



# State of the City



2025



# Acknowledgement of Country

In the spirit of reconciliation, Brisbane Economic Development Agency acknowledges the Traditional Custodians of Country throughout the Brisbane region and their connections to land, sea and community. We pay our respects to Elders past, present and emerging, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

PRODUCED BY



PRESENTING PARTNER



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## Foreword

Brisbane is building the future – and inviting the world to be part of it.



**Adrian Schrinner**  
Lord Mayor  
City of Brisbane



As Australia's fastest growing capital city, Brisbane is a city that proves you don't need to choose between lifestyle and opportunity.

Entrepreneurs, investors, researchers and industry leaders are building their futures here and enjoying our unbeatable lifestyle while they do it.

We're keeping Brisbane moving by investing in the infrastructure our city needs now and into the future. With more than \$100 billion in major projects and a \$275 billion economy projected by 2041, our focus is on making Brisbane one of the most connected cities in the world.

Flagship projects like Brisbane Metro are transforming the way we move, building a city where people travel seamlessly between their homes, workplaces, research institutions, universities, hospitals, lifestyle precincts and world-class events.

Our thriving riverfront, celebrated dining and vibrant precincts, expansive parklands and blockbuster event calendar all combine to make Brisbane Australia's lifestyle capital.

And the world is taking notice.

Time Magazine, Frommer's and The New York Times have all named Brisbane one of the world's top destinations. We're home to Australia's best university, Oceania's top-ranked hotel, and are proudly one of the world's Top 40 Innovative Cities.

It's no surprise Brisbane is also Australia's fastest growing experience economy and is set to grow 41 per cent over the decade to 2031. We're attracting more visitors than ever before, with domestic tourism growing three times faster than the next best Australian capital city, and welcoming record visitors from across Asia, Europe and North America.

And there's more to come. The Mt Coot-tha Masterplan will enhance one of Brisbane's most iconic natural landmarks, improving accessibility, sustainability and visitor experiences while unlocking new economic, cultural and recreational opportunities within easy reach of the city.

With the global spotlight on our city in the lead-up to the Brisbane 2032 Olympic and Paralympic Games, there's never been a more exciting time to help shape our future.

BRISBANE ●







## Foreword

Brisbane is a city alive with opportunity - and we're just getting started.

**Anthony Ryan**  
Chief Executive Officer  
Brisbane Economic Development Agency



As Brisbane looks ahead to hosting the Brisbane 2032 Olympic and Paralympic Games, our city stands more prominent than ever on the global stage. We are leading a new era of opportunity — driven by exceptional talent, a spirit of innovation, and a culture of collaboration that sets us apart.

With an economy now exceeding \$200 billion and our strategic position as Australia's gateway to the Asia-Pacific, Brisbane offers fertile ground for entrepreneurs, investors, and business leaders to shape the next breakthrough, city-defining project, or global success story.

Our growth is both rapid and purposeful. From artificial intelligence and robotics to quantum computing and advanced manufacturing, Brisbane is emerging as a global leader in high-growth industries. World-class research institutions and a highly skilled workforce continue to push boundaries, building on a legacy of progress and pioneering achievement.

This is a city that leads with a collaborative spirit. Across industry, government, and academia, our shared ambition fuels innovation and accelerates growth. As Brisbane steps into the international spotlight, \$100.6 billion in transformative projects are reshaping our future — across health, tourism, transport, and logistics — ensuring long-term prosperity for generations to come.

We gratefully acknowledge our shareholder, the Brisbane City Council, the Brisbane Economic Development Agency Board led by Chairman Paul Spiro, our valued partners — Deloitte Access Economics, Optus, the Better Brisbane Alliance, and the many business leaders who have contributed to this report and to Brisbane's continued success.

Brisbane is building the future. Whether your goal is to invest, collaborate, or grow, there has never been a better time to join our journey.

At Brisbane Economic Development Agency, we back ambition — and we're here to help your business connect, grow, and thrive.

Your next big opportunity starts here.



## Why Brisbane?

Brisbane's opportunities are defined by its strong economic and population growth, world-class education and talent, and connectivity within the Asia-Pacific – the growth engine of the 21st century.

#1 Fastest-growing major capital over 10 years

Population growth in major Australian capital cities (2014 – 2024) <sup>1</sup>

274,000

Increase in employment 2020 – 2024 <sup>2</sup>

\$28<sup>B</sup>

Increase in Gross Regional Product (GRP) 2020 – 2024 <sup>3</sup>

\$201<sup>B</sup> Economy

2024 Gross Regional Product <sup>4</sup>

\$100.6<sup>B</sup>

Greater Brisbane major projects above \$50 million <sup>5</sup>

\$275<sup>B</sup> Economy

Forecast size of the economy by 2041 <sup>6</sup>

2032

Host city of the Brisbane 2032 Olympic and Paralympic Games

**Brisbane has**  
connectivity to bring people and ideas together

- Queensland leads the nation in innovation, with the highest rate of businesses working together to develop new products, services and processes.

- A \$100.6 billion Greater Brisbane major projects pipeline to strengthen links between Brisbane's precincts, bringing industry and lifestyle together to amplify their impact.

- Public transport in Brisbane is more affordable than any other Australian capital city.

**Brisbane has**  
a dynamic knowledge base that fuels growth and innovation

- Brisbane is home to world-class education and research, including Australia's top-ranked university in 2024.

- Brisbane leads the major Australian capital cities for skills availability, meaning businesses can access the talent they need.

- Brisbane's globally ranked Startup and Innovation Ecosystems sit within the world's top 40.

**Brisbane has**  
excellent access to domestic and global customers, resources and markets

- The closest major Australian capital city to the Asia-Pacific region – home to 47% of global trade and 60% of the world's population.

- Brisbane benefits from Australia's third position in the global trade freedom rankings.

- The heart of South East Queensland, which is expected to house six million people by 2046.

**Brisbane has**  
a lifestyle that attracts the best

- Total Visitor Expenditure of \$13.7 billion is fuelling Brisbane's experience economy.

- Since 2020, Brisbane's hospitality sector has grown nearly 30% to lead all Australian capital cities, spearheaded by offerings like Supernormal Brisbane, one of the world's top 25 new restaurants.

- The Fortitude Valley precinct has one of the world's highest concentration of live music venues, helping Brisbane earn a spot in The New York Times List of "52 Places to Go in 2024".

- Brisbane is home to Oceania's best hotel, The Calile Hotel.

**Brisbane has**  
a competitive cost base

- Road freight to Brisbane is more competitively priced than any other Eastern seaboard capital city.

- Queensland has the lowest standard rate of payroll tax (4.75%) anywhere in Australia.

- Office rent in Brisbane averages \$506 per square metre (sqm), offering a more cost-effective alternative to other major domestic and international markets.

**Brisbane has**  
outcome driven regulatory settings

- Brisbane has a single, large city council which processes planning applications 57% faster than Sydney or Melbourne.

- Brisbane Economic Development Agency (BEDA) is Australia's largest dedicated local economic development agency, attracting investment and helping businesses to connect and expand.

- Queensland has the most streamlined business licensing system among major Australian states.



## Game-changing opportunities

Brisbane is in an era of outstanding growth and opportunity, fuelled by once in a generation investments, a collaborative business culture and an unrivalled lifestyle.

# 01

**\$201 billion and counting.** Brisbane's economic growth is outstripping major Australian capitals.

- In 2024, Brisbane contributed \$201 billion to the Australian economy – a clear signal of the city's rapid growth trajectory.
- As a hub for diverse industries, Brisbane is well-placed to capitalise on rising demand across Queensland and the Asia-Pacific, spanning exports, services and experiences.
- The city is forecast to reach \$275 billion by 2041 – a figure which is set to grow as Brisbane continues to generate momentum in preparation for the 2032 Olympic and Paralympic Games.

# 02

**PsiQuantum has chosen Brisbane** to build the world's first useful quantum computer.

- The billion dollar innovation by PsiQuantum will forever change Brisbane, transforming and supercharging defence, aerospace, health and research, solving humankind's most challenging problems and bringing innovation to market at lightning speed.
- The quantum computer will drive demand for construction services and create opportunities for local supply of specialised components, supercharging broader innovation across Brisbane's advanced technology sector.

# 03

**Nation leading population growth.** Delivering a highly specialised and skilled workforce, driving innovation and business expansion through trademark collaboration.

- Brisbane is Australia's fastest growing major capital, with employment expanding by 274,000 in the past five years. A collaborative business culture drives this success – Queensland leads all major Australian states in innovation collaboration.
- Brisbane boasts the highest number of innovation hubs per capita in Australia, including the Translational Research Institute, which will open the country's first translational manufacturing centre in 2026.
- As Australia's largest local economic development agency, Brisbane Economic Development Agency plays a key role in the ecosystem, connecting businesses with investors, partners and buyers.

# 04

**Host city of the 2032 Olympic and Paralympic Games.** Brisbane is transforming as it prepares to host the world's largest multi-sport events.

- The construction of 17 new and upgraded cutting edge facilities alongside multi-billion dollar transport infrastructure upgrades is unleashing unprecedented demand for private sector expertise and capacity.
- Transformative projects are opening vast new markets, creating extraordinary opportunities for businesses to showcase their innovation, scale their operations, and play a defining role in reshaping the region's future.
- The 2032 Games will position Brisbane as a leading global city with millions more visitors driving tourism, events, investment and business for decades to come.



# Executive Summary

## A dynamic city at the centre of global growth.

### Welcome to Brisbane

With a \$201 billion economy, this fast-growing capital is a leading gateway to the Asia-Pacific – the world's economic growth engine.<sup>4</sup>

Brisbane has deep ties to the Asia-Pacific region, which accounts for 47% of global trade. More than two-thirds of the city's overseas-born population hail from this dynamic economic powerhouse.<sup>7</sup>

As the capital of Australia's second-largest state by area and third-largest by population, Brisbane is a leading economic powerhouse. The city's industry and culture are shaped by the region's unique opportunities – from iconic tourism and environmental assets to critical commodities.<sup>8</sup> Brisbane is confident in its economic future.

Strategically located in the heart of South East Queensland (SEQ) – spanning from the Sunshine Coast in the north to the Gold Coast in the south and inland to Toowoomba, Brisbane is central to a region projected to reach six million people by 2046.<sup>9</sup>

Collaboration is Brisbane's superpower - leaders across business, industry, research and government work as a team to create innovation and competitive advantage.

### Built for business

Brisbane's industries are flourishing, supported by stable governance, a favourable tax environment, the world's second-highest business freedom ranking and one of Australia's lowest regulatory burdens. These conditions accelerate growth – Brisbane City Council approves development applications 57% faster than Sydney or Melbourne.<sup>10</sup>

The city also boasts a competitive cost base, with office rents 50% lower than Sydney's and taxes 10% below the national average.<sup>11</sup> Business success also needs talent – and Brisbane delivers:

- Leading education and research institutions, including Australia's highest ranked university in 2024, The University of Queensland.<sup>12</sup>
- The highest statewide skills availability in mainland Australia.<sup>13</sup>
- The country's highest rates of technical and trades education.<sup>14</sup>

Together, these strengths give Brisbane the workforce to support business and investment success.

What truly sets Brisbane apart is its collaborative environment. Queensland businesses collaborate more for innovation than other major states.<sup>15</sup> This is powered by proximity and connectivity, with world-class precincts and expanding transport infrastructure enabling ideas to flourish. Brisbane has the highest concentration of innovation hubs among Australia's major capitals,<sup>16</sup> supported by accessible and affordable transport. The city was named Australia's most affordable capital for transport in 2023,<sup>17</sup> and the new Brisbane Metro (launched in 2025) adds 30 million bus rapid transit seats annually across key knowledge corridors.<sup>18</sup>

Greater Brisbane's \$100.6 billion major projects pipeline<sup>5</sup> is set to enhance this even further, including:

- Brisbane Metro's continued rollout.
- Cross River Rail, connecting the city north to south via underground twin tunnels.
- Expansions to the Port of Brisbane and a \$5 billion investment at Brisbane Airport.

These investments fuel collaboration between industry, government and universities through place-based innovation. Ranked among the world's Top 40 Innovation Cities,<sup>19</sup> Brisbane's startup ecosystem has grown 81% in two years – nearly twice the global average.<sup>20</sup>

With the largest health cluster in the Southern Hemisphere,<sup>21</sup> and the highest share of innovating businesses among major Australian states,<sup>22</sup> Brisbane's collaborative strategy is a key pillar of its economic strength and growth in high-potential industries.

### A lifestyle that attracts top talent

Brisbane's enviable lifestyle and strong safety record are key to its economic success. With one of Australia's most liveable climates, the city attracts talent, investment and visitors seeking a premium urban experience. Ranked among the world's top 25 cities, it leads all Australian capitals for environmental quality, offering clean air, green spaces and a deep connection to nature.<sup>23</sup>

But Brisbane's appeal goes deeper – underpinned by a city-wide commitment to sustainability and resilience. As the first Australian city (and only the second globally) to achieve Gold Certification under the UN-Habitat SDG Cities Global Initiative,<sup>24</sup> Brisbane is leading sustainable urban development. Its 33rd-place ranking on the Global Destination Sustainability<sup>25</sup> Index reflects this in practice – from emissions reduction and responsible tourism to climate-ready infrastructure. With a young, educated workforce and strong governance, Brisbane is building a future-proof economy.

Brisbane's selection to host the 2032 Olympic and Paralympic Games reflects its global capability. Centred on the new 63,000-seat Brisbane Stadium, the Games are contributing to an \$11.1 billion Greater Brisbane major projects pipeline in the experience economy – reinforcing Brisbane's place on the global stage.<sup>5</sup>

The city's cultural energy is thriving. South Bank's cultural precinct will soon welcome the Glasshouse,<sup>26</sup> while Fortitude Valley is home to Australia's highest concentration of live music venues in a walkable entertainment district.<sup>27</sup> James St offers a high-end lifestyle fix – home to Oceania's best hotel, The Calile Hotel<sup>28</sup> – and just

down the road, Australia's top restaurant of 2023, Agnes.<sup>29</sup>

With this quality and diversity fuelling Australia's fastest-growing experience economy,<sup>30</sup> it's no wonder Brisbane was named among The New York Times' "52 Places to Go in 2024".<sup>31</sup> For workers, it's the dream. For investors, the opportunity is real.

### An industry portfolio delivering world-beating economic returns

Brisbane's economic momentum is fuelled by its talent pool, world-class infrastructure, natural advantages and creative culture. This enviable mix gives Brisbane's industries a competitive edge and a compelling case for new or expanded investment.

**Health Ecosystem**

Largest health ecosystem in the Southern Hemisphere

Backed by world-class education and research, strong government support and rising global demand, Brisbane's health sector is a powerful growth engine.

**Building Economy**

Strongest demand for prime commercial real estate

Population growth, major infrastructure investment and supportive policies are fuelling strong demand and activity in property and construction.

**Transport and Logistics**

National-leading workforce specialisation

Fuelled by demand from South East Queensland and the Asia-Pacific, a \$100.6 billion Greater Brisbane major projects pipeline and the most specialised workforce among major Australian capitals, Brisbane's logistics sector is set for sustained momentum.

**Experience Economy**

Fastest growing experience economy in the nation

With nation-leading growth in the hospitality sector, 76% growth in the sporting and cultural sector over the past decade, and Games-driven investment, Brisbane's experience economy bursts with opportunity.

**Advanced Manufacturing**

Strongest growth in manufacturing investment

With access to major markets, innovative hubs and supportive policy, Brisbane's advanced manufacturing sector is applying cutting-edge technologies to food, health and circular economy sectors.

**Knowledge Economy**

66% state growth in business service exports since 2019-2020

Brisbane's knowledge economy is accelerating, powered by a highly skilled workforce, growing cross-sector demand and export growth twice the national average.



# Going for Growth

Brisbane is a growing, entrepreneurial and visionary city, bringing the best of Australia to the world.

Brisbane is alive with opportunity

Over the past four years, Brisbane's economy has expanded by an impressive \$28 billion, underscoring the city's powerful growth trajectory. Looking ahead, Brisbane's economy is projected to surge to \$275 billion by 2041, supported by a 41% increase in exports by 2031, unlocking widespread opportunities across the city's diverse industries and communities.

## Unstoppable Momentum

**1.5<sup>M+</sup>**

Total employment (2024)<sup>2</sup>

**34%**

Real Gross Regional Product growth forecast (2021-2031)<sup>6</sup>

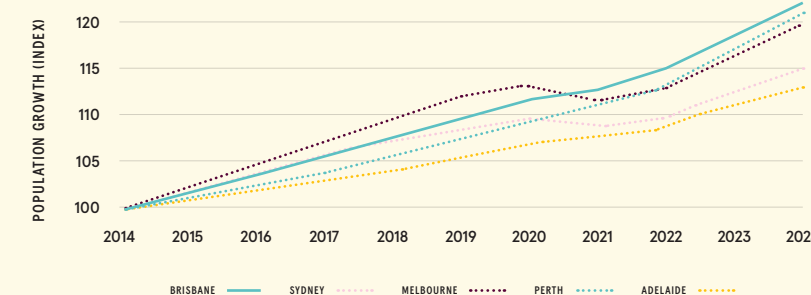
**274<sup>K</sup>**

Increase in employment 2020 - 2024<sup>2</sup>

**41%**

Real export growth forecast (2021-2031)<sup>6</sup>

### Population boom fuels workers and customers for business

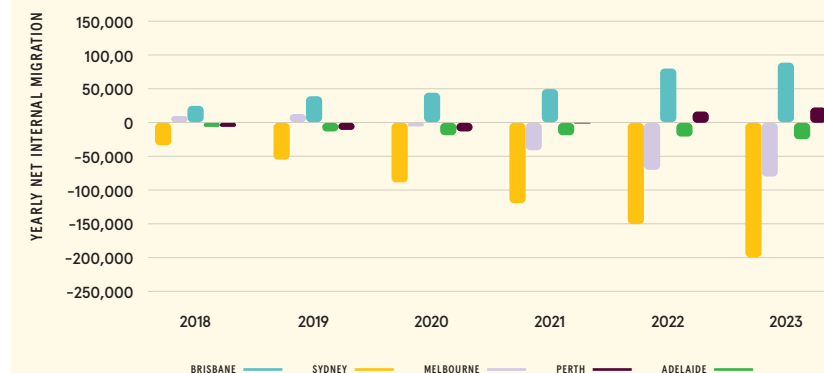


Brisbane's population has grown faster than any other major Australian capital over the past decade (Figure 1). This strong population growth is fuelling world leading capability. In the past five years alone, Brisbane's employment has increased by 274,000, supercharging the city's skill base across multiple industries.

Figure 1: Population growth in major Australian capital cities between 2014 and 2024.

Source: Deloitte Access Economics, based on Australian Bureau of Statistics.<sup>32</sup>

### Net internal migration surpasses other cities



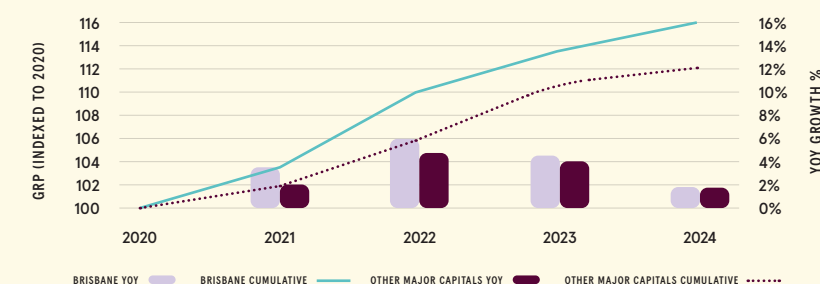
Multinational companies are already choosing Brisbane. With a willing workforce and favourable tax environment, there's plenty of room to grow.

Brisbane appeals to Australians too, with more people relocating here than any other capital city each year since 2018 (Figure 2).

Figure 2: Net internal migration in major Australian capital cities between 2018 and 2023.

Source: Deloitte Access Economics, based on Australian Bureau of Statistics.

### Economic growth is faster than other major capitals



Brisbane's economy has grown faster than other major Australian capital cities since 2021 (Figure 3). Export growth, driven by Brisbane's access to the Asia-Pacific region, is a key reason why Brisbane's economy is charging. Exports are set to rise 3.5% every year to 2031 and are outpacing the rest of Australia.<sup>6</sup>

Brisbane has a portfolio of over 120 ASX listed company headquarters with a combined market capitalisation of \$107 billion.<sup>33</sup>

Figure 3: Economic growth in major Australian capital cities from 2021 to 2024.

Source: Deloitte Access Economics, based on Economy.id.



## Gateway to growth

Brisbane's economic momentum is due to its position in two high growth regions - the Asia-Pacific Region and South East Queensland.

### 01

#### Asia-Pacific

As Australia's northernmost city with a population over one million, Brisbane is proudly positioned as an Asia-Pacific hub, with strong economic and cultural ties across the region. Home to more than 60% of the world's population<sup>34</sup> and 48% of global trade,<sup>35</sup> the Asia-Pacific is set to drive global economic growth throughout the 21st century. Brisbane is well-placed to deliver high-value products and services to this market and benefit from its growing consumer base through tourism and events.

### 02

#### South East Queensland

Brisbane is the beating heart of this powerhouse region, spanning from the Sunshine Coast in the north to the Gold Coast in the south and inland to Toowoomba - Australia's second-largest inland city. By 2046, this region is projected to be home to six million people<sup>36</sup> - making it larger than Sydney or Melbourne are today. With a Gross Regional Product (GRP) of over \$400 billion, South East Queensland is larger than New Zealand's current economy.<sup>37</sup>

Investors are choosing Brisbane for its surging economy and lifestyle, sparking growth and transformation.

## Brisbane's place in the world

To choose Brisbane is to also choose Queensland and Australia - making it essential to understand how each contributes to the city's growth outlook and global competitiveness.

Australia, the world's 13th largest economy, offers a stable, pro-business environment supported by 18 free trade agreements.<sup>38</sup> It's an ideal launchpad for companies expanding into the Asia-Pacific.

Meanwhile, Queensland's rapid economic and population growth,<sup>39</sup> combined with a business-friendly climate and rising local demand, make it a prime destination to scale a business.



### Why Australia?

- World's 13<sup>th</sup> largest economy
- Ranked 2<sup>nd</sup> and 3<sup>rd</sup> globally for business and trade freedom
- One of the lowest tax rates of the 38 member countries in the Organisation for Economic Co-operation and Development (OECD)
- Strong economic growth outlook
- Stable, transparent governance
- 18 free trade agreements

### Why Queensland?

- Two decades of growth above the national average
- Business-friendly environment including government grants and lowest standard payroll tax
- Resources, energy and tourism anchor strong economic growth
- Closest state to East Asia
- Highest proportion of innovation-active businesses amongst the major states.

### Why Brisbane?

### Read on...



# Build it in Brisbane

## Brisbane's economic foundations, skilled talent and award-winning lifestyle make it the city for growth.

## Build it in Brisbane

Lower business costs give Brisbane the edge.

**\$506/sqm**

Office rent in Brisbane averages \$506/sqm<sup>40</sup>, offering a more cost-effective option than other major Australian and global cities.

**FREIGHT**

Freight movement in Brisbane is cheaper than other major Australian capital cities on the Eastern seaboard.

**4.75%**

Queensland has the lowest standard rate of payroll tax (4.75%) in Australia.<sup>41</sup>

Brisbane's core business costs are lower than many Asia-Pacific cities, shortening the path to profitability for businesses setting up here.

Office rents are significantly more affordable than in other Australian and global cities, with prime space priced at 50% less than Sydney – enabling businesses to retain more revenue and reinvest in growth.<sup>40</sup>

State and local taxes are also more favourable. Queensland has Australia's lowest payroll tax: 4.75% for businesses under \$6.5 million turnover<sup>41</sup> and 4.95% for businesses above that. Overall, tax levels are more than 10% below the national average.<sup>42</sup>

Brisbane offers the most cost-efficient road freight access of any Australian east coast capital city,<sup>43</sup> helping businesses cut input costs and streamline supply chains. In a country as vast as Australia, this is a real competitive edge.

Brisbane also benefits from affordable, reliable utilities. Electricity costs for small businesses in Brisbane are the second lowest among major Australian capital cities.<sup>44</sup>

### Lower city office rents boost business revenue

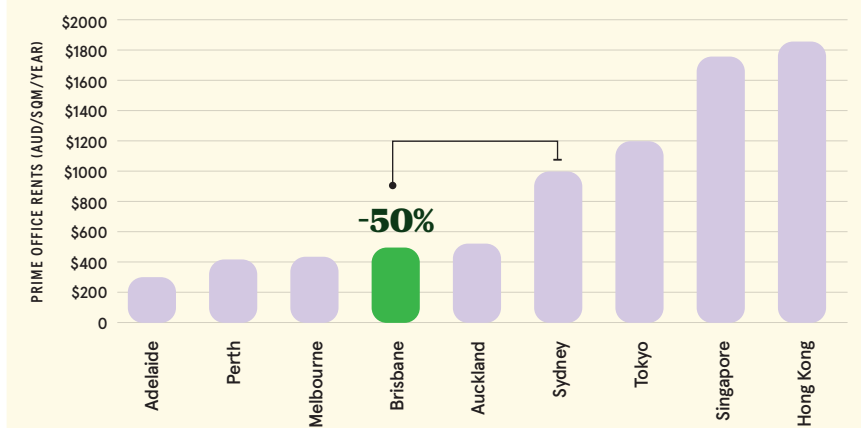


Figure 4: Prime office rents in major Australian capital and Asia-Pacific cities in 2025 (Q1).

Source: JLL. Note: JLL uses local conventions in reporting rents; rents reflect "net effective rents" in Asia-Pacific cities.

# Build it in Brisbane

## A regulatory framework empowering enterprise.

LARGEST

Brisbane Economic Development Agency is Australia’s largest local agency dedicated to attracting investment and helping businesses grow and connect.

LOW BURDEN

The regulatory burden of business licensing is lower in Queensland than any other major state.

FASTEST

A single, large city council processes planning applications faster than Sydney and Melbourne.

Brisbane’s regulatory settings – at both macro and micro levels – give businesses the confidence to invest. Brisbane City Council, Australia’s largest local government, oversees a \$4.1 billion annual budget<sup>45</sup> and a 1,343km<sup>2</sup> area with more residents than Tasmania, the Australian Capital Territory (ACT) and the Northern Territory combined.<sup>46</sup> This scale enables a consistent and transparent planning framework, unlike other Australian cities governed by multiple local authorities. As a result, Brisbane delivers faster planning approvals than Sydney or Melbourne (Figure 5).<sup>10</sup>

Queensland, Brisbane’s home state, holds AA+/Aa1 credit ratings from major international agencies and enables projects of all sizes.<sup>47</sup> It’s pro-business approach includes a unique ‘deemed approval’ pathway and one of Australia’s simplest business licensing systems, ranking among the best of the major states.<sup>48</sup>

Brisbane City Council also supports Brisbane Economic Development Agency – the country’s largest dedicated local economic development agency. Brisbane Economic Development Agency drives sustainable economic growth, delivers strategic initiatives in sectors like Future Food and MedTech, and supports

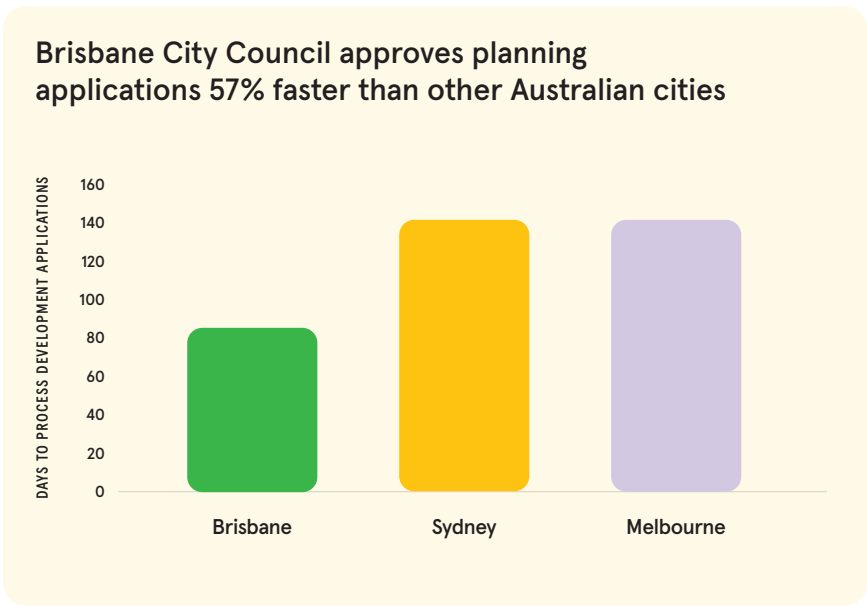


Figure 5: Average time for major Australian city councils to process development approvals in 2024.  
Source: Deloitte Access Economics analysis of council data.

entrepreneurs through programs like Women in Business and the Lord Mayor’s Business Awards. It also convenes the Better Brisbane Alliance – a leadership network that champions collaboration and is focused on accelerating business growth, investment, tourism and events.

In 2024–2025 Brisbane Economic Development Agency’s programs and initiatives generated over \$1.460 billion in economic activity for Brisbane.<sup>49</sup> It also plays a vital role in the city’s collaborative business culture, regularly hosting networking events to support growth and connection.

# Build it in Brisbane

## Positioned to access South East Queensland, Australia and the world.

CLOSEST

The closest major Australian capital city to the Asia-Pacific region – home to 47% of global trade and 60% of the world’s population.<sup>35</sup>

6<sup>M</sup>

The heart of South East Queensland, which will house six million people by 2046.<sup>36</sup>

3<sup>RD</sup>

Ranked third in the world for trade freedom.<sup>52</sup>

Brisbane offers unrivalled access to the Asia-Pacific – a region generating \$100 trillion in annual economic activity.<sup>50</sup> Its proximity to Asia enables faster, more cost-effective trade. For instance, shipping to Tokyo is quicker and more affordable from Brisbane than from other major Australian capitals (Figure 6).<sup>51</sup> This gives Brisbane-based exporters a clear edge in Asian markets. With Australia ranked third globally for trade freedom,<sup>52</sup> Brisbane is ideally positioned for export-focused businesses targeting the world’s most lucrative trading regions.

Brisbane also sits at the heart of South East Queensland, a region projected to reach six million people by 2046. This growth presents long-term opportunities for businesses to access an expanding market.

Brisbane’s freight ecosystem enhances these geographic advantages, enabling efficient movement across the city and beyond. The city records the lowest congestion rates for trucks among Australia’s major population centres.<sup>53</sup> Major infrastructure projects across all transport modes will further reduce costs and support exports, including a 1,600km inland freight rail line connecting Brisbane and Melbourne via regional Australia.<sup>54</sup>

International connectivity is also on the rise. The Port of Brisbane is planning a 224-hectare Future Port Expansion to meet growing demand.<sup>55</sup> Adjacent to the Port,

### Brisbane ships to Tokyo faster than other Australian cities

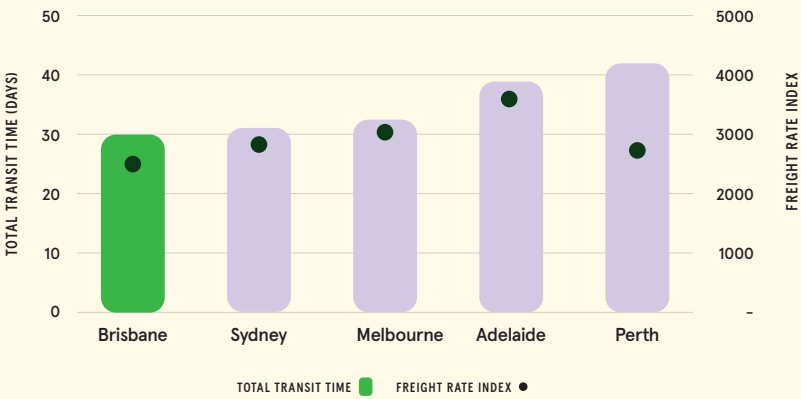


Figure 6: Shipping times and rate indices from Australian cities to Tokyo in 2024.  
Source: Deloitte Access Economics, based on Cargorouter.

Brisbane Airport is undergoing a \$5 billion expansion. Already operating 24/7, it has the largest runway capacity of any Australian capital city.<sup>56</sup> It exported more than 45,000 tonnes of cargo in 2024<sup>57</sup> and connects to 35 international and 62 domestic airports<sup>58</sup> – all less than 25 minutes from the city centre by train or road. Since 2019, international passenger growth at Brisbane Airport has outpaced Sydney and Melbourne by 12%, underscoring the city’s rapid global rise.<sup>59</sup>



# Build it in Brisbane

The 2032 Games and the \$100.6 billion Greater Brisbane major projects pipeline are driving long term prosperity.

#1

Transport in Brisbane is more affordable than any other Australian capital city.<sup>43</sup>

#1

Equal highest proportion of businesses that innovate amongst the most populated Australian states.<sup>45</sup>

\$100.6<sup>B</sup>

A \$100.6 billion major projects pipeline across Greater Brisbane.<sup>5</sup>

Brisbane’s strong fundamentals have shaped a dynamic city of connected precincts, where thriving industries, knowledge hubs and award-winning lifestyle offerings come together.

Brisbane is making bold investments to shape its future economy and lifestyle. The \$100.6 billion major projects pipeline will define the region’s global standing for decades, spanning priority sectors and enabling infrastructure to support Brisbane’s population growth, economic goals and lifestyle appeal. While the Brisbane 2032 Olympic and Paralympic Games have catalysed a number of key projects – detailed in the 2032 Delivery Plan<sup>60</sup> – the broader pipeline reflects long-term certainty behind the city’s strong growth.

The investments in the 2032 Delivery Plan and beyond reflect a city committed to sustainable, diverse growth. Transport upgrades will better connect Brisbane’s growing workforce and business community. The Cross River Rail will increase peak train capacity into the city centre by over 50%,<sup>61</sup> while Brisbane Metro stage one adds 30 million annual bus seats, with stage two already underway.<sup>62</sup> Regional connectivity is also being enhanced via The Wave to the Sunshine Coast, and Gold Coast rail upgrades. These projects combine access with affordability – with public transport fares across Brisbane and South East Queensland now capped at 50 cents, making it one of the most affordable networks in the world.<sup>63</sup> A new 63,000-seat stadium at Victoria Park (Barrambin), will anchor a world-class entertainment corridor alongside the new National Aquatic Centre, Brisbane Showgrounds, and the existing 52,000-seat Suncorp Stadium. These investments are complemented by an opportunity for private sector-led development in the Woolloongabba Entertainment and Northshore Hamilton precincts.

The precinct will cover over nine hectares close to the city and adjacent to transport infrastructure like the Woolloongabba train station, which is set to move almost 18,000 people each weekday.<sup>64</sup> Private sector projects like Waterfront Brisbane will complement public investments with premium spaces for business and lifestyle – reinforcing Brisbane’s strength as a city where collaboration and quality of life meet. These investments do more than help locals move, work and unwind – they’re laying the groundwork for future innovation. Proximity, through connected precincts and partnerships; and mobility, via major transport investments, are enabling businesses and investors to collaborate, share assets and boost productivity and innovation.<sup>65</sup>

# Build it in Brisbane

## City-shaping investments.

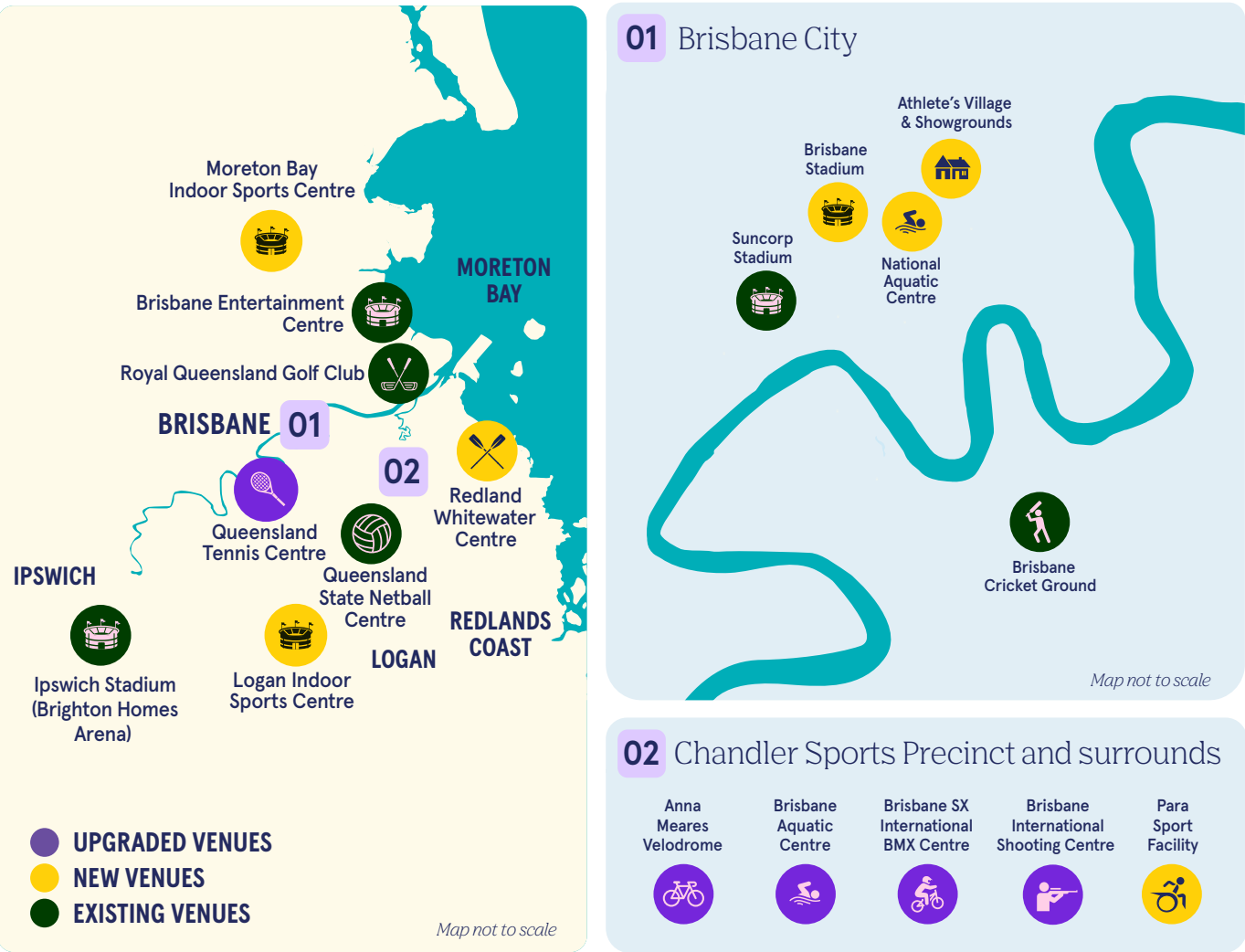
A \$100.6 billion Greater Brisbane major projects pipeline.<sup>5</sup>

\$44 <sup>B</sup>	Civil / Infrastructure
\$7 <sup>B</sup>	Commercial / Retail
\$3 <sup>B</sup>	Industrial
\$39 <sup>B</sup>	Residential
\$7 <sup>B</sup>	Essential Services

The 2032 Games form part of Greater Brisbane’s \$100.6 billion major projects pipeline acting as a powerful catalyst that has sparked investment and accelerated projects across the City. This pipeline spans the public and private sectors and includes projects over \$50 million at all stages of project development from concept to construction. Leading the way is a \$44 billion investment in civil and infrastructure projects, including \$25 billion in transport projects, followed by \$7 billion in commercial and retail, \$3 billion in industrial projects, \$39 billion in residential projects and \$7 billion in essential services.

Figure 7: Major Projects above \$50 million for Greater Brisbane, which includes Brisbane, Ipswich, Logan, Moreton Bay and Redland cities. Project and pipeline values are as at July 2025 and are subject to change. The pipeline will be finalised in late 2025. Source: Brisbane Economic Development Agency, based on BCI Central.

## Greater Brisbane 2032 Games Venues



CONNECTED

TO



THE

WORLD



# Build it in Brisbane

## The skills and education to fuel growth.

**TOP 40**

Brisbane's globally ranked startup and innovation ecosystems sit within the world's top 40.<sup>19</sup>

**EDUCATED**

Brisbane is home to world-class education and research, including Australia's top-ranked university in 2024.

**SKILLED**

Brisbane leads the major Australian capital cities for skills availability, meaning businesses can access the talent they need.

Brisbane's world-class education, research and talent ecosystem drives innovation through close collaboration between universities, industries and government. This integrated model earned Brisbane a place among the world's top 40 most innovative cities in the 2023 Innovation Cities Index – a ranking based on 162 performance indicators.<sup>19</sup>

Home to five universities ranked in the Australian Financial Review's (AFR) top 30 in 2024 – nearly 20% of Australia's best – Brisbane gives businesses access to one of the world's most highly qualified workforces (Figure 8). Among them, The University of Queensland, ranks 42nd globally<sup>66</sup> and was named Australia's top university in 2024.<sup>67</sup> The University of Queensland, Griffith University and Queensland University of Technology are ranked in the top 2% of universities globally.<sup>68</sup>

Brisbane also leads in technical and trades training, with Queensland recording the nation's highest vocational education participation at 29% in 2023.<sup>69</sup> Greater Brisbane hosts 14 TAFE campuses,<sup>70</sup> offering state-of-the-art facilities like a Marine Centre of Excellence, a Cyber Security Training Operation Centre, and Australia's best Travel Industry Training Institution in 2023.<sup>71</sup>

The Federal and Queensland Government's Fee-Free TAFE initiative ensures 14,500 no-cost training places in priority courses, equipping Brisbane businesses with a future-ready workforce.<sup>72</sup>

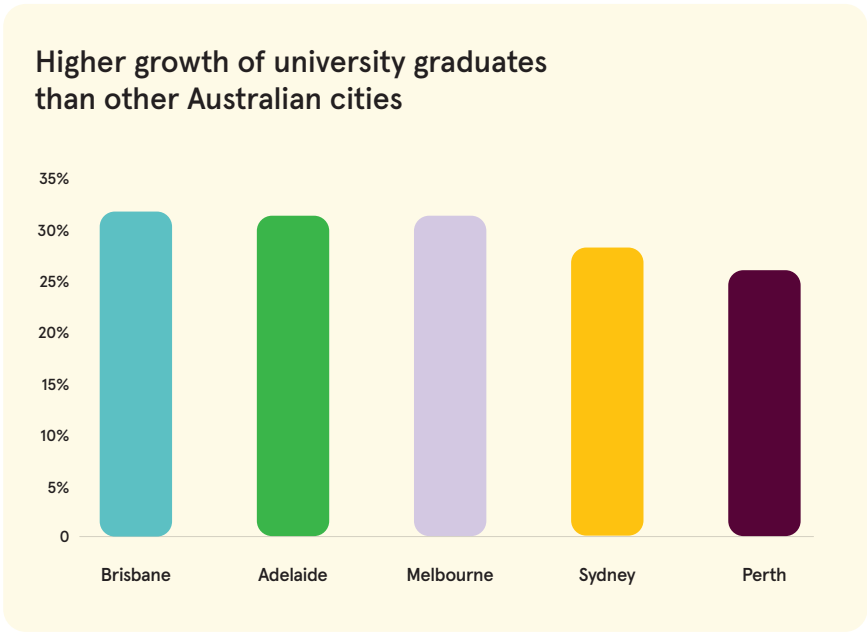


Figure 8: Five-year growth in university graduates by major Australian capital city.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics 2021 Census data.<sup>73</sup>

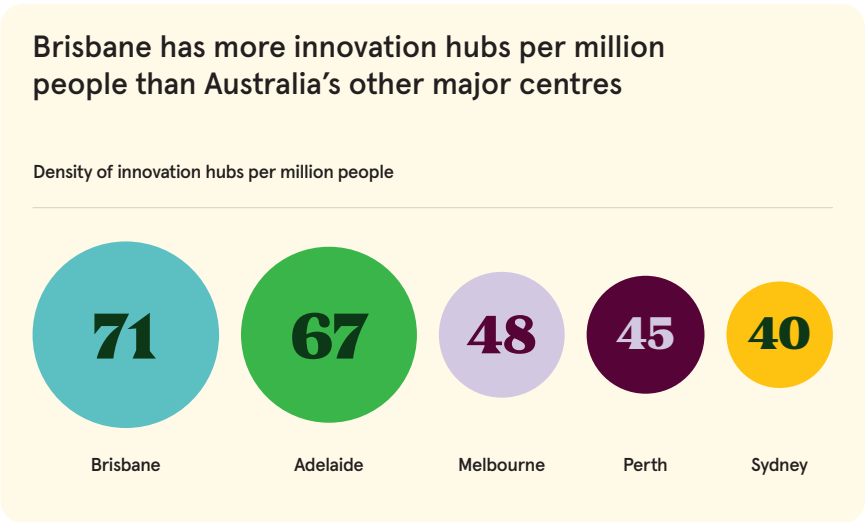


Figure 9: Density of innovation hubs per million people, including Cooperative Research Centres, Centres of Excellence, incubators, innovation collectives and precincts.  
Source: Australian Government Trade and Investment Commission.<sup>74</sup>

Brisbane's world-class human capital enables collaboration with leading research institutes. Backed by top-ranked universities, skilled talent and future-focused businesses, research and industry are driving end-to-end innovation across more than 140 hubs – the highest per capita of any major Australian capital<sup>74</sup> (Figure 9). Brisbane's innovation culture – driven by partnerships, connected precincts and collaboration – is delivering results. From cutting-edge products to globally competitive startups, the city's ecosystem is gaining global recognition, climbing 13 places in two years to rank among the world's top 40.<sup>75</sup>

Brisbane's population is diverse, with over a quarter born overseas<sup>7</sup> – two-thirds from the Asia-Pacific (Figure 10) – reinforcing strong regional ties and expanding the city's customer base.

This diversity strengthens Brisbane's talent pool and economic performance. Diverse executive teams are linked to stronger financial outcomes,<sup>76</sup> a trend reflected across the city's business landscape.

Brisbane's cultural diversity is a growing drawcard, attracting people and broadening access to skilled talent.

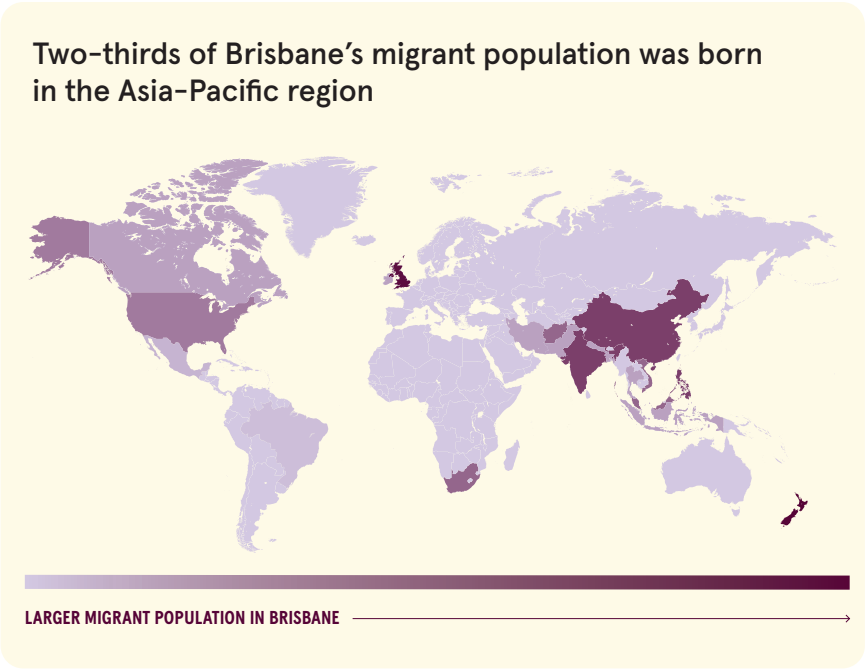


Figure 10: Heatmap of Brisbane's overseas born population. Asia Pacific excludes Americas.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics.<sup>7</sup>

Brisbane's cultural ties within the Asia Pacific are among its greatest economic strengths.

# Build it in Brisbane

Brisbane's unrivalled lifestyle is a magnet for the best and brightest.

\$11.1<sup>B</sup>

Greater Brisbane's \$11.1 billion experience economy major projects pipeline will boost the region's tourism credentials.

30%

Brisbane's hospitality sector has grown nearly 30% to lead all Australian capitals since 2020, spearheaded by offerings like Supernormal Brisbane, one of the world's top 25 new restaurants.

MUSIC HUB

The Fortitude Valley precinct has one of the world's highest concentrations of live music venues, helping Brisbane earn a spot in The New York Times List of "52 Places to Go in 2024".<sup>27</sup>

In today's race for talent, lifestyle is a key driver of attraction and retention.<sup>77</sup> Brisbane's appeal lies in its world-class quality of life – with something for every interest, age and stage.

The city boasts a thriving sport, cultural and culinary scene, making it a standout destination for families, professionals and visitors. This advantage is only growing, with an \$11.1 billion Greater Brisbane experience economy major projects pipeline<sup>5</sup> – backed by Brisbane's role as host of the 2032 Olympic and Paralympic Games. The 63,000-seat stadium at Victoria Park (Barrambin), confirmed in the 2032 Delivery Plan,<sup>60</sup> will anchor a new generation of venues, reinforcing Brisbane's event credentials.

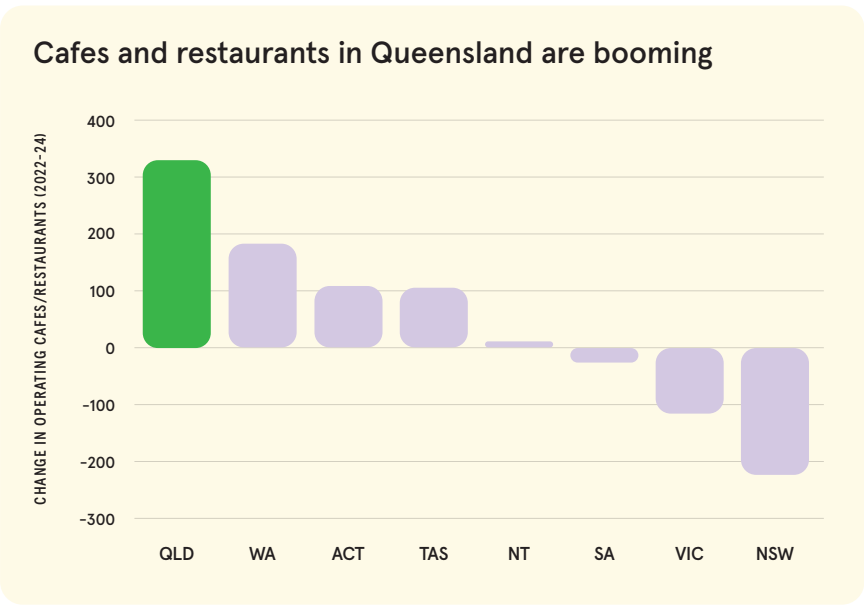


Figure 11: Cafe and restaurant net openings in 2022–24.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics.

The city is among the earliest-rising in the world,<sup>82</sup> powering a buzzing morning economy of bakeries and cafes.

Brisbane thrives in the daytime – and it's no wonder. With 240 days of sunshine each year and average highs between 20°C in July and 29°C in January,<sup>83</sup> it's an outdoor city year-round.

The climate invites locals to make the most of Brisbane's natural assets. The city boasts the greenest suburbs of any Australian capital city;<sup>84</sup> and offers more access to outdoor spaces than Sydney, Melbourne or Adelaide;<sup>85</sup> and is home to North Stradbroke and Moreton Islands – the world's second and third largest sand islands.<sup>86</sup>

Access to natural attractions is now a leading driver of interstate migration in Australia – ranked sixth overall, ahead of healthcare and just behind cost of living.<sup>87</sup> Brisbane is responding to this demand, with Brisbane City Council aiming for 40% natural habitat cover by 2031. With 38.9% already achieved, the city is well on track.<sup>88</sup>

This commitment supports Brisbane's extraordinary biodiversity, home to more than 800 wildlife species and over 2,500 native plant species.<sup>89</sup>

Brisbane's culinary scene is also booming. Queensland leads the nation in cafe and restaurant growth<sup>91</sup> (Figure 11) – a trend reflected in vibrant precincts like James St, Fish Lane and Howard Smith Wharves.

30%

More childcare places available, when compared to other major Australian capital cities, giving families access to high-quality education and care.

8%

In addition to 600 hours free kindergarten, childcare fees are 8% cheaper in Brisbane when compared to other major Australian capital cities.

Figure 12: Childcare places and hourly rates in 2022.  
Source: Deloitte Access Economics, based on Mitchell Institute data.

Retaining a skilled workforce is a challenge for businesses, but in Brisbane, the conditions are in place to make it easier. There is no trade-off between work and family in Brisbane, with high-quality early childhood education that maximises opportunities for both parents and children.

Families benefit from more available childcare places at lower prices,<sup>90</sup> ensuring support is there when and where it's needed (Figure 12). The Queensland Government is investing in the early years, offering 600 hours of free kindergarten annually – including for families on skilled work and investment visas.<sup>91</sup>

Brisbane schools also deliver results. In 2024, 91% of parents said their children went to a good school, and 89% reported strong progress.<sup>92</sup>

Brisbane schools rank in the 79th percentile nationally for standardised performance.<sup>93</sup>

The commute is faster and cheaper too. Brisbane's well-connected road, ferry, train and Bus Rapid Transit (BRT) network is backed by capped public transport fares of just 50 cents – the most affordable in any Australian capital.<sup>17</sup> Active travel is also on the rise, with new cycle paths and bridges linking even more of the city.

In 2025, Brisbane joined the Union Cycliste Internationale (UCI) Bike Cities & Regions network.<sup>94</sup>



## Build it in Brisbane

Brisbane's suburbs boast unparalleled green space. Coupled with breathtaking natural attractions and iconic landmarks, it is a dream destination.

### Local Flavour

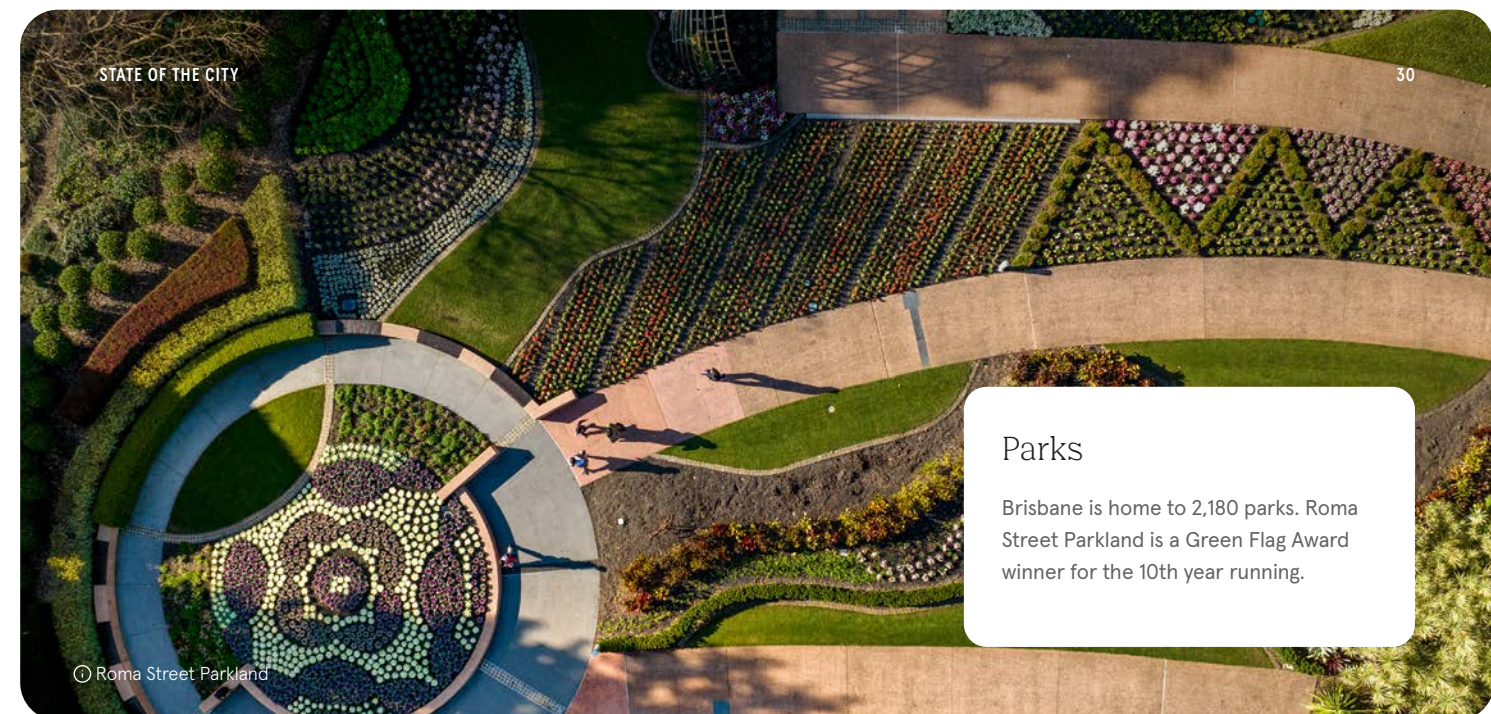
Brisbane is bursting with local flavour – from woodfired mastery at award-winning restaurants like Agnes, to dishes showcasing world-class local produce. Whether it's boutique coffee, rooftop bars or market-fresh plates, the city's cafes, restaurants and bars deliver a vibrant, ever-evolving taste of the subtropics.

© Agnes Restaurant

### River Life

From laidback breweries and bustling bars at Howard Smith Wharves to weekend adventures on GoBoats, river life flows effortlessly through the city. Whether you're sipping sunset drinks, cycling the river loop or dining at Dockside, Brisbane's iconic river connects people, places and unforgettable experiences.

© GoBoat

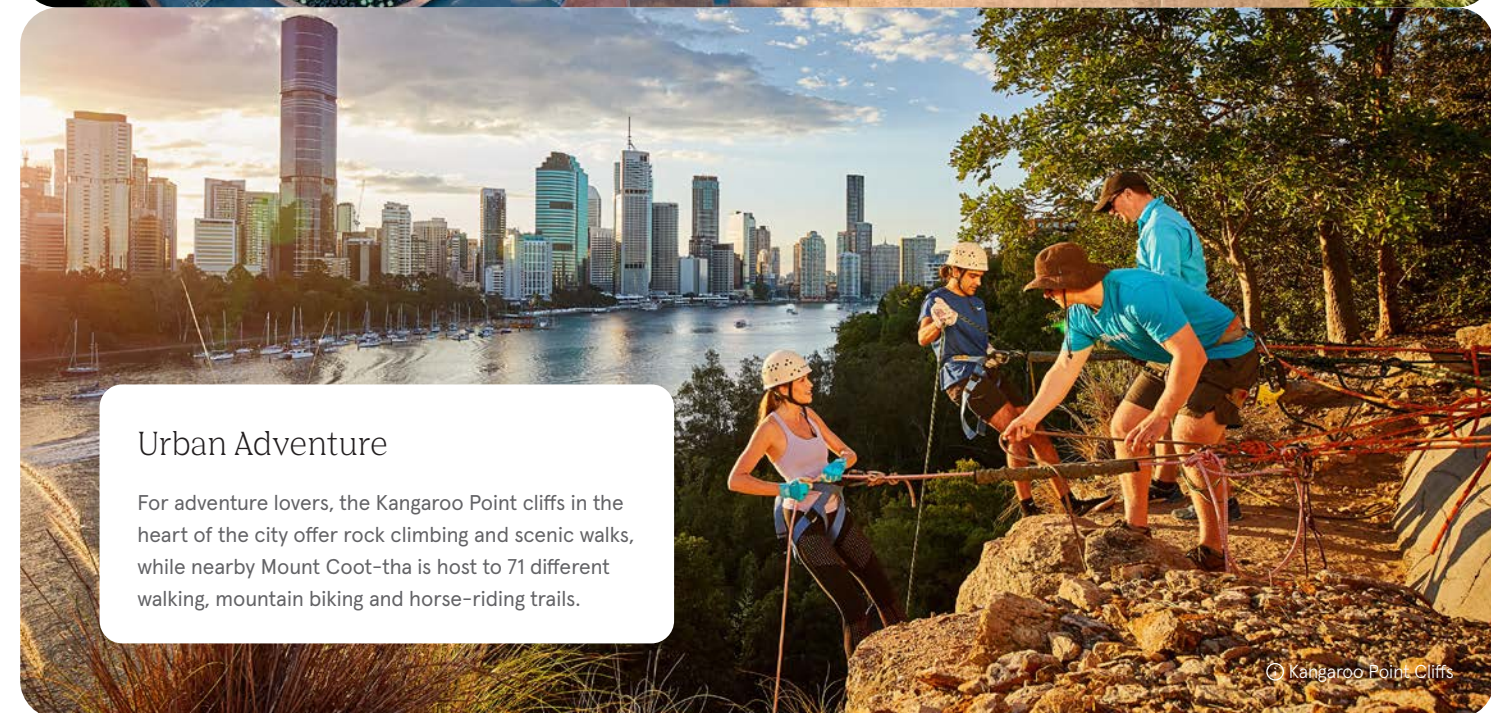


30

### Parks

Brisbane is home to 2,180 parks. Roma Street Parkland is a Green Flag Award winner for the 10th year running.

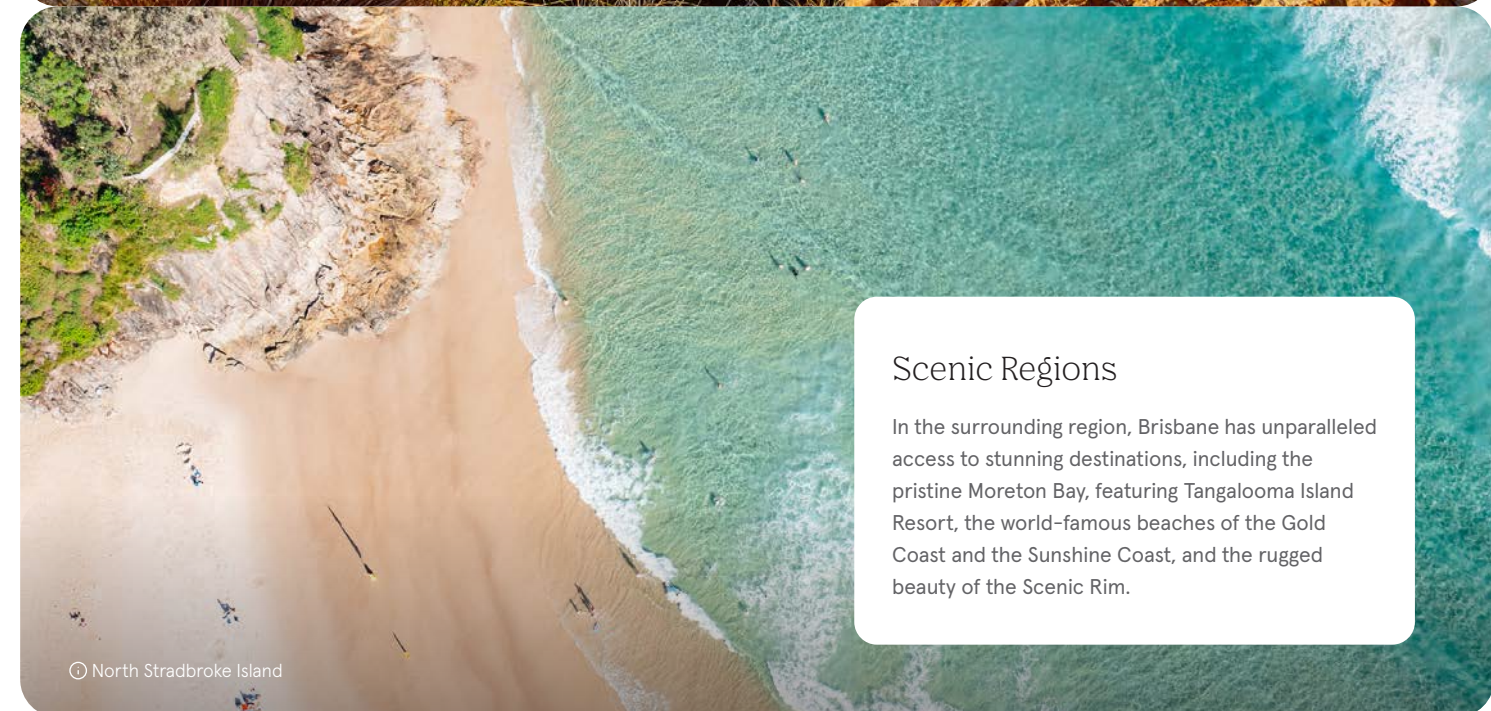
© Roma Street Parkland



### Urban Adventure

For adventure lovers, the Kangaroo Point cliffs in the heart of the city offer rock climbing and scenic walks, while nearby Mount Coot-tha is host to 71 different walking, mountain biking and horse-riding trails.

© Kangaroo Point Cliffs



### Scenic Regions

In the surrounding region, Brisbane has unparalleled access to stunning destinations, including the pristine Moreton Bay, featuring Tangalooma Island Resort, the world-famous beaches of the Gold Coast and the Sunshine Coast, and the rugged beauty of the Scenic Rim.

© North Stradbroke Island

Figure 13: Overview of Brisbane's natural assets.



# Build it in Brisbane

## Brisbane’s lifestyle and tourism precincts.

Brisbane’s lifestyle and tourism precincts bring the city’s bold character to life. From the riverside buzz of Howard Smith Wharves, the bustling nightlife economy of Fortitude Valley, to James St’s design-led retail and Fish Lane’s creative energy, each precinct delivers distinct experiences that celebrate local talent, invite exploration and reflect Brisbane’s bold, subtropical way of life.

Brisbane offers a diverse range of experiences across its unique lifestyle precincts – from fine dining to immersive cultural offerings – all seamlessly interconnected and easily accessible across the city.



### Precincts

- |   |   |                |
|---|---|----------------|
| 01 ART, BARS, COFFEE, RESTAURANTS, RETAIL         | 07 ART, BARS, COFFEE, PARKS, RESTAURANTS    | TRAIN STATION  |
| 02 ART, BARS, COFFEE, RESTAURANTS                 | 08 BARS, RESTAURANTS                        | FERRY TERMINAL |
| 03 ART, COFFEE, RESTAURANTS                       | 09 ART, BARS, COFFEE, MUSIC, RESTAURANTS    | BUS STATION    |
| 04 ART, BARS, COFFEE, HOTELS, RETAIL, RESTAURANTS | 10 BARS, COFFEE, RESTAURANTS                | PARKS          |
| 05 BARS, COFFEE, HOTELS, RESTAURANTS              | 11 BARS, GAMING, HOTEL, RESTAURANTS, RETAIL |                |
| 06 BARS, COFFEE, HOTELS, RETAIL, RESTAURANTS      |   |                |



## Howard Smith Wharves

Howard Smith Wharves (HSW) taps into Brisbane’s love for immersive hospitality experiences – offering more than just food and drink, but a destination. HSW is planning an expansion to include a boutique hotel, hospitality and retail, and expanded greenspace and walkways, while aiming to become the world’s most sustainable precinct.

This ambition mirrors a shared goal across Brisbane’s precincts – to innovate with the visitor experience front and centre. From No Tomorrow, which transforms Felons’ Barrel Hall into a house music haven, to Festa Italiana, which turns the lawn into a slice of Italy, HSW continues to evolve in ways that bring people together. It’s a strategy paying dividends for both business and the community.



## James St

In James Street, Brisbane’s urban high-end retail hub, The Calile Hotel was recently named the best in Oceania.<sup>28</sup> With its carefully curated design, placemaking and infrastructure, James St has earned a reputation as a modern urban lifestyle resort. It champions local makers, designers and chefs, each with a story to tell, and unites them under one leafy, dynamic strip.

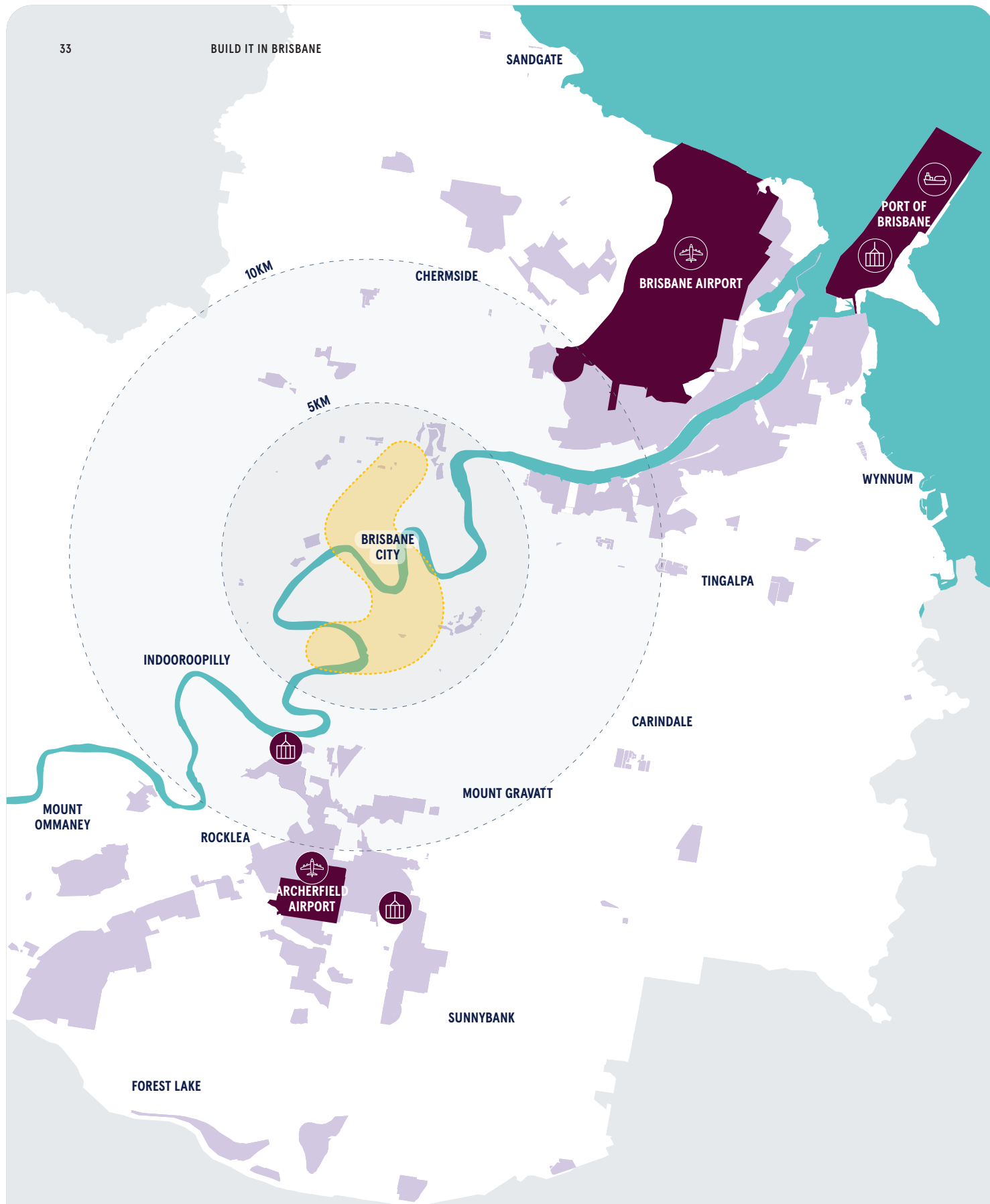
Strategically positioned within Brisbane’s Newstead tech corridor, the precinct is a crossroads of innovation and experience – a meeting point for creatives and professionals by day, and a thriving destination by night. James St’s commitment to collaboration and shared experience speaks to what makes Brisbane – a city proud of its identity and buzzing with local flavour.



## Fish Lane

Tucked between South Bank’s cultural icons and a new Brisbane Metro station, Fish Lane is a case study in precinct-led momentum. Over the past decade, Aria Property Group has transformed the area into a creative and culinary hub – home to buzzing bars, restaurants, public art and retailers. The result is a 45% increase in footfall above pre-pandemic levels and growing demand to be part of the action.

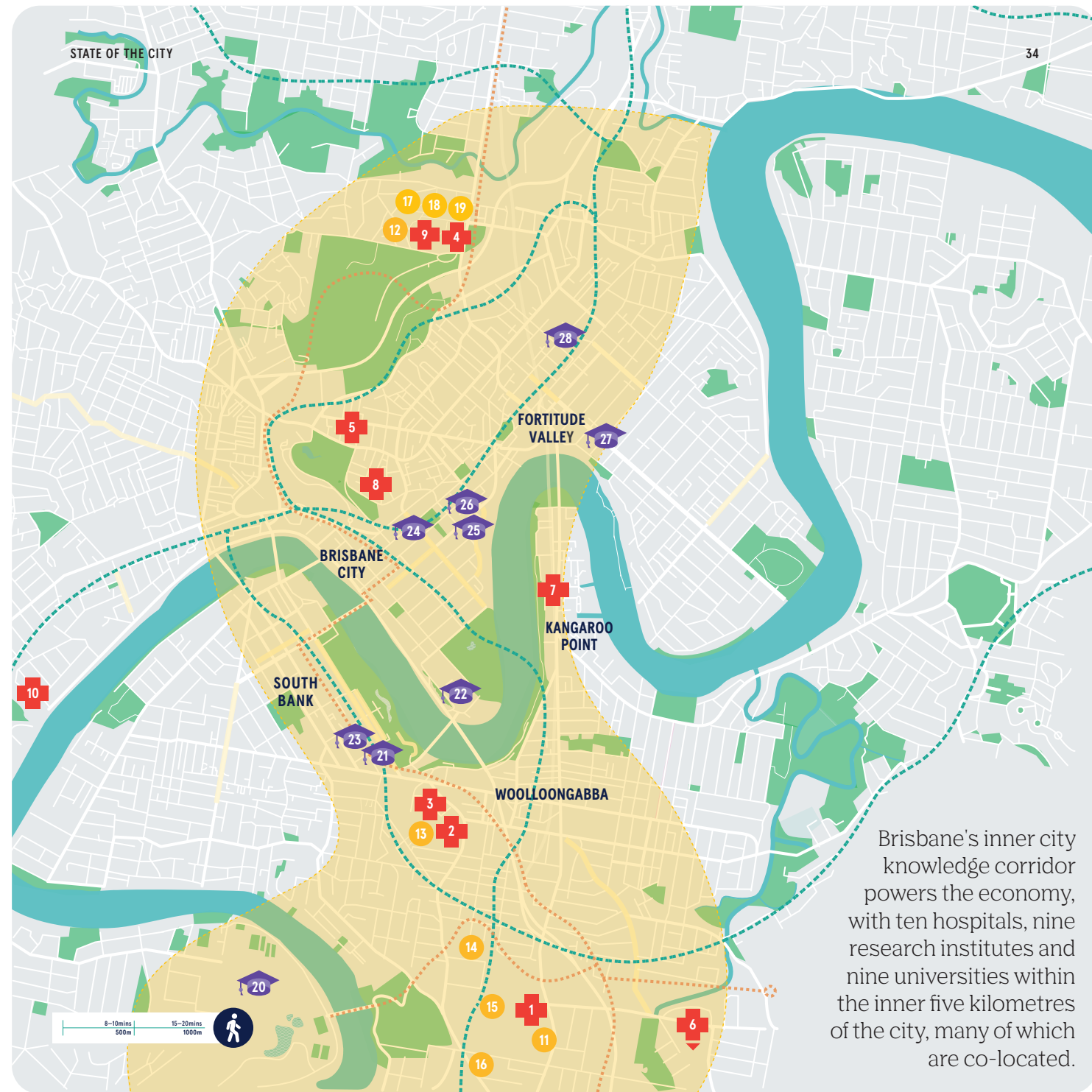
Now, investment is following the energy. The Ghanem Group is revamping the heritage-listed Fox Hotel, and new apartments are springing up nearby. Across the road, QPAC’s new Glasshouse Theatre will further fuel the precinct’s cultural fire. In partnership with Fish Lane Arts Precinct, it’s bringing more events, more community and more creativity to the heart of Brisbane.



## Brisbane Economic Precincts

- INDUSTRIAL AREA
- AIRPORT AND PORT
- BRISBANE LOCAL GOVERNMENT AREA
- BRISBANE'S KNOWLEDGE CORRIDOR (INNER CITY)
- AIRPORT
- PORT
- INTERMODAL TERMINAL

Brisbane's layout drives its competitiveness. Brisbane's key economic precincts are proximal to the city and its port and airports.



Brisbane's inner city knowledge corridor powers the economy, with ten hospitals, nine research institutes and nine universities within the inner five kilometres of the city, many of which are co-located.

## Brisbane's Knowledge Corridor (Inner City)

### HOSPITALS

- 1 Princess Alexandra Hospital
- 2 Mater Hospital
- 3 Queensland Children's Hospital
- 4 Royal Brisbane and Women's Hospital
- 5 St Andrew's War Memorial Hospital
- 6 Greenslopes Private Hospital
- 7 St Vincents Private Hospital
- 8 Brisbane Private Hospital
- 9 Surgical Treatment and Rehabilitation Services (STARS)
- 10 Wesley Hospital

### RESEARCH INSTITUTES

- 11 Translational Research Institute (TRI)
- 12 QIMR Berghofer Medical Research Institute
- 13 Mater Research
- 14 Ecosciences Precinct (Boggo Road)
- 15 UQ Dutton Park (Formerly Pharmacy Australia Centre of Excellence)
- 16 Commonwealth Scientific and Industrial Research Organisation (CSIRO)
- 17 Herston Imaging Research Facility (HIRF)
- 18 Herston Biofabrication Institute
- 19 Stryker R&D Lab

### UNIVERSITIES

- 20 The University of Queensland
- 21 Griffith University
- 22 Queensland University of Technology
- 23 University of the Sunshine Coast
- 24 Central Queensland University
- 25 James Cook University
- 26 University of Southern Queensland
- 27 Torrens University
- 28 Victoria University
- Rail Network
- Busway and Brisbane Metro



# Brisbane's Economic Portfolio

Brisbane offers a diverse portfolio, ranging from traditional strengths to the industries of the future.

## Brisbane's Economic Portfolio

Over the next decade, Brisbane's key industry sectors will benefit from – and help drive – the city's momentum. Each sector reflects areas where Brisbane holds a competitive advantage or offers distinct value through local expertise, global connections and future-focused infrastructure.

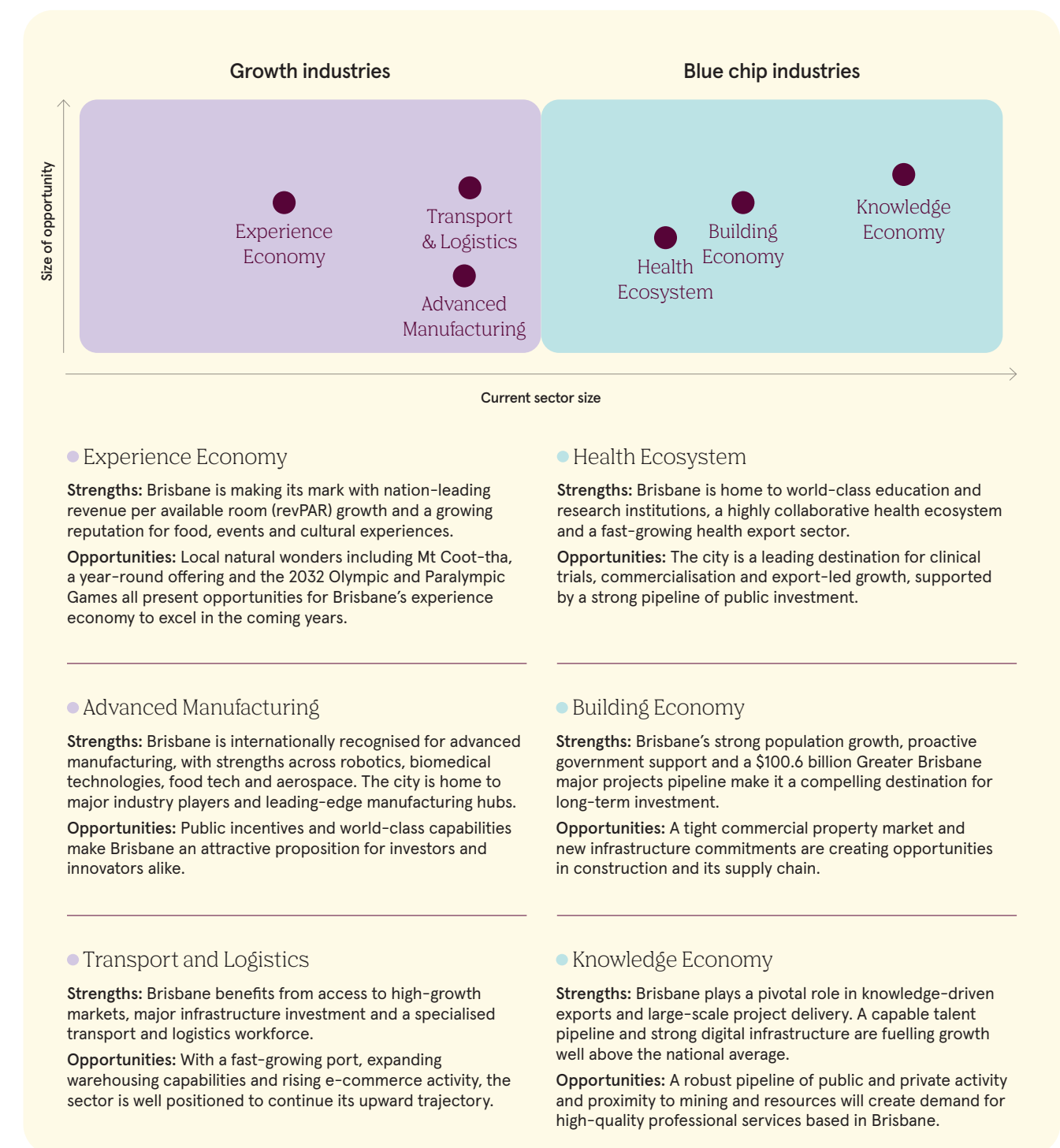


Figure 14: Sectoral opportunity matrix showing Brisbane's priority sectors.

Source: Deloitte Access Economics analysis based on National Institute of Economic and Industry Research (NIEIR), 2024 Greater Brisbane, provided by Brisbane City Council.

# Health Ecosystem

Brisbane’s health sector is one of the fastest growing in Australia, driven by a powerful ecosystem.

## Value added in 2024

The health sector contributed \$22 billion to Brisbane’s economy in 2024, having doubled in size since 2010. This growth is driven by a highly specialised workforce, with Brisbane boasting a greater concentration of health expertise than Sydney or Melbourne. Queensland businesses also lead the nation in per capita investment in health R&D.

Sources: National Institute of Economic and Industry Research (NIEIR), 2024, Greater Brisbane, provided by Brisbane City Council; Economy.id, Australian Bureau of Statistics.

\$22B

36%

10-year real growth forecast (2021-2031)

226,000

Workers in 2024

## Why Brisbane for health?

- Proximity to Asia-Pacific health markets: Brisbane is perfectly positioned to meet growing demand from Asia-Pacific economies, giving health innovators a competitive edge in developing and exporting the next generation of medical solutions.
- The largest health precinct in the Southern hemisphere delivering nation-leading growth: Brisbane’s health sector – and its health-related exports – are outpacing growth across the rest of Australia, demonstrating a proven and scalable model for success.
- World-class education and research: Brisbane’s skilled workforce and innovation ecosystem provide the ideal foundation for health businesses to commercialise ideas and scale globally.
- Strong government support: Targeted incentives and sustained public investment have created a fertile environment for commercial success – with Australian health stocks outperforming their United States counterparts over the past decade.

## What’s hot in health?

- Clinical trials: With more than 160 trial sites and 40 Contract Research Organisations, Queensland is a national leader in clinical trials. Trials are supported by advanced infrastructure and are conducted at 60% less cost than the United States, inclusive of a 43.5% Research and Development (R&D) tax incentive.
- Health supply chains: A \$18 billion pipeline of state health capital works and strong growth in technology-intensive medical services is generating demand for high-value goods and services across the health supply chain.
- MedTech and BioTech commercialisation: Brisbane’s co-location of cutting-edge research institutes and leading manufacturing facilities creates an ecosystem primed for MedTech and BioTech breakthroughs – and their commercialisation.

# Health Ecosystem

A leader in medical innovation.

## Brisbane’s Major Health Universities

Brisbane’s health ecosystem is powered by a highly-skilled, productive workforce shaped by world-class education in medicine, biomedical sciences, engineering, nursing and allied health. Each year, local universities award more than 6,000 health-related degrees,<sup>95</sup> helping to grow Brisbane’s 226,000-strong health workforce.<sup>96</sup>

These universities also train the researchers driving innovation at Brisbane’s leading health institutes, many of which are co-located within the city’s connected knowledge corridor and precincts – including the renowned Translational Research Institute. This close collaboration

between academia and industry is delivering real outcomes: Brisbane’s health businesses invest more in R&D per capita than those in any other major Australian capital, highlighting the power of proximity between research and commercial innovation.<sup>97</sup>

This collaboration is bringing real results. Recently, Sanofi agreed to acquire a company utilising The University of Queensland’s Molecular Clamp technology for US\$1.15 billion, with additional payments of up to US\$450 million based on milestones.<sup>98</sup>



The University of Queensland (UQ) is ranked number one in Australia for biotechnology.<sup>99</sup> It hosts more than 100 research centres, including the Australian Institute for Bioengineering and Nanotechnology and the Institute for Molecular Bioscience. UQ collaborates with more than 400 industry and government partners across the full therapeutic and vaccine development pipeline – from early-stage research to commercial translation. It also leads in digital health, quantum technologies and AI, and is actively training the next generation of biomedical professionals. UQ’s commercialisation company, UniQuest, has spun out more than 130 companies and raised over \$1 billion – including Spinifex Pharmaceuticals Inc and Inflazome Ltd, two of the largest university startup exits in Australian history.

Griffith’s biomedical researchers at the Institute for Glycomics, Menzies Health Institute Queensland and Griffith Institute for Drug Discovery, focus on cancer, and infectious and neurodegenerative conditions. Promising innovations include vaccines for Strep A and malaria/dengue, as well as spinal cord injury repair therapies – many of which are now in or progressing to human clinical trials.

Queensland University of Technology (QUT) houses the Medical Engineering Research Facility, which specialises in orthopaedic and artificial organ research, including robotics, nanostructured materials and photonics. QUT also hosts the Max Planck Queensland Centre (MPQC) for the Materials Science of Extracellular Matrices – Australia’s only centre of its kind – focused on extracellular matrix formation and remodelling.

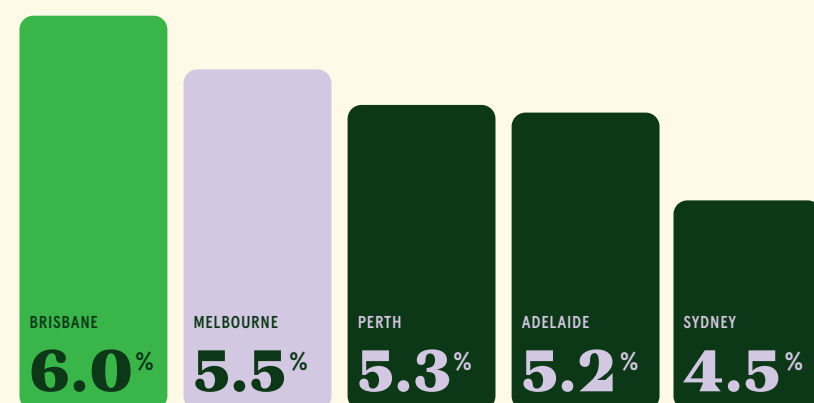
QUT’s Bridge Program connects businesses and students to accelerate the commercialisation of medicines, while the Centre for Healthcare Transformation works to improve care across trauma, cancer, palliative, cardiac and respiratory services.



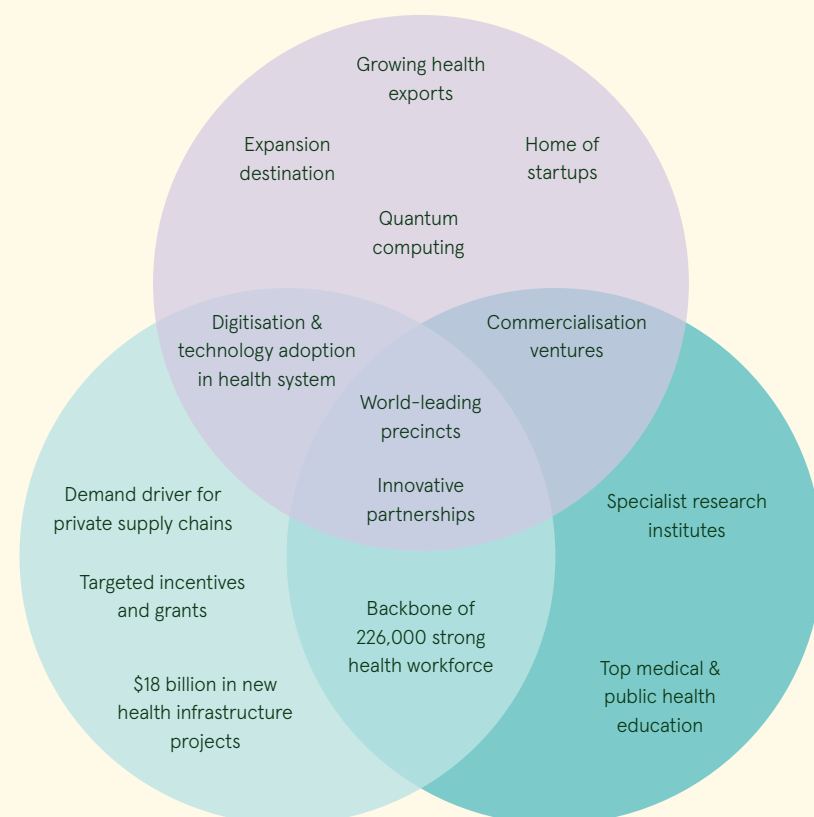
# Health Ecosystem

## A strong ecosystem underpins growth.

### Annual growth is higher in Brisbane's health ecosystem



● STRONG PUBLIC FOUNDATIONS ● A THRIVING PRIVATE SECTOR ● LEADING RESEARCH & EDUCATION



Source: Deloitte Access Economics, based on Economy.id.

Growth in Brisbane's health sector has outpaced the nation over the past decade (Figure 15), now contributing more than \$22 billion annually to the city's economy – a larger share than Sydney or Melbourne.<sup>3</sup>

This growth is underpinned by a connected ecosystem that brings together global tech, local innovation and collaborative infrastructure. Within Brisbane's leading knowledge precincts, businesses, healthcare providers, universities and research institutes work side-by-side – accelerating breakthroughs and commercialisation.

At the Boggo Road Innovation Precinct that momentum is set to grow, with new assets like Australia's first Translational Manufacturing Centre. Opening in 2026, the Centre will be part of the world class Translational Research Institute.<sup>100</sup>

Figure 15: Annual growth in gross value added by health sector between 2014 and 2024.

Source: Deloitte Access Economics, based on Economy.id.

# Health Ecosystem

## Public demand and incentives spark opportunities.

### Public health expenditure creates demand for private suppliers

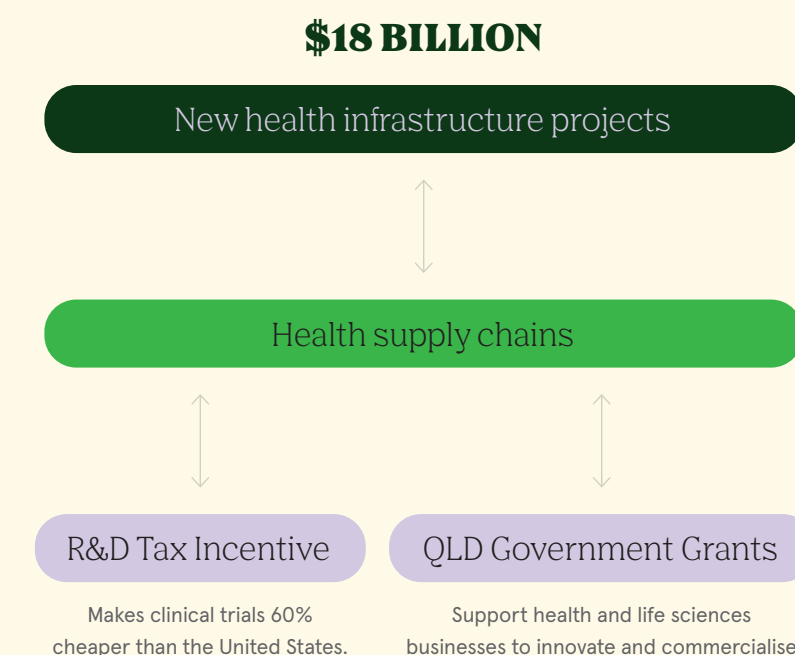
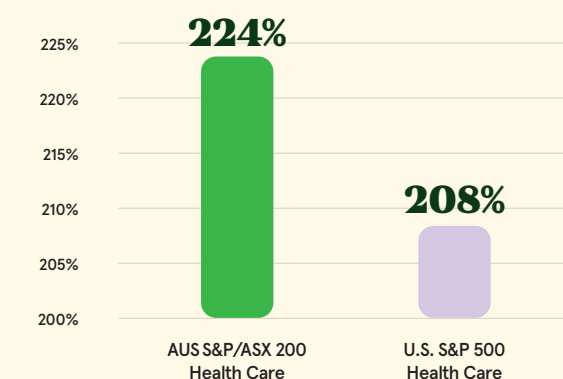


Figure 16: Public demand and supply-side opportunities for Brisbane's health supply chains.

Source: Deloitte Access Economics, Queensland Health, Frost & Sullivan.

Brisbane's health ecosystem is a major driver of commercial activity, with technology-intensive medical services growing faster here than in any other major Australian capital city. This growth is backed by more than \$18 billion in state health infrastructure investment<sup>101</sup> and a suite of government grants and incentives.<sup>102</sup> For Brisbane-based suppliers, the outlook is stronger than ever (Figure 16).

Clinical trials are a standout opportunity. Queensland is home to over 160 clinical trial sites and 40 Contract Research Organisations,<sup>103</sup> supported by Brisbane's advanced research infrastructure, diverse population and targeted support. Phase One clinical trials are completed three times faster than the United States and twice as fast as the United Kingdom.<sup>104</sup> Key incentives like the R&D Tax Incentive – offering a refundable offset of up to 43.5%, make clinical trials in Australia up to 60% more cost-effective than in the United States<sup>105</sup> – helping the country secure 5% of the global market.<sup>106</sup>



### Collaborative health ecosystems deliver stronger commercial returns

Australia's health system is globally recognised for its effectiveness, combining strong public funding with a collaborative public-private delivery model. This structure creates commercial opportunities through strong, sustained demand and the potential for transformative public offtake agreements that support rapid scaling. The results speak for themselves – over the past decade, Australian health stocks have consistently outperformed those in the United States<sup>107</sup> (Figure 17).

Figure 17: Health index returns between 2015 and 2025 (as of 28/02/2025).

Source: Deloitte Access Economics analysis of S&P data.

# Health Ecosystem

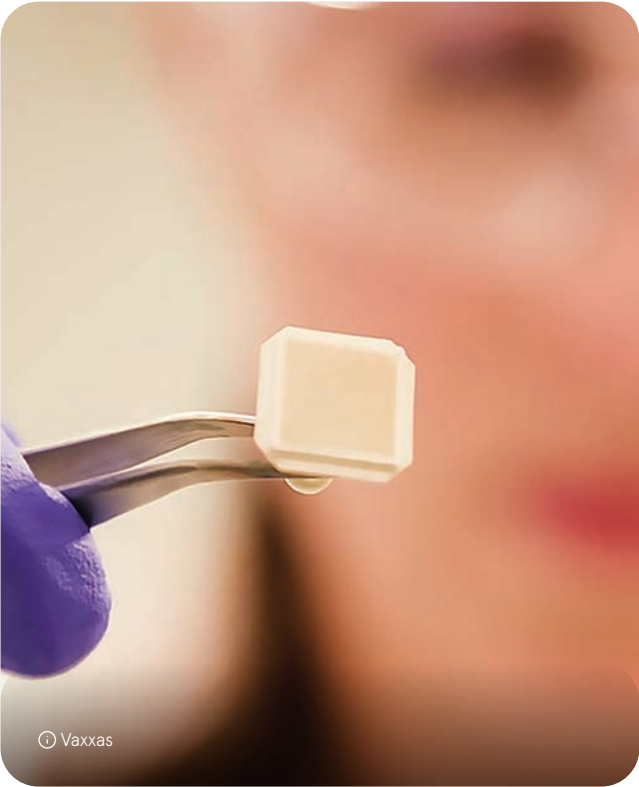
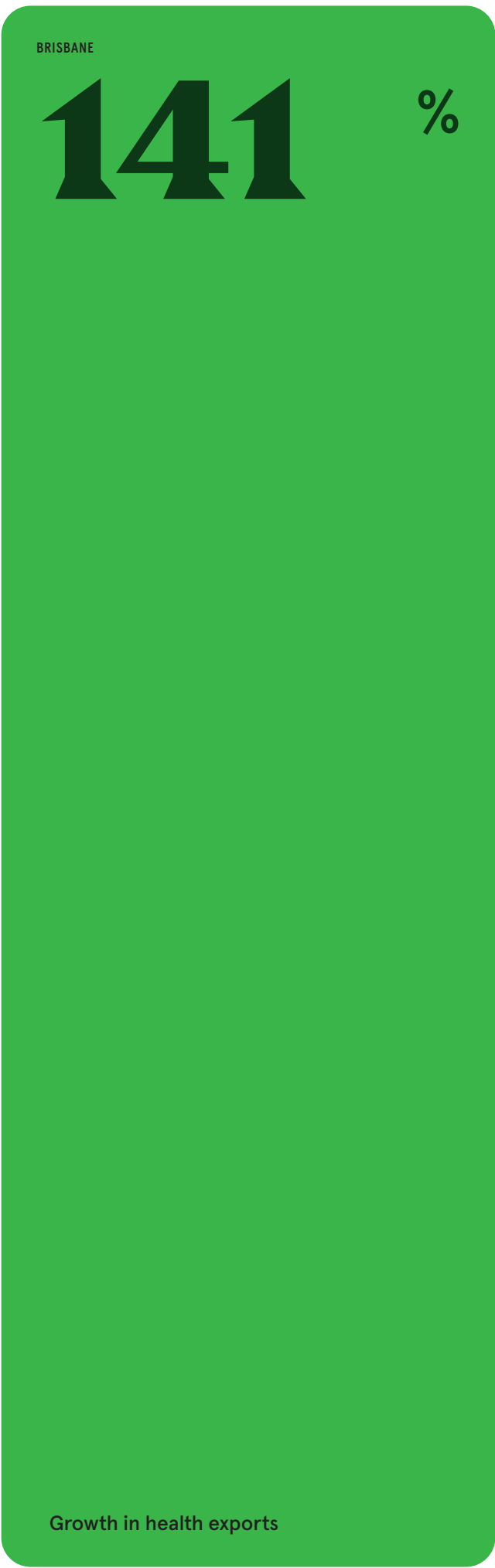
## Top export growth proves Brisbane works.

Brisbane’s health sector is delivering globally. Medical and pharmaceutical exports from the city are growing more than three times faster than the national average<sup>108</sup> (Figure 18) driven by commercial ventures that are translating innovation into impact.

Brisbane’s strategic proximity to Southeast Asia – a region investing over \$60 billion each year in new health infrastructure – further fuels this growth, creating ongoing demand for high-quality health products.<sup>109</sup>

Looking ahead, a fresh wave of Brisbane-based startups is set to supercharge export potential, with breakthroughs in medical robotics, engineering, immunotherapy and non-opioid pain therapies poised to put Brisbane even further on the global health map.

Figure 18: Growth in exports of health and medical goods from the Port of Brisbane between 2013-14 and 2023-24.  
Source: Deloitte Access Economics, based on Queensland Government Statistician’s Office.



HIGHLIGHT

## Vaxxas taking Brisbane's MedTech ingenuity to the world.

Vaxxas is a leading force in Brisbane's thriving MedTech sector, pioneering a needle-free vaccine delivery system with the potential to transform vaccination globally.

A spinout of The University of Queensland, the company credits much of its innovation to the world-class talent pool from Brisbane’s academic powerhouses, as well as the city’s growing life sciences infrastructure.

Facilities such as the Translational Research Institute have enabled proof of concept for Vaxxas and attracted the attention of global healthcare leaders, from vaccine developers SK biosciences to leading NGOs in public health such as the Gates Foundation, CEPI and Wellcome Trust.

Support from all levels of government and Brisbane's business community catalyses MedTech innovation in the city, assisting companies like Vaxxas to scale and advance towards market.

CASE STUDY

## Accelerating Brisbane’s MedTech Future.

Brisbane is turning bold ideas into global game-changers with Brisbane Economic Development Agency's MedTech Initiative leading the charge.

This flagship annual accelerator fast-tracks breakthrough innovations, helping founders secure funding, sharpen strategy and connect with top global investors.

Since 2023, Brisbane Economic Development Agency has backed 30+ high-potential companies, who have generated \$366 million in economic activity, raised \$246.6 million in capital and created 254 new jobs.

"Brisbane is fast becoming a global ecosystem to watch in MedTech commercialisation and we're proud to be part of this world-class initiative," said Dennis Ford, Chief Executive Officer of Life Science Nation, the accelerator's international investment partner.

One standout is Convergence Medical. In 2023, its arthroscopic surgical robot VO1 earned a spot in the Food and Drug Administration's (FDA) Breakthrough Devices Program.

In early 2025, Convergence Medical successfully closed a US\$5 million Series A funding round, led by Avicella Capital, boosting its valuation to over US\$20 million and speeding its path to market.

Founder and Chief Executive Officer Chris Jeffery said; "We are grateful to be a part of such a welcoming experience with Brisbane Economic Development Agency in our early stages. The MedTech Accelerator has supported our investor traction and international visibility which resulted in our US\$5 million Round A."



# Building Economy

Rapid population growth, coupled with unique market characteristics, is set to supercharge Brisbane’s property and construction sector.

## Value added in 2024

Brisbane’s building economy is primed to accelerate beyond its \$24 billion contribution in 2024. With surging population growth and a pro-construction policy environment, there’s strong demand.

\$24<sup>B</sup>

Sources: National Institute of Economic and Industry Research (NIEIR), 2024, Greater Brisbane, provided by Brisbane City Council; Economy.id, Australian Bureau of Statistics.

41%

10-year real growth forecast (2021–2031)

168,000

Workers in 2024

## Why Brisbane for building?

- Backed by policy: Targeted government measures are helping ease housing pressures and stimulate construction activity.
- Pipeline opportunities: A \$100.6 billion Greater Brisbane major projects pipeline is creating opportunities for construction firms and demand across the entire supply chain.
- Room to grow: With available land and a strong in-office work culture, Brisbane is better positioned to overcome the constraints facing other cities.
- Fastest-growing population: Brisbane’s growth is outpacing other capitals, driving demand for homes, offices and infrastructure.

## What’s hot in building?

- Property innovation: With over 40% of Australia’s proptech startups based in Queensland, Brisbane is emerging as a hub for property innovation and services.
- Positioned for growth: Brisbane’s office, retail and industrial property sectors are attracting strong investor interest.
- Support to build: Governments are backing buyers and builders with initiatives that reduce red tape and support supply.
- Sustainability premium: A growing focus on sustainable design and construction is unlocking new value in both residential and commercial projects.

# Building Economy

Population boom, the launchpad for property growth.

## Ten-year population growth in comparable Asia-Pacific markets

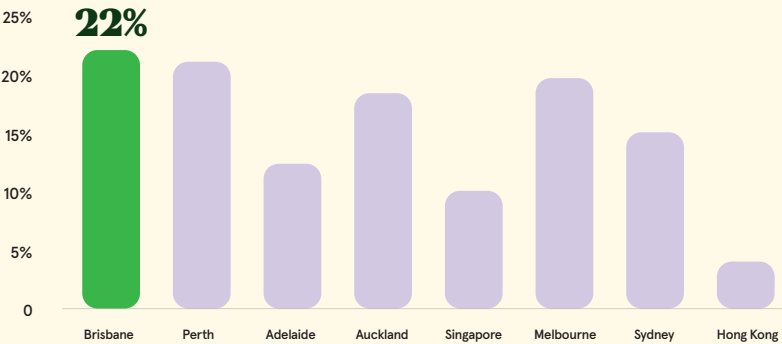


Figure 19: Ten-year population growth in comparable Asia-Pacific markets.  
Note: Population figures represent ten-year growth (Australian cities 2014–2024; international cities 2014–2024).  
Source: Deloitte Access Economics, based on population data.

Brisbane’s property and construction sector is positioned to outperform other markets, supported by strong economic tailwinds and sustained population growth. Over the past decade, Brisbane has grown faster than many comparable Asia-Pacific cities<sup>10</sup> (Figure 19) – and the pace is set to continue. The city’s population is forecast to increase by 2.1% annually through to 2046,<sup>11</sup> while South East Queensland is on track to reach six million residents.<sup>9</sup> According to macroeconomic forecasts, this growth will translate into significant economic gains – with the building sector expected to grow at an annual rate of 3.5% to 2031.<sup>6</sup> This builds on a \$24 billion contribution to the city’s economy in 2024<sup>3</sup> and a workforce approaching 170,000 employees.<sup>2</sup>

## CASE STUDY

### Waterfront Brisbane embeds the Brisbane advantage throughout construction.

Waterfront Brisbane is one of the city’s most ambitious business and lifestyle developments, showcasing Brisbane’s strengths in property demand. The \$2.5 billion precinct incorporates over a hectare of green space, retail and hospitality offerings, and a market-leading wellness facility alongside 130,000 sqm of premium office space that overlooks the Brisbane River and Story Bridge. Driven by two of Brisbane’s key strengths – collaboration and sustainability – the precinct has embedded these values across its lifecycle. Early engagement with government, community and industry has streamlined the construction

process and coordinated infrastructure, including the Kangaroo Point Bridge. Sustainability is also central to delivery. In addition, Waterfront Brisbane is targeting a 6 Star Green Star rating, with more than 98% of deconstruction materials recycled from Eagle Street Pier. In drawing on Brisbane’s strengths in collaboration and sustainability, Waterfront Brisbane is not only aligned with the values of its location – it is also enhancing its competitive edge in the evolving commercial property landscape.



© Waterfront Brisbane

# Building Economy

## Confident investment in office space.

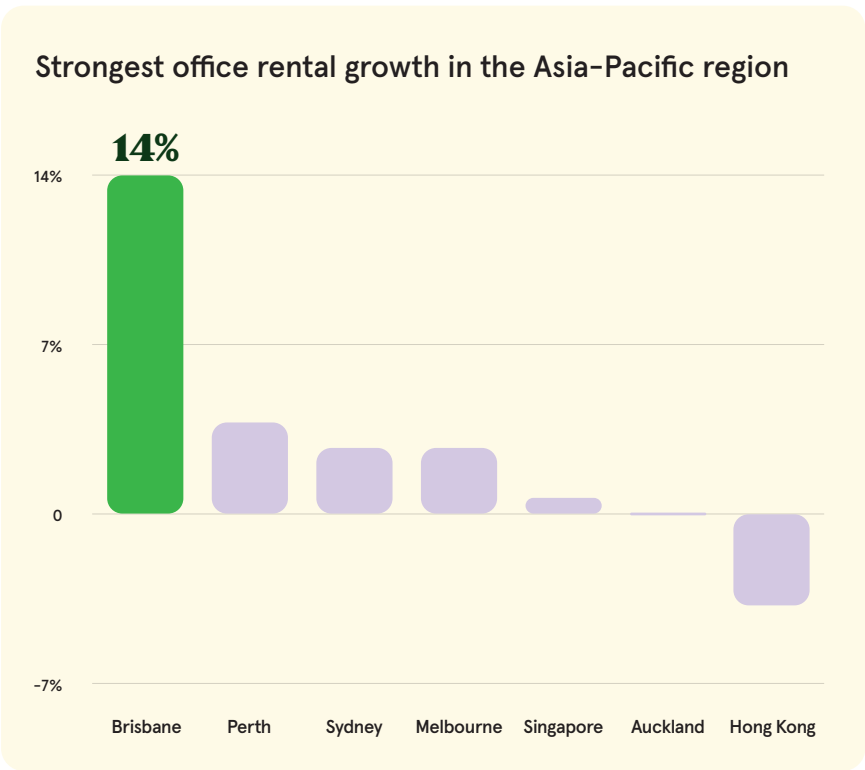


Figure 20: Office space supply growth in 2025; year-on-year rental growth from Q1 2024 to Q1 2025.  
Source: Knight Frank Research.

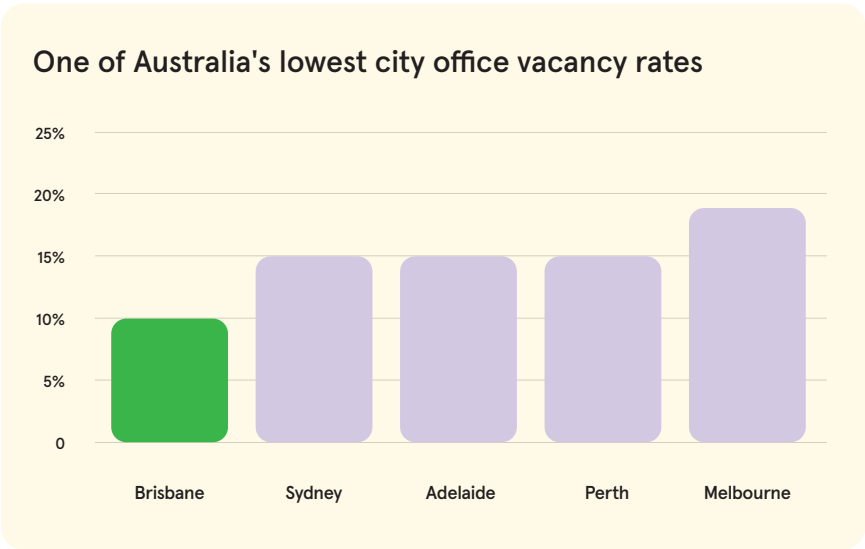


Figure 21: Total vacancy factor by Australian city in October 2024.  
Source: JLL Research.

Brisbane’s office, retail and industrial property sectors are attracting strong investor interest,<sup>112</sup> driven by sustained population growth, a tight commercial property market and proximity to major infrastructure projects.

Investor sentiment is supported by data. Office space demand is driving the highest year-on-year rental growth in the Asia-Pacific at 14% (Figure 20)<sup>113</sup> and a lower vacancy rate than comparable cities (Figure 21).<sup>112</sup> Despite this momentum, prime office rents remain highly competitive compared to similar cities nationally and globally – reinforcing Brisbane’s appeal as a smart, value-driven investment location.

A growing number of developers are seizing opportunities within Brisbane’s “Golden Triangle” – the city centre core defined by Queen, Eagle and Edward Streets. Major projects in this zone include the \$2.5 billion Waterfront Brisbane precinct, set for completion in 2028,<sup>114</sup> and the \$800 million 360 Queen Street tower, opening in 2025.<sup>115</sup>

Greater Brisbane’s \$100.6 billion major projects pipeline<sup>5</sup> adds further weight to the city’s investment credentials. Backed by long-term policy certainty in the lead-up to the Brisbane 2032 Olympic and Paralympic Games, the pipeline is unlocking new infrastructure, boosting connectivity and opening the door to fresh opportunities across office and retail development.

# Building Economy

## Brisbane is resilient to broader challenges.



As global property markets respond to rising costs and changing work habits, Brisbane’s distinct advantages put it in a stronger position than many of its peers. Here are three major challenges the city is better equipped to withstand:

- 1. Hybrid and remote work:** Brisbane residents lead the country in office attendance, with rates at 88% of pre-COVID levels – supported by high occupancy rates. This sustained in-person presence underpins a healthy, resilient office market.<sup>116</sup>
- 2. Land constraints:** While cities like Sydney, Singapore and Auckland face natural barriers to expansion and rely heavily on infill development, Brisbane still offers significant inner-urban and suburban development opportunities, providing room to grow.
- 3. Cost pressures:** Like the rest of the country, Brisbane faces rising construction costs driven by labour and material shortages. However, it benefits from coordinated support across all levels of government. The Queensland Government has made it a priority, tasking the Queensland Productivity Commission to identify and address supply-side constraints in the sector.<sup>117</sup>

### Residential construction support across three levels of government:



**Dedicated to a better Brisbane**

- Brisbane City Council is making it easier to build more homes, sooner. The Brisbane Housing Supply Incentive Policy offers infrastructure charge reductions for studio, one-bedroom and two-bedroom multiple dwellings in designated growth areas.
- The Brisbane Build-to-Rent Incentive Policy defers infrastructure charges for new Build-to-Rent dwellings for up to five years.
- To speed up delivery, Council also streamlines development assessment for applications lodged under both policies.



**Queensland Government**

The Queensland Government is backing Build-to-Rent developments that include affordable housing with a suite of incentives:

- Land tax halved for projects that include at least 10% affordable housing.
- Full exemption from the 2% foreign investor land tax surcharge for up to 20 years.
- Exemption from the 7% Additional Foreign Acquirer Duty on property transfers.
- The Build-to-Rent Pilot Project also offers a rental subsidy to deliver rental housing within eligible developments in Brisbane.<sup>118</sup>



**Australian Government**

From the start of financial year 2024-25, the Federal Government has introduced two key tax incentives for eligible Build-to-Rent projects:<sup>119</sup>

- Withholding tax on eligible fund payments from managed investment trusts has been reduced from 30% to 15%.
- The capital works tax deduction rate has increased from 2.5% to 4% per year, reducing the depreciation period for construction costs from 40 to 25 years.



# Transport and Logistics

Powered by Australia’s most efficient freight network, Brisbane’s transport and logistics sector is fuelling the city’s growth.

## Value added in 2024

Brisbane’s transport and logistics sector contributed \$16 billion to the Brisbane economy, driven by strategic trade access, rapid population growth and a highly efficient freight network. With deep expertise and proximity to Asia-Pacific markets, Brisbane is cementing its role as a national logistics leader.

Sources: National Institute of Economic and Industry Research (NIEIR), 2024. Greater Brisbane, provided by Brisbane City Council; Economy.id, Australian Bureau of Statistics..

\$16<sup>B</sup>

43%

10-year real growth forecast (2021-2031)

91,000

Workers in 2024

## Why Brisbane for transport and logistics?

- Exports to Asia: Brisbane is a supplier of choice to the Asia-Pacific, with exports projected to grow at a real rate of 3.5% per year – driving sustained demand for efficient product-to-market solutions.
- Efficient freight ecosystem: Brisbane's freight network is more efficient than other capitals, helping local freight companies deliver more attractive pricing.
- Specialised local economy: Brisbane is Australia’s most transport and logistics specialised capital, offering rich networks and expertise.
- A natural hub: Centrally positioned to service the entire east coast of Australia, Brisbane provides logistics providers with access to millions of customers.
- Population growth: Nation-leading population and economic growth in South East Queensland is driving higher demand for goods.
- Room to grow: The city offers available industrial land and existing cold storage capacity in strategic locations close to the airport, port and city centre.

## What’s hot in transport and logistics?

- Warehousing boom: Warehouse construction is up 115% in five years – more than double the growth seen in Sydney and Melbourne.
- Food and beverage exports: Brisbane’s food and beverage exports are forecast to grow 43% by 2031,<sup>6</sup> generating rising demand for specialised logistics services.
- Connected infrastructure: Co-location of port, airport and industrial zones, combined with more than 20% growth in road and rail,<sup>3</sup> is powering efficiency.
- Last-mile innovation: E-commerce is driving demand for faster delivery models, including drone logistics pioneered in Brisbane.



# Transport and Logistics

## Exports to Asia boost logistics demand.

Brisbane’s transport and logistics sector is gaining momentum, driven by rising trade with Asia and a fast-growing export economy. Exports from Brisbane are forecast to grow at a real rate of 3.5% per year to 2031,<sup>6</sup> reinforcing Queensland’s position as Australia’s second-largest exporter to Asia, behind only Western Australia.<sup>120</sup>

This growth is especially strong in agriculture and food manufacturing.<sup>121</sup> The Scenic Rim and Lockyer Valley – key regions in Queensland’s food bowl – are major contributors to Brisbane’s export supply chain. According to macroeconomic forecasts, food and beverage exports are expected to grow 43% in real terms by 2031.<sup>6</sup> This rapid expansion will drive demand for more freight capacity across all modes – including road, rail, sea and air – to move greater volumes of premium goods to market.

# Transport and Logistics

## E-commerce boom drives local activity.

Australia’s e-commerce sector has surged in recent years, with transaction values reaching \$53 billion annually – an increase of 113% between 2017 and 2022.<sup>122</sup> Queensland is leading this charge, recording 4.3% online shopping growth in 2023 – more than five times the national average.<sup>123</sup>

With e-commerce expected to account for 15% of Australia’s total retail market by 2027 (a 36% increase from 2023), demand for fast and flexible delivery networks is accelerating. Brisbane is responding at pace: Queensland’s warehouse construction has soared by 115% in the past five years,<sup>124</sup> outpacing other east coast states (Figure 22). As online shopping and population growth continue, so too will the need for faster, smarter delivery solutions.

HIGHLIGHT

### Brisbane's airport expansion speaks to a city of transport and logistics growth.

Brisbane Airport's \$5 billion 'Future BNE' expansion is one of many transport and logistics projects capitalising on Brisbane's rapid population growth and booming e-commerce market.

The expansion includes a new passenger terminal, upgraded parking and an aeromedical hub, all of which build on Brisbane's growing air freight capabilities, including the recently announced direct air freight connection to the Asia-Pacific region. These investments speak to emerging opportunities for transporters, distributors and exporters alike.

Brisbane’s unique locational advantage is key – the Airport sits within the Australia TradeCoast precinct, alongside the Port of Brisbane, both just a short distance from the city centre. Archerfield Airport, just 11 km south of the city, is at the core of a bustling industrial hub. It has recently undergone a \$17.8 million upgrade, boosting its infrastructure and service offering. The airport is now home to Transition, a top-tier industrial estate that connects the expanding South-West Industrial Gateway directly to global markets.

Figure 22: Growth in value of new warehouse construction between 2019 and 2024.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics.



# Transport and Logistics

## Logistics ecosystem keeps business moving.

Brisbane’s competitive edge in transport and logistics stems from a highly specialised network that enables the efficient movement of goods and people. More specialised than any other major Australian capital city, Brisbane offers a deep ecosystem of talent, suppliers and infrastructure to help businesses move.<sup>3</sup>

Freight in Brisbane faces less congestion than other capitals, while state government support and cost advantages are fuelling growth in passenger markets.<sup>125</sup> This provides access to a knowledge-rich network – and a logistics platform built for growth.

The city's strength is clear in the numbers: the transport and logistics sector has grown 26% over the past decade, outpacing major Australian capital cities (Figure 23) and now contributing \$16 billion to the economy each year, and over 91,000 jobs.<sup>3</sup>

That growth is accelerating. Freight and passenger activity has driven more than 20% growth in road and rail transport over the past two years.<sup>3</sup> On the freight side, advanced port, airport and rail infrastructure are enabling investment in warehousing and last-mile logistics to support two-way trade with the Asia-Pacific. On the passenger side, the introduction of 50-cent fares has lifted patronage up by nearly 20%, opening further opportunities across the network.<sup>126</sup>

Figure 23: Change in gross value added by the transport and logistics sector between 2014 and 2024.  
Source: Productivity Commission; BITRE; Economy.id.





# Advanced Manufacturing

A supportive environment and close proximity to trading partners has created an industry that’s competing against the best – and winning.

## Value added in 2024

Advanced manufacturing in Brisbane is hitting its stride contributing \$15 billion to the Brisbane economy in 2024. Backed by a skilled talent pool, strategic location and strong government support, the sector is outpacing national export growth and attracting leading levels of investment.

Sources: National Institute of Economic and Industry Research (NIEIR), 2024, Greater Brisbane, provided by Brisbane City Council; Economy.id, Australian Bureau of Statistics.

\$15<sup>B</sup>

29%

10-year real growth forecast (2021-2031)

90,000

Workers in 2024

## Why Brisbane for advanced manufacturing?

- Superior export market access: Proximity to Asia-Pacific markets gives Brisbane manufacturers a competitive export edge.
- Innovation hotspot: Brisbane offers access to world-class R&D facilities and is a hub for advanced manufacturing innovation.
- Supportive government: A stable regulatory and political environment that backs manufacturing at all levels of government helps manufacturers navigate funding and scale up.

## What’s hot in advanced manufacturing?

- Mega-project supply: Major initiatives like Brisbane 2032, PsiQuantum and the energy transition create demand for components and materials, and opportunities for those who can supply them.
- Robotics: World-class education, research and innovation hubs – paired with government support – are powering robotics and automation advances.
- Medical manufacturing: A booming medical sector, translational manufacturing facilities and export access to Asia-Pacific markets are accelerating growth.
- Export opportunities: Brisbane's proximity to Asia and its well located port and airport are driving nation leading growth in manufacturing exports from local and global firms.

# Advanced Manufacturing

Internationally recognised excellence.



Brisbane’s advanced manufacturing sector is leading the nation’s growth, setting a dynamic new standard for innovation and investment. In Queensland, manufacturing income has surged by 26% over the past three years, driven by more than \$700 million in private investment in the last 12 months alone – the highest of any Australian state.<sup>127</sup>

This growth is attracting global attention. Brisbane hosts major international operations for ASX-listed companies like Collins Foods and ImpediMed, as well as multinationals such as Volvo, Rheinmetall and Boeing.

Exports from Brisbane’s advanced manufacturing sector now exceed \$7 billion, supported by a decade of consistently higher growth than the rest of Australia<sup>128</sup> (Figure 24). In 2020, Brisbane was recognised by the World Economic Forum as a Global Advanced Manufacturing Hub.

The city also leads Australia in innovation hubs per capita,<sup>129</sup> giving manufacturers direct access to cutting-edge research and collaboration opportunities through facilities like the Advanced Robotics for Manufacturing Hub (ARM Hub), the Australian Cobotics Centre, and the Translational Research Institute (TRI) – a nation-leading medical facility with a ‘bench-to-bedside’ approach to medical research and commercialisation.

Brisbane’s strengths also extend to food and beverage manufacturing. Brisbane Economic Development Agency’s Future Food Initiative helps local businesses scale globally through a targeted accelerator, export-ready programs and industry-led forums that connect them with buyers, investors and international markets.

## Brisbane's manufacturing exports streak ahead



Figure 24: 10-year growth in value of manufacturing exports.  
Source: Deloitte Access Economics, based on Queensland Government Statistician's Office.



# Advanced Manufacturing

## Essential ingredients for growth.

### Queensland's growth in large manufacturers leads Australian states and territories

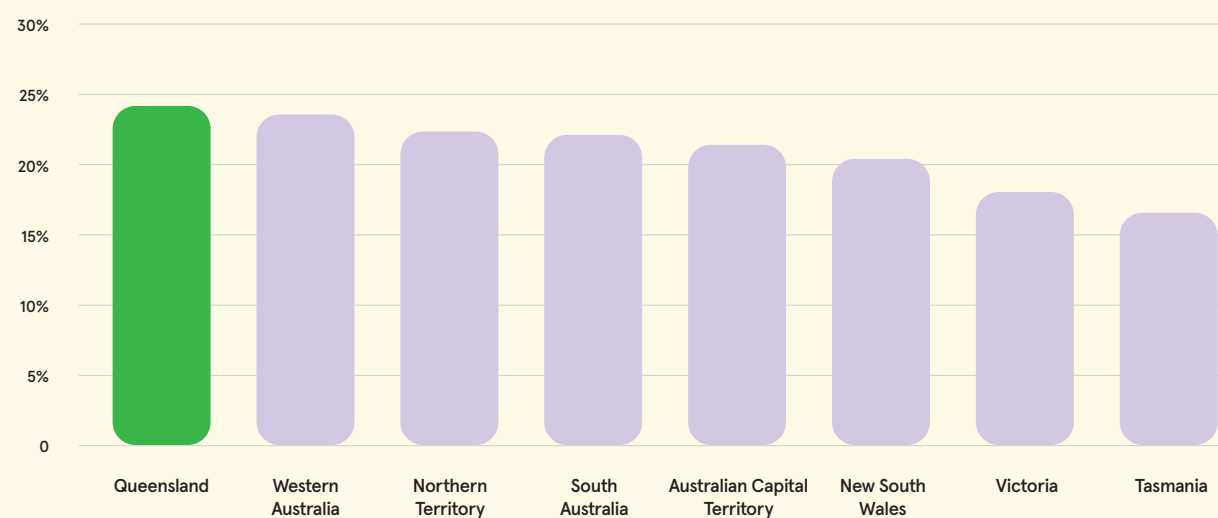


Figure 25: Growth in manufacturers turning over more than \$10 million between 2022 and 2024.

Source: Deloitte Access Economics, based on Australian Bureau of Statistics.<sup>131</sup>

Brisbane is at the forefront of advanced manufacturing, thanks to its complementary blend of skills, stability and access to key markets. With a workforce of 90,000 workers in Brisbane alone,<sup>130</sup> and a broader network of industry and research professionals, the city is well-equipped to deliver advanced manufacturing capabilities across the technology frontier.

A stable regulatory environment, strong government support and proximity to high-growth markets in South East Queensland and the Asia-Pacific make Brisbane a prime destination for investment and innovation. Here's why the city stands out:

**1. Skilled talent pipeline:** The number of Brisbane university graduates working in manufacturing is growing at a faster rate than any other comparable Australian city over the past five years. The next generation of workers are already here.

**2. Efficient logistics:** Brisbane's specialised transport networks give manufacturers a competitive edge in supply chain access and scalability. Queensland has seen a 24% rise in large manufacturers (those with annual turnover above \$10 million) since 2022 – the strongest growth rate in the country (Figure 25).<sup>131</sup>

**3. Proximity to growth markets abroad:** Brisbane's geographic location provides strategic access to the Asia-Pacific – a region with a collective GDP exceeding \$100 trillion and responsible for 46% of global trade.<sup>50</sup> As Southeast Asian economies continue to grow, so will demand for high-value manufactured goods, creating expansive opportunities for Brisbane-based advanced manufacturers.

**4. Growth in demand-driving sectors:** Brisbane is experiencing nation-leading growth in key sectors that create demand for

advanced manufacturing. The city has led other major capitals in medical and defence sector expansion over the past decade,<sup>3</sup> while upcoming megaprojects – including Brisbane 2032 and the energy transition – are accelerating demand in supporting fields like wood and metals manufacturing.<sup>3</sup>

**5. Stable and supportive government:** Manufacturers based in Brisbane benefit from political stability, trade openness and access to significant funding and policy support across every level of government. Brisbane City Council spends 87% of its procurement expenditure locally,<sup>89</sup> while manufacturers can also access \$350 million through Queensland's Industry Partnership Program and \$15 billion via the Australian Government's National Reconstruction Fund. Australia also ranks second and third globally for business and trade freedom respectively.<sup>132</sup>

#### CASE STUDY

### Alter chooses Brisbane to forge low-emissions steel future.

Fuelled by strong demand, advanced technology and a supportive business environment, Brisbane-based Alter Steel is set to become Australia's first low-carbon reinforcing steel manufacturer.

Drawn to Brisbane's booming construction sector, rising materials demand and the city's infrastructure pipeline leading up to the 2032 Olympic and Paralympic Games, Alter is establishing its first steel mill within Brisbane's Australia TradeCoast economic cluster.

Leveraging the latest technologies, Alter will cut carbon emissions by up to 80%, producing just 0.38 tonnes of CO<sub>2</sub> per tonne of steel compared to 2.2 tonnes from conventional blast furnaces. The company is positioning itself as a market leader in the energy transition and a key contributor to Brisbane's future infrastructure growth.

Access to talent, inputs and demand make Brisbane an ideal base for operations. Alter can source all operational inputs within the TradeCoast precinct, and with the site strategically located between the Brisbane city centre and the Port of Brisbane, the company can serve most of its customers within a 15km radius.

Beyond its logistical advantages, Brisbane's supportive business environment has been crucial to their rapid set up. "The Port of Brisbane and Brisbane Economic Development Agency have been incredibly receptive to all activity that benefits the economy, making navigating Brisbane's regulatory and investment environment a smooth process," said Alter Steel's Managing Director, Grant Johnston.



# Knowledge Economy

Brisbane’s thriving business services sector is the catalyst for a growing knowledge economy which supports industry.

## Value added in 2024

Brisbane’s knowledge economy contributed \$39 billion to the Brisbane economy in 2024, cementing its position as a highly skilled hub. Sectors like finance, engineering and IT are increasingly supporting major projects and global trade. Backed by a talented workforce and growing international tech investment, Brisbane’s professional services are emerging as a cornerstone of a modern, globally competitive economy.

Sources: National Institute of Economic and Industry Research (NIEIR), 2024, Greater Brisbane, provided by Brisbane City Council; Economy.id, Australian Bureau of Statistics.

\$39<sup>B</sup>

50% 10-year real growth forecast (2021-2031)

185,000 Workers in 2024

## Why Brisbane for professional services?

- Future-ready digital infrastructure: Fast, reliable digital systems support data-driven businesses and innovation at scale.
- Skilled and steady talent pipeline: 18% of Brisbane graduates work in professional services, giving firms confidence in long-term workforce planning.
- Strong demand from exporters and government: A \$100.6 billion Greater Brisbane major projects pipeline<sup>5</sup> and growing export industries are driving demand for services that support expansion and operations.

## What’s hot for professional services?

- Quantum and AI potential: Brisbane is well-positioned to lead in emerging tech fields, backed by clean energy and a tech-savvy workforce.
- Exporting expertise: Queensland’s knowledge economy exports have surged 66% in five years, with growing demand for local expertise abroad.
- Infrastructure and clean energy boom: Brisbane 2032 and the energy transition are creating opportunities in engineering, finance and project management.
- Global tech investment: Major players like Amazon Web Services are fuelling growth in Brisbane’s tech ecosystem.

# Knowledge Economy

## A growing state demands business services.

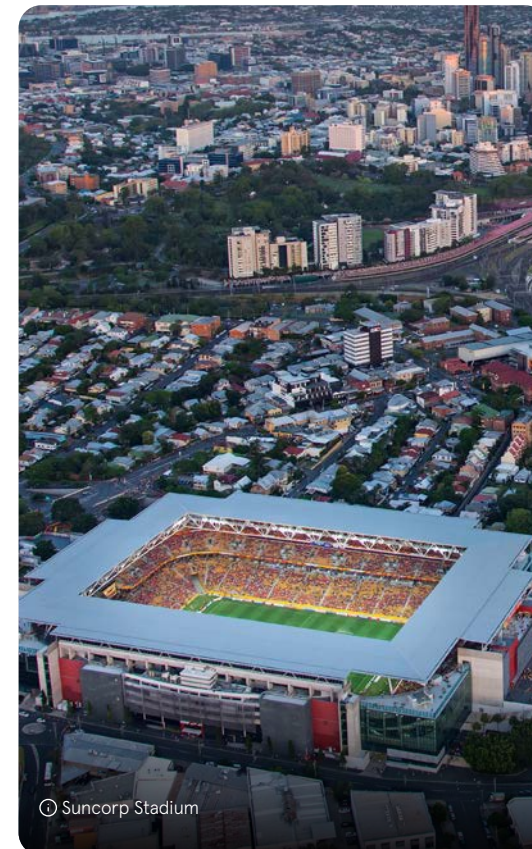


© Boggo Road Innovation Precinct

Today, knowledge drives productivity across all sectors – and in Queensland, where resource exports and major projects are key to the state’s future, Brisbane’s knowledge economy is making it happen.

In Brisbane the sector has grown by 46% over the past decade,<sup>3</sup> supporting Queensland’s \$100+ billion mining and agriculture exports in 2023-24, while enabling large-scale investments in the energy transition and the Brisbane 2032 Olympic and Paralympic Games.

Though diverse in scope, these projects all rely on high-quality professional services – from engineering to finance – increasingly delivered by Brisbane-based experts.



© Suncorp Stadium

### HIGHLIGHT

## Brisbane is an ideal Asia-Pacific base for global services exporter Populous.

As the architects behind ambitious entertainment precincts like the Sphere in Las Vegas, Wembley Stadium and Hong Kong’s Kai Tak Sports Park, global design house Populous knows how to spot an opportunity. Almost 30 years ago it chose Brisbane as the strategic base for its Asia-Pacific operations, citing a blend of key locational advantages, and future opportunities.

Chris Paterson, APAC Director at Populous, said the city’s skilled workforce, attractive lifestyle, cost-effective operating environment and proximity to the broader Asia-Pacific region made Brisbane an ideal hub for knowledge economy businesses looking to grow their business in Australia and abroad.

With demand for design and professional services rising sharply due to large-scale, place-making projects like Brisbane 2032, Populous sees Brisbane as fertile ground for expanding its global footprint and delivering world-class solutions from a city on the rise.



# Knowledge Economy

## A growing state demands business services.

Brisbane’s knowledge economy is gaining international recognition, with growing global demand for skilled professionals who can export their expertise from Brisbane to the world. Queensland’s exports of knowledge-intensive services – like architecture, management consulting and scientific research – have risen by 66% over the past five years. That’s more than double the national average and a clear indicator that Brisbane is not only enabling growth at home (Figure 26), but also delivering value to its trading partners abroad.<sup>133</sup>

Brisbane’s growing knowledge economy is critical for large-scale industry and infrastructure across Queensland

\$100<sup>B</sup> Queensland exports of commodities in 2023-24

\$62<sup>B</sup> Investment in the energy transition by 2035

\$100.6<sup>B</sup> Greater Brisbane major projects pipeline above \$50 million

Figure 26: Drivers of Brisbane’s professional services growth.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics, Queensland Government and Brisbane Economic Development Agency, based on BCI Central.



# Knowledge Economy

## Where knowledge meets mining and resources.

Brisbane is where dynamic mining and energy businesses connect with established value chains and push the sector’s rapidly evolving knowledge frontier. With world-class resources on its doorstep and a thriving knowledge economy, the city is home to more than 800 mining, energy, equipment, technology and service (MEETS) businesses operating across Queensland.<sup>134</sup>

While raw resources remain essential, productivity in mining and energy is now driven by knowledge and technology.

Brisbane offers MEETS businesses the best of both worlds. Within a three-hour flight, companies can access 40% of the world’s steelmaking coal exports, Australia’s largest LNG cluster, and over half the country’s critical minerals.<sup>135</sup> All of this is accessible from a city that’s home to the world’s fourth-ranked mining engineering school and boasts 38% more engineers per capita than the national average<sup>136</sup> (Figure 27).

Combined with a collaborative business culture that brings together research excellence and commercial insight, Brisbane is uniquely equipped to lead the future of mining and energy.

As megatrends like AI transform the sector, MEETS businesses need to be where capital, talent and innovation intersect. For companies with long-term ambitions, Brisbane is a strategic choice for sustainable growth and competitive advantage.

\$90<sup>B</sup> In resources exports

6<sup>TH</sup> The world’s 6th best mining engineering course

38% Housing 38% more engineers than the Australian average

Figure 27: Foundations of a MEETS powerhouse.  
Source: Department of Foreign Affairs and Trade, QSuniversities, ABS.<sup>137</sup>

### CASE STUDY

## An effective hub for Bechtel’s mining business.

Global engineering and construction giant Bechtel has headquartered its Australian mining operations in Brisbane, employing approximately 380 staff in its Brisbane office, and a further 750 staff around Australia. The decision reflects Brisbane’s proximity to key resource projects – particularly in Queensland’s gas sector, where Bechtel became the state’s largest private employer during the 2010s LNG boom.

Bechtel’s success in Brisbane is a case of matching supply with demand. To deliver complex projects, the company taps into the city’s deep talent pool – from experienced mining engineers to skilled trades – enabling it to meet strong engineering, procurement and

construction demand across Australia’s mining, energy and potentially Olympics-related infrastructure pipelines.

Brisbane’s strategic advantages have supported Bechtel in delivering projects efficiently and scaling operations with confidence.

“There’s not much we don’t like about Brisbane. We can find the skills we need, and our employees are happy here,” says Shaun Kenny, Brisbane-based Managing Director of Bechtel Australia and member of the Bechtel Global Board.



# Knowledge Economy

## A talent pipeline for a growing city.

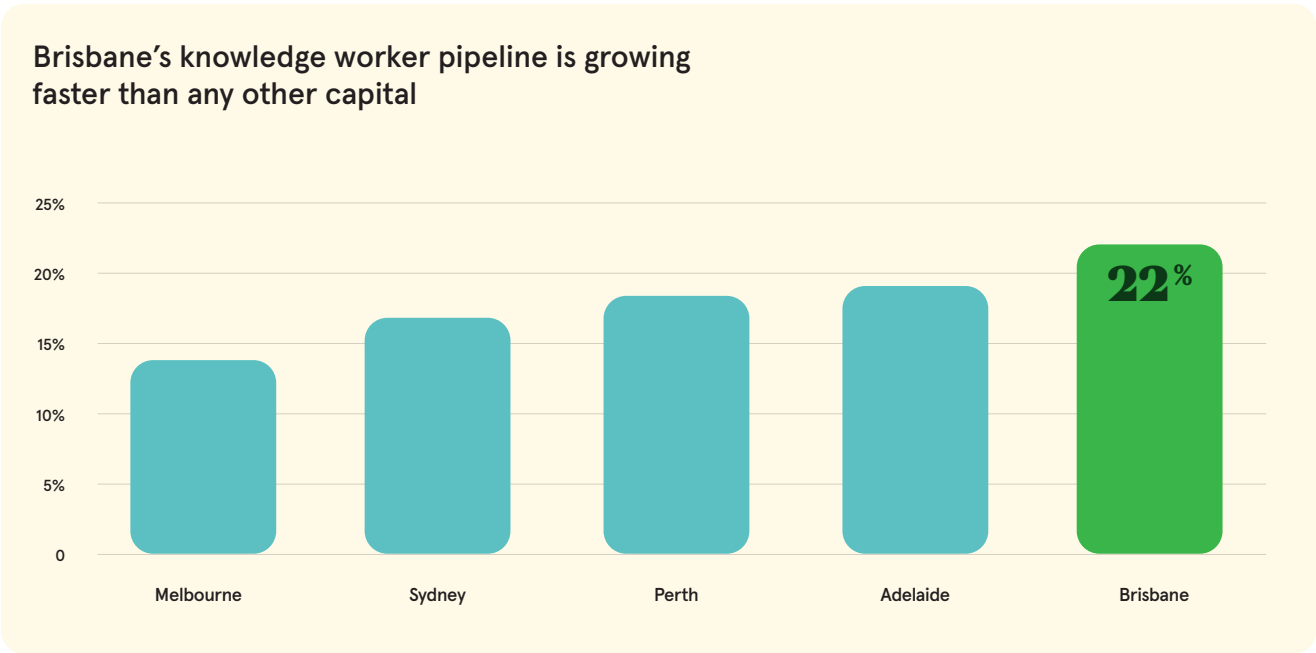


Figure 28: Growth in knowledge economy workers, 2019 – 2024.  
Source: Deloitte Access Economics, based on Australian Bureau of Statistics.<sup>96</sup>

Brisbane’s professional services sector is backed by a fast-growing, future-ready workforce. Over the past five years, the sector has grown by 22% – the fastest growth rate among major Australian capitals – and now nears 200,000 workers (Figure 28). With macroeconomic forecasts projecting 50% real growth between 2021 to 2031, the city is well positioned to expand its professional services capability. Brisbane’s professional services firms benefit from rising demand and a deepening knowledge base ready to deliver. As investment becomes increasingly digital, Brisbane is harnessing new technologies to enable hybrid work, global collaboration, and transformative innovation. South East Queensland now has Australia’s fastest-

growing supply of tech workers,<sup>138</sup> helping data-driven businesses scale globally. The city also boasts some of the country’s fastest internet speeds – in a nation where 5G performance already exceeds the global average by nearly double.<sup>139</sup> Brisbane’s edge is further sharpened by a new 550km fibre optic link to the Japan-Guam-Australia South (JGA-S) submarine cable, giving the city the fastest internet connection to Asia from Australia’s east coast, and the second-fastest link to the United States nationwide.<sup>140</sup> These digital advantages are attracting major investment. Global private equity firm Quinbrook chose Brisbane for its \$2.5 billion Supernode data centre – a renewable-powered facility connecting Brisbane directly to the global cloud.<sup>141</sup>

Technology giants are elevating Brisbane’s profile on the world stage:

- Locating here: Amazon Web Services recently launched its Brisbane Local Zone.
- Investing here: Microsoft’s venture capital arm is backing EdTech unicorn, Go1.
- Acquiring here: Bain & Company’s Advanced Analytics Group acquired AI startup Max Kelsen.<sup>142</sup>

Together, these developments are cementing Brisbane’s reputation as a dynamic hub for professional services, technology and global business – and opening the door to even more opportunity.

### CASE STUDY

## Optus investing in Brisbane's connected lifestyle.

As one of Australia’s leading telecommunications providers, Optus is proud to partner with Brisbane’s civic and business leaders to build the critical digital infrastructure powering the city’s growth and long-term legacy. With nearly 750 live mobile sites across Brisbane and surrounding areas, Optus is continuously expanding and modernising its network to deliver faster speeds, greater resilience, and reliable coverage for residents, visitors, and businesses alike.

In the past 12 months alone, Optus has activated 15 new mobile sites and completed upgrades on 55 more. Looking ahead to financial year 2025/26, a further nine new sites and 23 upgrades are already planned. This investment supports a rapidly growing city and its transformation into a smart, connected, and globally competitive hub.

Their commitment extends beyond core telecommunications. Optus is delivering innovative connectivity to some of Brisbane’s most iconic experiences – like the Night Feast festival at Brisbane Powerhouse, where they’ve deployed 5G Fixed Wireless Access solutions to ensure seamless digital transactions and service for over 160,000 visitors and over 25 food vendors.

In collaboration with Brisbane City Council, Optus is also transforming Brisbane Powerhouse into an “innovation precinct”, blending creativity and culture with next-generation technology to create enduring digital experiences.



Optus Queensland Senior Director Major Accounts, Vlad Rozov says Brisbane is a key strategic focus.

“We see Brisbane as a future-forward city. Optus is here to empower businesses, enhance lifestyle, and contribute to a lasting legacy. Our investment reflects our belief in Brisbane’s potential, today and for decades to come.”

With continued population growth, major infrastructure projects, and the countdown to the 2032 Games, Optus is proud to be helping shape a connected legacy for Brisbane – where technology and lifestyle intersect to create smarter, stronger communities.

### HIGHLIGHT



## Brisbane is embracing AI with characteristic collaboration.

Artificial intelligence is reshaping the global economy – and Brisbane is leaning into the opportunity with its trademark spirit of collaboration. As AI accelerates productivity across the professional services sector, Brisbane is actively building capability through partnerships between business, government and academia.

A standout example is the Queensland AI Hub, which brings together the state’s leading universities, government agencies and industry leaders to promote AI adoption through targeted programs and events.<sup>143</sup>

At the commercial frontier, Brisbane is home to more than 110 AI companies, with clusters emerging in the city centre and Fortitude Valley.<sup>144</sup> This growing ecosystem includes standout success stories such as Max Kelsen, which was recently acquired by Bain & Company’s Advanced Analytics Group.<sup>142</sup>

# Experience Economy

Brisbane's tourism, events, arts and entertainment sectors are propelled by a range of powerful growth drivers.

Nation-leading growth in hospitality, and a Total Visitor Expenditure (TVE) of \$13.7 billion in 2024,<sup>145</sup> is fuelling Brisbane's experience economy – now one of the fastest-growing in the country.

Total Visitor Expenditure  
Brisbane Tourism Region 2024

\$13.7<sup>B</sup>

Sources: National Institute of Economic and Industry Research (NIEIR), 2024, Greater Brisbane, provided by Brisbane City Council; Tourism Research Australia, Australian Bureau of Statistics.

41%

10-year real growth  
forecast (2021–2031)

129,000

Workers in 2024

## Why Brisbane for the experience economy?

- Global spotlight: The 2032 Olympic and Paralympic Games, along with accolades from outlets like The New York Times, are boosting Brisbane's international appeal.
- Nation-leading momentum: A growing population, increased visitation and innovative business models are driving sector-leading growth in Brisbane's experience economy.
- Infrastructure unlocking access: An \$11.1 billion Greater Brisbane experience economy major projects pipeline is enabling continued tourism growth.
- Tourism on the rise: Brisbane has recorded the strongest tourism growth in Australia since COVID, with revenue per available room (RevPAR) outstripping the nation.

## What's hot in the experience economy?

- Events powering the pipeline: Brisbane's events sector is accelerating, with \$811 million in events secured for future years and \$359 million generated by events in 2024–2025.<sup>146</sup>
- Demand for new experiences: Brisbane is capitalising on surging demand for eco-tourism, with nature-based activities soaring by 85% over the past decade. Its rivers, parklands, and cultural experiences present a vibrant opportunity for immersive and sustainable growth.
- Hotel Industry: Queensland anticipates needing 40,000 new hotel rooms by 2045 to keep up with predicted demand, making the region primed for investment.
- Greater connectivity: New flights from international markets are expected to deliver an additional 267,000 room nights in Brisbane by the end of 2026, driving occupancy to 81%.

# Experience Economy

## Brisbane tourism is nation leading.

### Brisbane maintains the strongest revenue per available room (RevPAR) growth

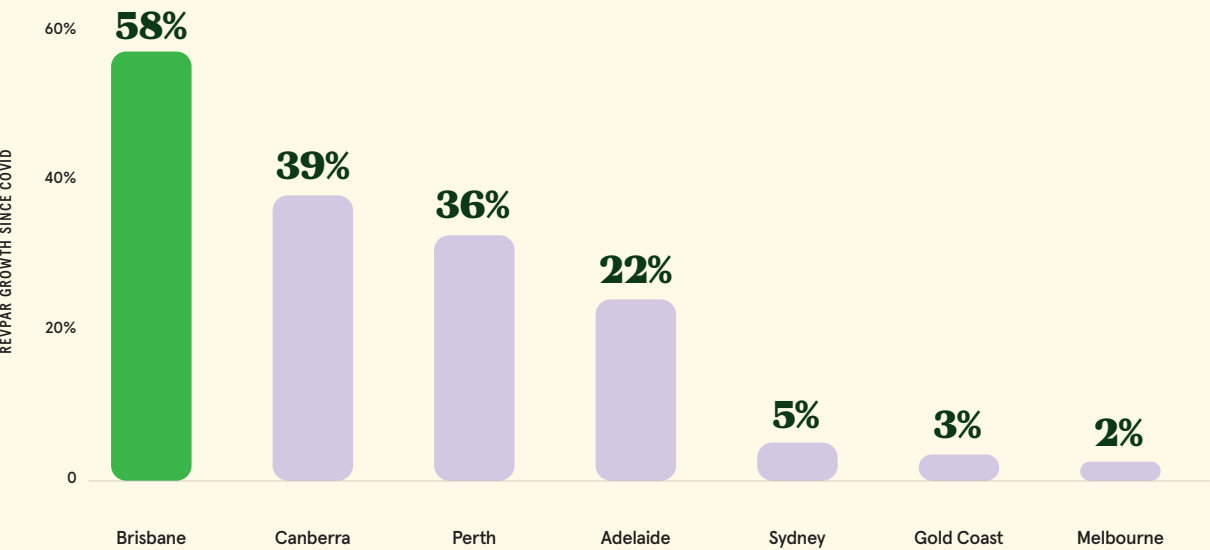


Figure 29: Growth in revenue per available room (revPAR) between September 2019 and September 2024.  
Source: STR & Savills Research.<sup>148</sup>

Tourism is a major driver of Brisbane's nation-leading growth in the experience economy, spanning hospitality, accommodation and events.<sup>3</sup> Defined by a fresh and bold destination brand, Brisbane has emerged as Australian tourism's growth stock.

This surge in visitation is also boosting business performance. Over the past five years, Brisbane led the nation with a 58% increase in revenue per available room (RevPAR)<sup>149</sup> (Figure 29), and is one of only two Australian capitals to have grown its occupancy rate during that period.<sup>150</sup> With the 2032 Brisbane Olympic and Paralympic Games on the horizon, Brisbane's RevPAR rates are expected to rise and attract strong hotel investment. Forecasts suggest Queensland could require an additional 40,000 rooms by 2045.<sup>151</sup>

Brisbane is investing to meet this growth. Brisbane Airport's parallel runway system and 24/7 operations offers capacity in line with major hubs like Singapore and Hong Kong. A \$5 billion airport investment pipeline is underway,<sup>152</sup> alongside the \$177 million International Cruise Terminal, which has welcomed over two million passengers since opening in 2022.<sup>153</sup>

This new access infrastructure is enabling aviation growth and fuelling hotel performance. New flights from international markets are expected to deliver an additional 267,000 room nights sold by the end of 2026, taking occupancy to 81% in Brisbane.<sup>147</sup>

Brisbane continues to strengthen its position as a leading destination for attracting and hosting high-calibre business events.

The Brisbane Convention & Exhibition Centre was named the world's best convention centre by the International Association of Convention Centres from 2016 to 2018, and runner-up from 2020 to 2022.<sup>154</sup> Complementing this, the Royal International Convention Centre is a key venue within the Brisbane Showgrounds precinct, which is undergoing a transformative \$2.9 billion regeneration to fuel long-term growth in events, lifestyle and innovation.<sup>155</sup> Together, these precincts attract high-value business events delegates and event-goers, driving demand across Brisbane's thriving experience economy.



# Experience Economy

## Brisbane’s experience economy is turning heads.

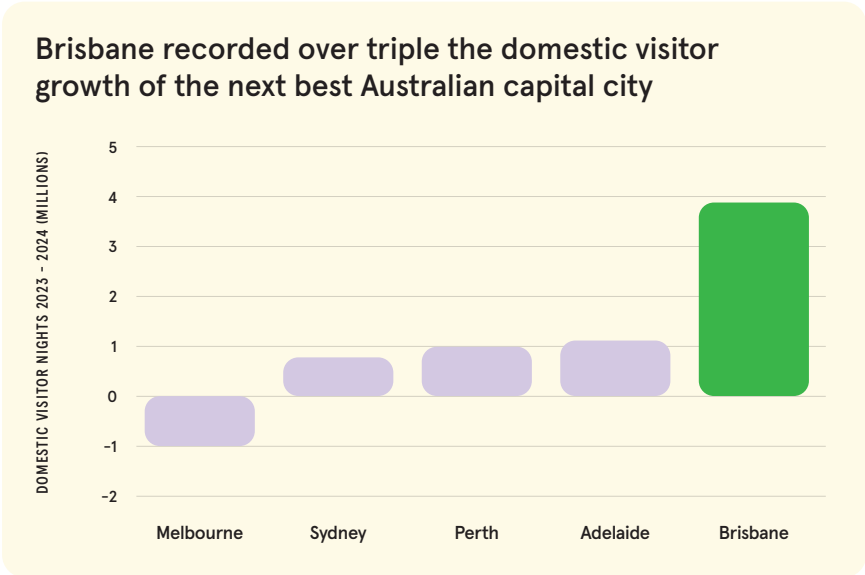


Figure 30: 2023 – 2024 growth in domestic visitor nights.  
Source: Tourism Research Australia.

Brisbane’s experience economy is accelerating, earning global recognition for its bold and innovative approach to hospitality, events and leisure.<sup>3</sup> This growth is enriching life for locals while attracting international attention, opening up new opportunities across the tourism sector. Backed by a statewide tourism plan – Destination 2045,<sup>151</sup> Brisbane’s tourism industry is supported by a 129,000 strong workforce, and the experience economy is projected to grow by over 41% to 2031.<sup>6</sup> Australians are already catching on. In 2023–24, Brisbane’s domestic visitor growth outpaced all other major capitals combined (Figure 30),<sup>156</sup> cementing the city’s reputation as a destination of choice and a key player in the nation’s tourism future. In Brisbane, quality and differentiation have delivered a competitive edge that drives tourism, delivers value for locals and expands opportunities across the experience economy. This is powered by the diversity of offerings across Brisbane’s four distinct experience zones – Bay, City, River and Hinterland – each offering its own appeal and opportunities for tourism.

Brisbane’s standout experiences have earned global recognition, with Time Magazine and The New York Times naming the city as a top travel destination in 2023 and 2024 respectively.<sup>157</sup> It’s also home to The Calile Hotel, crowned Best Hotel in Oceania,<sup>28</sup> and Supernormal Brisbane, featured on Condé Nast Traveler’s 2025 Hot List of the world’s best new restaurants. Brisbane’s renowned cafe culture continues to impress, with local favourite Coffee Anthology named the world’s 8th best café in 2025.<sup>159</sup> Over the last ten years, Brisbane’s sporting and cultural sectors have experienced remarkable growth of 76%, yet opportunities for further development remain. The city has fewer tourist attractions per visitor than comparable cities, presenting an opportunity for businesses to enter the experience economy or expand their footprint to meet demand.

“Food, art, and vertiginous views in a city gearing up for its Olympic moment.”

– New York Times, 2024

CASE STUDY



### Mt Coot-tha Precinct – A Flagship Eco-Tourism Opportunity.

Brisbane City Council has launched a vision to transform Mount Coot-tha — one of the city’s most iconic natural assets — into a premier eco-tourism and lifestyle destination. Spearheaded by Brisbane Sustainability Agency (BSA), the project will balance environmental preservation with innovative tourism experiences, such as a 170-kilometre Brisbane Wilderness Trail, sustainable glamping retreats, and revitalised attractions including the Botanic Gardens and Sir Thomas Brisbane Planetarium. This 20-year initiative aligns with Brisbane’s thriving visitor economy and leverages momentum from the 2032 Olympic and Paralympic Games to attract international tourism, extend visitor stays, and create cross-sector jobs. The project will unlock private and public investment, improve recreational infrastructure, and contribute to Brisbane’s broader vision for a \$275 billion economy by 2041. Mt Coot-tha is set to become a flagship destination blending environmental restoration with economic growth.

CASE STUDY

### Brisbane, a global launchpad for homegrown Circa.

Circa is redefining circus by blending artistic expression with athleticism, carving out a bold new space in prestigious art venues typically reserved for more traditional forms. With its distinctive performances, the company has flourished on both the domestic and international stage, performing in 131 cities in the past year. Brisbane’s collaborative environment, robust cultural infrastructure and strong demand for performance make it an ideal launchpad for Circa. The company has collaborated with many other performing arts organisations within the city, all of which share the same commitment to innovation and experimentation. This creative culture, alongside an affordable cost base, gives Brisbane a clear edge. As Executive Director Shaun Comerford puts it; “You can create new things in Brisbane, be innovative and take risks that you can’t elsewhere”. With Brisbane’s tourism sector booming and the new Glasshouse Theatre joining Queensland Performing Arts Centre, the stage is set for bold creatives to capture growing audiences – both local and global.



© What Will Have Been by Circa. Photo by Jamie Williams





## Quantum Computing

Brisbane is uniquely positioned to lead the quantum revolution, as Australia's quantum sector expands toward a projected \$2.2 billion by 2030.<sup>160</sup>

Australia already punches above its weight, attracting 3.6% of global venture capital in quantum – more than double its 1.6% share of global Gross Domestic Product.<sup>161</sup> Among Australian cities, Brisbane stands out as the country's quantum capital, with over \$1 billion in publicly committed funding (Figure 31).<sup>162</sup> This includes a landmark \$940 million joint investment to bring PsiQuantum's Asia-Pacific headquarters – and the world's first utility-scale quantum computer – to the city.

But scaling a quantum sector requires more than investment. Brisbane's large health sector is already applying quantum tools to observe biological processes and transform human understanding of life. Queensland's mining, energy and space industries are expected to follow suit – using quantum computing to locate new mineral deposits, and improve satellite-based Earth observation.<sup>163</sup>

Government is backing Brisbane's quantum prowess through the Queensland Quantum and Advanced Technologies Strategy and National Quantum Strategy, with annual tracking via the State of Australian Quantum Report, launched in 2024.

Brisbane is also home to two of Australia's four Quantum Centres of Excellence – the ARC Centre of Excellence in Quantum Biotechnology and the ARC Centre of Excellence for Engineered Quantum Systems – both based at The University of Queensland, which also offers Australia's first Master of Quantum Technology.

This thriving ecosystem is nurturing global leaders like PsiQuantum, Xanadu and IBM – with Brisbane providing the talent and infrastructure to help power the world's quantum future.

### Quantum funding is concentrated in Queensland

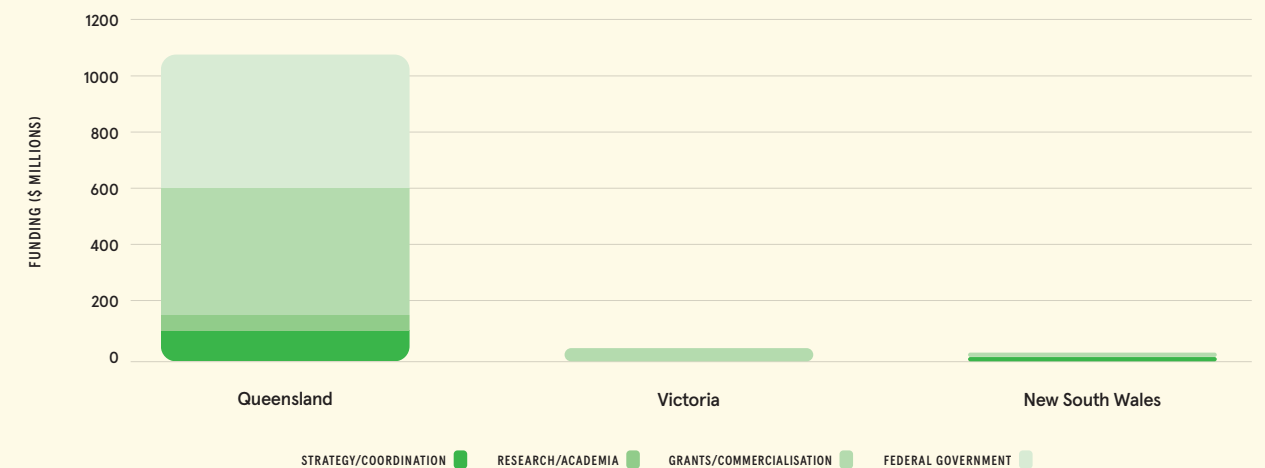


Figure 31: Publicly announced quantum funding, by Australian State Governments.  
Source: State of Australian Quantum report.

Note: Figures are estimated based on publicly announced funding in State of Australian Quantum report. Excludes \$130 million Queensland Venture Capital Development Fund, which is listed in the State of Australian Quantum report.

### CASE STUDY

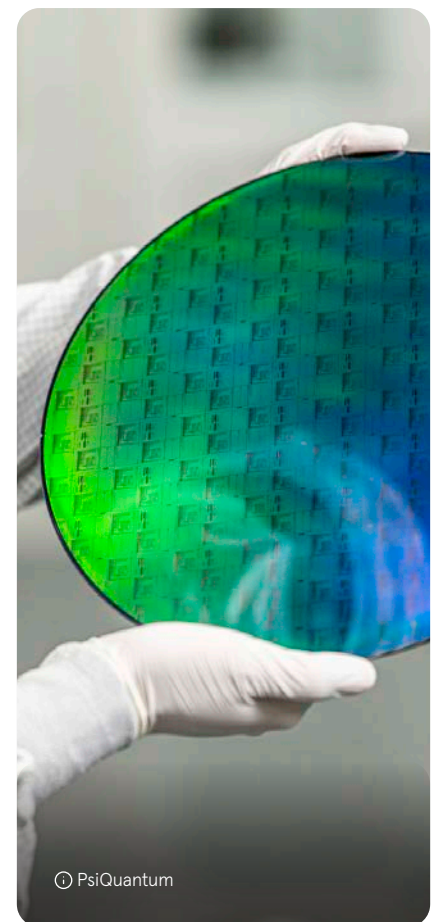
## PsiQuantum returns to Brisbane: Home of groundbreaking quantum innovation.

PsiQuantum has chosen Brisbane as the site for the world's first utility-scale quantum computer – a revolutionary technology capable of solving problems beyond the reach of today's most advanced supercomputers. This landmark project positions Brisbane at the forefront of the global quantum revolution, with the potential to transform industries from energy and pharmaceuticals to materials science.

With two of its founders having ties to The University of Queensland, PsiQuantum achieved its early breakthroughs within Brisbane's knowledge corridor. Now, operating from its California headquarters, the company is returning to Brisbane to leverage the city's skilled workforce, high-tech construction capability, and strategic advantages in transport and logistics.

The facility will be built in the Brisbane Airport precinct – chosen for its scale, connectivity and access to global trade routes.

PsiQuantum's investment signals strong confidence in Brisbane's long-term vision. "When we engaged with local stakeholders, there was a clear vision to grow a quantum and advanced technology sector here," says Professor Geoff Pryde, PsiQuantum Australia's Chief Technical Director. "Brisbane and Queensland were forward-leaning in their approach, and they understood the long-term benefits – not just for research and innovation, but for job creation, economic growth, and positioning the region as a leader in a critical technology".





## Emerging Sectors

### Creative industries and the startup ecosystem.

© Fortitude Music Hall

## Cutting edge creative industries

Brisbane's creative industries are thriving, thanks to a new wave of local artists and production companies. Ludo Studio's *Bluey* – created in Brisbane and set against its familiar backdrops – is now the most streamed television show in the world.<sup>166</sup> In early 2024, Netflix's adaptation of *Boy Swallows Universe* ranked fifth in global viewership, bringing Trent Dalton's 1980s Brisbane to millions of people.<sup>167</sup> The city also hosts leading post-production companies such as Alt.VFX.

Music is another creative strength and nowhere is it more alive than in Fortitude Valley. Here, dozens of live music venues are located only a stone's throw from dining and public transport, creating a music precinct that rivals those in some of the world's largest cities.<sup>27</sup> Brisbane's night economy is set to grow even further with Powderfinger bass guitarist and Brisbane Economic Development Agency board member John Collins appointed as Queensland's first Night-Life Economy Commissioner.<sup>168</sup>

The city's creative pipeline is strong, supported by:

- Queensland University of Technology, with a world-leading Bachelor of Creative Industries.
- Griffith Conservatorium, one of Australia's top performing arts institutions.<sup>169</sup>
- Griffith University's animation degree, ranked second in Australia and top 10 globally.<sup>170</sup>

## Startup Ecosystem

Brisbane startups are blazing trails across a multitude of industries, crafting the future's products and services.

The city broke into the global top 40 startup ecosystems in 2024, driven by an 81% growth in ecosystem value over the past two years, nearly double the global average.<sup>171</sup>

This momentum is backed by a robust investor network. Local angel investors, Brisbane Angels and AngelLoop, are achieving strong returns by backing Brisbane's best ideas. Since inception, Brisbane Angels has returned 19.25%, against 15.9% from the Australian Private Equity and Venture Capital Index.<sup>172</sup>

Venture capital is also on the rise. The Queensland Venture Capital Development Fund (VCDF), created in February 2024, is administered by the Queensland Investment Corporation (QIC) and partners with VCs to accelerate, develop and enhance the venture capital industry in Queensland.<sup>173</sup>

Brisbane businesses are further supported by the Brisbane Business Hub (BBH) – a resource hub and capability builder with complimentary workshops, events and mentoring from industry leaders.

Brisbane's commitment to future-focused innovation is also reflected in emerging sectors like advanced air mobility. In 2024, the Council of Mayors (SEQ) signed a Memorandum of Understanding (MOU) with an autonomous air mobility provider, Wisk Aero, to explore the future of electric air taxis in the region. This partnership reflects Brisbane's openness to bold ideas and next-generation technology – reinforcing its position as a launchpad for transformative industries.





# Brisbane is alive with opportunity.

## Want to be part of Brisbane's growth story?

As a key growth engine of the Queensland and Australian economies, Brisbane offers unbeatable opportunity and unstoppable momentum. Business, investors, and global talent will continue to choose the city for its economic and lifestyle opportunities. Brisbane Economic Development Agency invites you to be a part of this future and welcomes enquiries from firms and potential partners in Brisbane and around the world, to discuss how you can make your vision a reality in Brisbane.

### About Brisbane Economic Development Agency

Brisbane Economic Development Agency drives sustainable economic growth for our city. As Brisbane's champion, we collaborate with stakeholders to enhance the city's reputation globally, drive visitation and attract investment.

### Get in touch

e: [investmentattraction@brisbane-eda.com.au](mailto:investmentattraction@brisbane-eda.com.au)  
p: +61 7 3006 6200  
w: [choose.brisbane.qld.au](http://choose.brisbane.qld.au)



# Appendix

# Glossary

## Key business costs by Australian capital city

CITY	RENTS	ELECTRICITY <sup>5</sup>	PAYROLL TAX
Brisbane	\$506/sqm	30.76c/kWh	4.75% \$6,500,000 or less 4.95% more than \$6,500,000 <i>Annual threshold \$1,300,000</i>
Sydney	\$1038/sqm	38.30c/kWh	5.45% <i>Annual threshold \$1,200,000</i>
Melbourne	\$496/sqm	29.22c/kWh	4.85% <i>Annual threshold \$900,000</i>
Perth	\$467/sqm	30.7c/kWh	5.5% <i>Annual threshold \$1,000,000</i>
Adelaide	\$326/sqm	36.15c/kWh	4.95% <i>Annual threshold \$1,500,000</i>
Source	JLL, 2025	ACCC, 2024; WA 2025	Australian Revenue Offices for the States and Territories of Australia, 2024

Average small business customer effective prices at the state level in cities in the NEM (Brisbane, Sydney, Melbourne, Adelaide). Regulated non-contestable small business tariff for Perth (WA).

## ANZSIC Naming Conventions

REPORT SECTOR NAME	ANZSIC 1 DIGIT
Health Ecosystem	Health Care and Social Assistance
Building Economy	Construction
Transport and Logistics	Transport, Postal and Warehousing
Advanced Manufacturing	Manufacturing
Knowledge Economy	Professional, Scientific and Technical Services Financial and Insurance Services
Experience Economy	Accommodation and Food Services Arts and Recreation Services

ABBREVIATION	FULL NAME
AI	Artificial intelligence
ARM Hub	Advanced Robotics for Manufacturing Hub
ASX	Australian Securities Exchange
AWS	Amazon Web Services
BCC	Brisbane City Council
BEDA	Brisbane Economic Development Agency
BioTech	Biotechnology
BRT	Bus rapid transit
BSA	Brisbane Sustainability Agency
CSIRO	Commonwealth Scientific and Industrial Research Organisation
EdTech	Educational technology
ESG	Environmental, Social and Governance
FY	Financial year
GDP	Gross domestic product
GoMA	Gallery of Modern Art
GRP	Gross regional product
JGA-S	Japan-Guam-Australia South (cable)
MBA	Master of Business Administration
MedTech	Medical technology
OECD	Organisation for Economic Co-operation and Development
PAH	Princess Alexandra Hospital
QAG	Queensland Art Gallery
QPAC	Queensland Performing Arts Centre
QUT	Queensland University of Technology
R&D	Research and development
RevPAR	Revenue per available room
RNA	Royal National Agricultural and Industrial Association of Queensland
TAFE	Technical and Further Education
TRI	Translational Research Institute
U.S.	United States of America
UQ	The University of Queensland







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