



Adrian Schrinner

# Lord Mayor

## MEDIA RELEASE

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### **Early birds asked to help shape Brisbane's dawn economy**

Brisbane's early birds are being asked how to make Australia's earliest-rising city even better with a new survey now open.

Research for the Schrinner Council's Dawn Economy Plan is underway, with the new survey giving residents the first say on how we can build on Brisbane's already thriving early-morning lifestyle.

From today, residents will be asked how often they're out between 4am and 7am, what they're getting up to, where they're going and what they love about Brisbane's early mornings.

Most importantly, the survey asks what practical improvements could make mornings in Australia's lifestyle capital even better, including:

- Better lighting along popular walking and running routes,
- More bubblers and public toilets for morning exercise
- More shade and seating to popular parks
- Better-connected paths for walkers, runners and cyclists.

Residents can also suggest their own ideas, with their feedback helping shape Brisbane's wider Dawn Economy Plan.

A recent study by Ingenium Research found Brisbane has the foundations to lead Australia's dawn economy, with residents already accustomed to starting their days early.

At 5am, one in eight of Brisbane's food and drink venues are already open and serving, compared with one in 25 in Sydney and one in 33 in Melbourne and Perth.

Every Saturday, 19 parkruns are held across Brisbane, with thousands of residents walking, running, volunteering and grabbing a coffee afterwards.

The Schrinner Council is also delivering the biggest boost to free and affordable activities in the city's history, with \$5.6 million invested in Move Well Brisbane.



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Move Well Brisbane will more than double the number of sessions to 20,000 over the next two years, giving residents more affordable ways to get active from dawn to dusk while supporting around 400 local businesses.

Business and precinct leaders will also be consulted as the wider Dawn Economy Plan is developed, including on practical ways to support early trading.

The five-minute Dawn Economy Survey is now open. Have your say at [yoursay.brisbane.qld.gov.au/brisbanes-dawn-economy](https://yoursay.brisbane.qld.gov.au/brisbanes-dawn-economy)

**Quotes attributable to Lord Mayor Adrian Schrinner**

“Brisbane owns the morning and we want our early birds to tell us how we can make it even better.

“We’re already a city of early risers, whether you’re pounding the pavement, walking the dog, jumping in the pool or grabbing that first coffee.

“This is about practical improvements residents will actually notice, like better lighting, more bubblers, better paths or something we haven’t thought of yet.

“Brisbane’s early mornings are one of the things that make our lifestyle so special and we want to build on what people already love about them.

“So if you’re one of the thousands of Brisbane residents up before the alarm clock, we want to hear from you.”

**Quotes attributable to Chair for Customer Services Councillor Sarah Hutton**

“We want this plan to be shaped by the people who know Brisbane’s mornings best.

“The survey only takes five minutes, but the feedback will help guide the decisions we make as we develop our first-ever Dawn Economy Plan.

“We want to know what’s working, what could be better and what ideas residents have for the future, so I’d encourage everyone to jump online and have their say.”

**Quotes attributable to Dr Anna Edwards, Director, Ingenium Research**



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"Brisbane has some of the earliest-trading food and drink venues we've seen around the world, and for many people that early-morning lifestyle is an important part of what makes a city attractive and liveable.

"There's a real opportunity to build on that - activating public spaces and precincts in the morning, and promoting Brisbane's early-morning offer to residents and visitors.

"It's great to see Brisbane embracing this as a strength and looking at how it can build on it.

"Developing what I believe to be the world's first dedicated dawn economy strategy puts Brisbane on the world stage - and it's already attracting interest internationally."

### **Quotes attributable to Committee for Brisbane CEO, Jen Williams**

"Great cities succeed when they understand and embrace what makes them distinctive.

"Brisbane's early morning culture is one of our most authentic and under-recognised strengths - the dawn economy reflects a way of life that is uniquely Brisbane.

"As the city grows and prepares for the global spotlight in the years ahead, there is an opportunity to build an identity grounded in the characteristics that genuinely set Brisbane apart.

"The way Brisbians use the city in the early morning tells an important story about who we are. It speaks to our climate, our outdoor lifestyle, our connected communities and our approach to wellbeing.

"Investing in infrastructure and practical improvements that serve the city in the early morning hours will ensure the Brisbane's early morning experience continues to flourish, while adding value to residents and visitors across the entire 24-hours of the day."