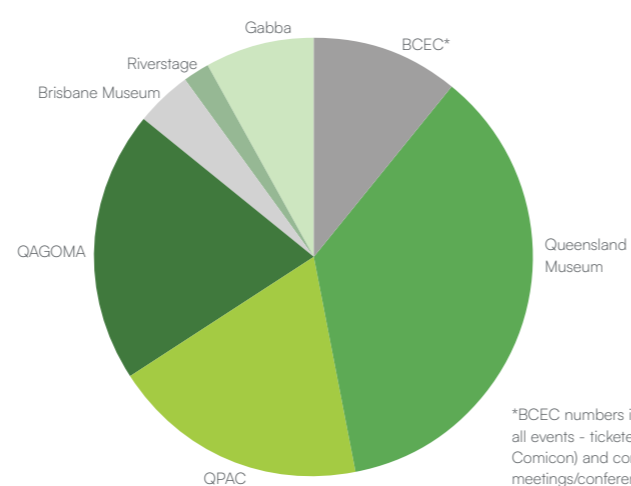
Legend for Cultural Venue Attendance:

- BCEC*
- QAGOMA
- Queensland Museum
- Brisbane Museum
- QAC
- Riverstage
- Gabba

*BCEC numbers include all events - ticketed (eg. Comicon) and corporate meetings/conferences.

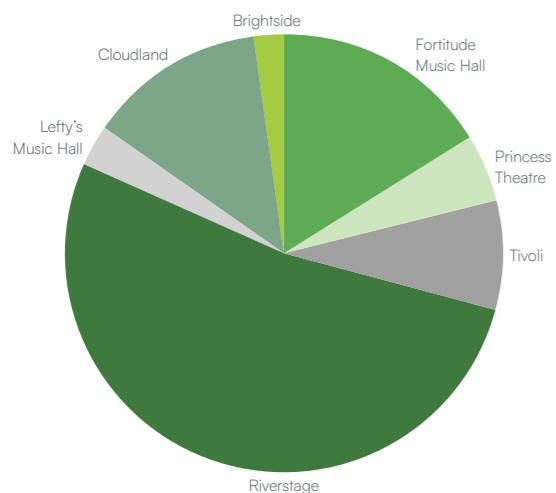
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|---|-----------------------------|
| The Brisbane Convention and Exhibition Centre 2023-24 | • 401 corporate meetings |
| • 875 events | • 270 functions |
| • 702,058 visitations | • 40 public and trade shows |
| • 110 conventions | • 54 ticketed events |

Attendance Numbers by Major Venue

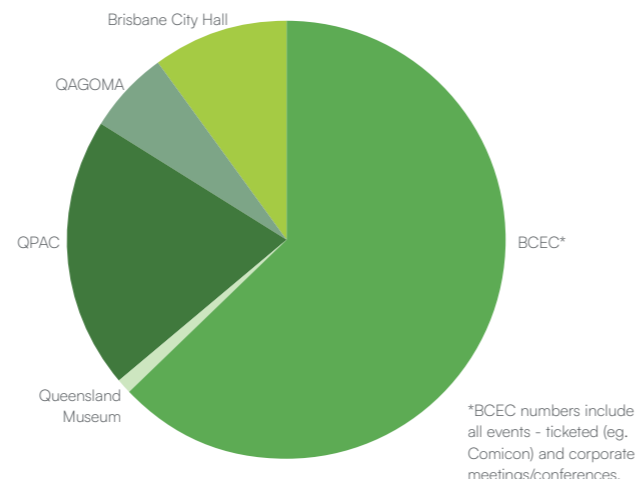


*BCEC numbers include all events - ticketed (eg. Comicon) and corporate meetings/conferences.

Standing Capacity Music Venues



Seating Capacity Other Venues



*BCEC numbers include all events - ticketed (eg. Comicon) and corporate meetings/conferences.

Attendances at major venues rose strongly in the post Covid period and are now nearly at pre Covid record highs. The South Bank venues of the Museum, QPAC and QAGOMA along with the BCEC are the biggest major venues in terms of attendances. This should not take away from the undocumented numbers of people regularly attending live music venues such as the Riverstage, Fortitude Music Hall or Tivoli, which would be numerically very significant across the course of the year. These venues are typically in the Fortitude Valley 'nightlife' precinct.



John Kotzas AM
Chief Executive, Queensland Performance Arts Centre

CEO reflects on performing arts growth

Next year, QPAC will open its fifth theatre, making it the largest performing arts centre under one roof in Australia. This kind of development does not happen overnight and reflects years of growth in the city and the increasing sophistication of our audiences.

In the past fifteen years, I have seen QPAC's annual attendance more than double as Brisbane has

quietly emerged as a city of national significance for the performing arts, attracting a wide diversity of forms and genres from international exclusive touring companies to sellout seasons of homegrown storytelling.

The next steps for us as a city will be to acknowledge and embrace this newfound stature and status, to welcome the world while owning proudly the unique qualities that set us apart.

4,739 workers
6,239,500 people
attended events
\$403.17 million
economic value add

Credit: South Bank Corporation

No stopping it

Tourism and Hospitality

Tourists to the inner city generated over 3.7 million room nights in the last year. The sector employs over 3,000 people and this does not include those working in hospitality (food and dining for example).

The \$815 million in hotel revenue is driven by people visiting the city for leisure, or to visit friends and relatives, but the major reason for staying in Brisbane is for business or convention related reasons.

Overall, the sector continues to grow with new rooms being added to the total stock, including those about to open in the Queens Wharf precinct, and a significant new 6 star hotel proposed for Howard Smith Wharves.



3,144 workers
3,778,056 room nights
\$815.1 million hotel revenue

Credit: South Bank Corporation



Emporium's power couple

Anthony John and his wife Francine have much to celebrate with the tremendous success of

Emporium South Bank in recent years. It is thriving in a post-COVID market that has seen a remarkable resurgence in tourism activity, further strengthened by Brisbane's rapid growth as a city.

"There's no doubt that Brisbane is emerging as a leading destination within Australia, with occupancy and ADR metrics city-wide, growing year on year, outperforming the majority of Australia and showing no signs of retracting," said Tony.

"This growing confidence in the tourism sector, coupled with the city's ongoing advancements,

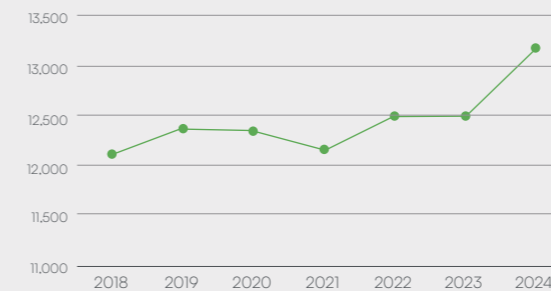
has led to a greater want for sophisticated and luxury products."

Emporium Hotel's commitment to delivering unparalleled luxury and service has led to its position as a leader in Brisbane's hospitality sector.

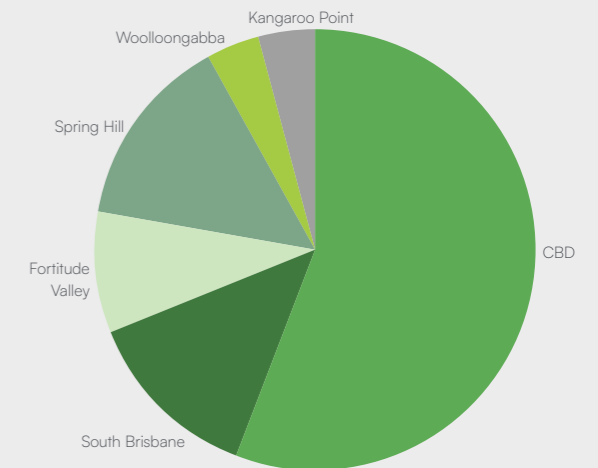
Guests are increasingly seeking to indulge in luxury experiences to celebrate life milestones.

"Our focus on innovation, service, and guest experience continues to be the cornerstone of our success, contributing to the vibrant and resilient hotel market in Brisbane."

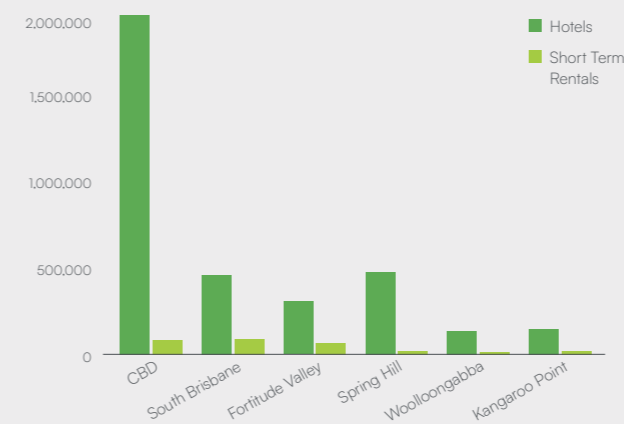
Total Number of Hotel Rooms



Hotel Rooms by Location



Nights Spent - Hotels and Short Term Rentals



\$106.9
Average RevPAR
in June 2024



3.2 Days
Average Length of
Stay in June 2024

Total hotel rooms in the inner city now number over 13,000. This will continue to grow with new proposals and the imminent opening of more than 1000 premium hotel rooms at Queens Wharf.

The bulk of rooms are in the CBD with significant numbers also at South Bank, Fortitude Valley and in Spring Hill.

The impact of short term rental accommodation in the inner city, while valuable, is not significant compared to the commercially operated rooms offered by the hotel sector.



72,512 residents
\$308,489,000
value of building approvals

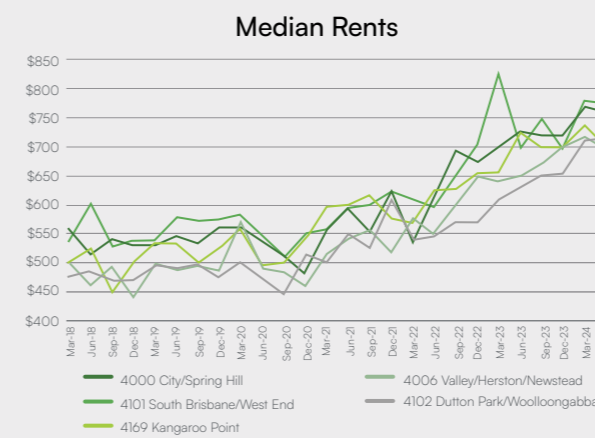
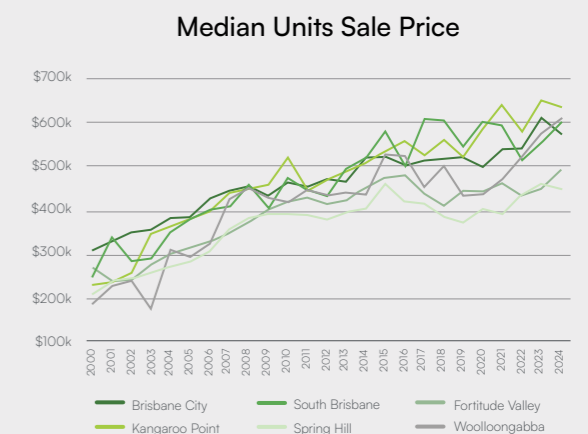
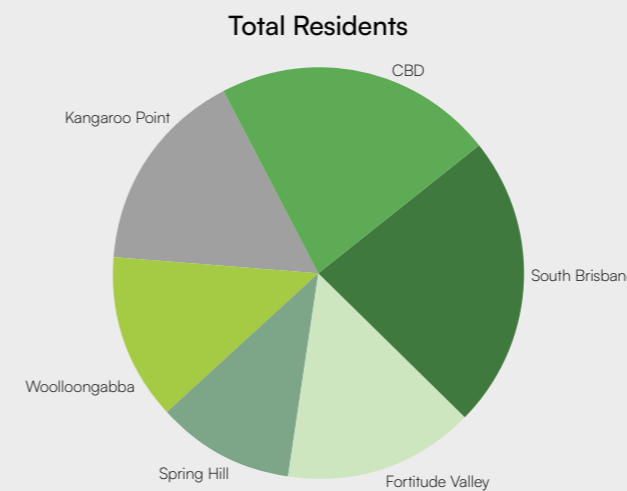
Credit: Aria Property Group

The place to be Residential Living

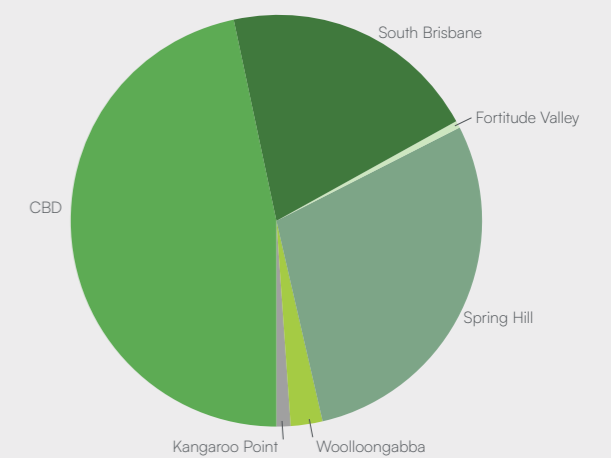
More than 72,000 people call the inner city of Brisbane 'home.' That is close to the entire population of Rockhampton. The inner city population is roughly evenly dispersed across the precincts.

Inner city residential continues to perform strongly in all precincts, from the luxury end through to the second-hand older stock end of the market. The

inner city remains surprisingly affordable relative to the wider city, with median unit prices not dramatically higher. At the premium end, there has been exceptionally strong demand with developers like Aria and Stockwell recording record prices for premium product in prime locations. The dominant locations for new building activity are the CBD, then Spring Hill and South Brisbane.



Building Approvals by Location



Inner city resident incomes are 32% higher than the Queensland average. Around 64% live in rented housing (cf 33% Qld wide) and 84% live in a flat or apartment (cf 13% Qld wide). 40% are single person households (cf 25% Qld wide).

This makes the inner city resident a very different type of resident from the average Queenslanders.



Michael Hurley
Residential Manager,
Aria Property Group

Aria's future is looking bright

Aria Property Group is a South Brisbane based developer delivering on average approximately 300 — 500 new apartments annually. However, 2024 has been a challenging year for residential development.

"Whilst Brisbane enjoys strong demand, driven by interstate and overseas migration, it has been difficult to deliver supply for a variety of reasons," says Aria's Michael Hurley

"Throughout 2024 we have therefore pivoted the business by building a construction capability, investing in existing assets, fine-tuning our extensive development

pipeline and generally positioning ourselves to capitalize on Brisbane's bright future."

"The near future will see the roll out of our 'boutique collection' of smaller and beautifully crafted residential buildings, retail conversions and building refurbishments in the Fish Lane Arts Precinct and investment in the public realm via further art installations, landscaping, lighting, events and collaborations."

Michael says the group are very positive about Brisbane's prospects and are excited to deliver the next generation of award winning residential and retail projects.



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A VISIONARY VOICE FOR A BETTER BRISBANE

The Committee for Brisbane is an independent, not-for-profit organisation that is committed to helping shape greater Brisbane as the world's most liveable place.

For more than 60 years, the Committee for Brisbane has been an influential, apolitical organisation that provides strong advocacy in creating a better greater Brisbane. Our forums

provide a platform for robust discourse and debate on big ideas and issues to shape a more dynamic and exciting city and region.

Our membership is drawn from diverse areas of corporate and business sectors, the creative industries, the higher education sector and community.



We understand the urban economy.

Brisbane based economic consultants adding value to your property related decisions and strategy.

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