

# Plan your Brisbane

## CIP 2019

**Dy Currie**  
**Chief Planner**

Brisbane's  
Future Blueprint.

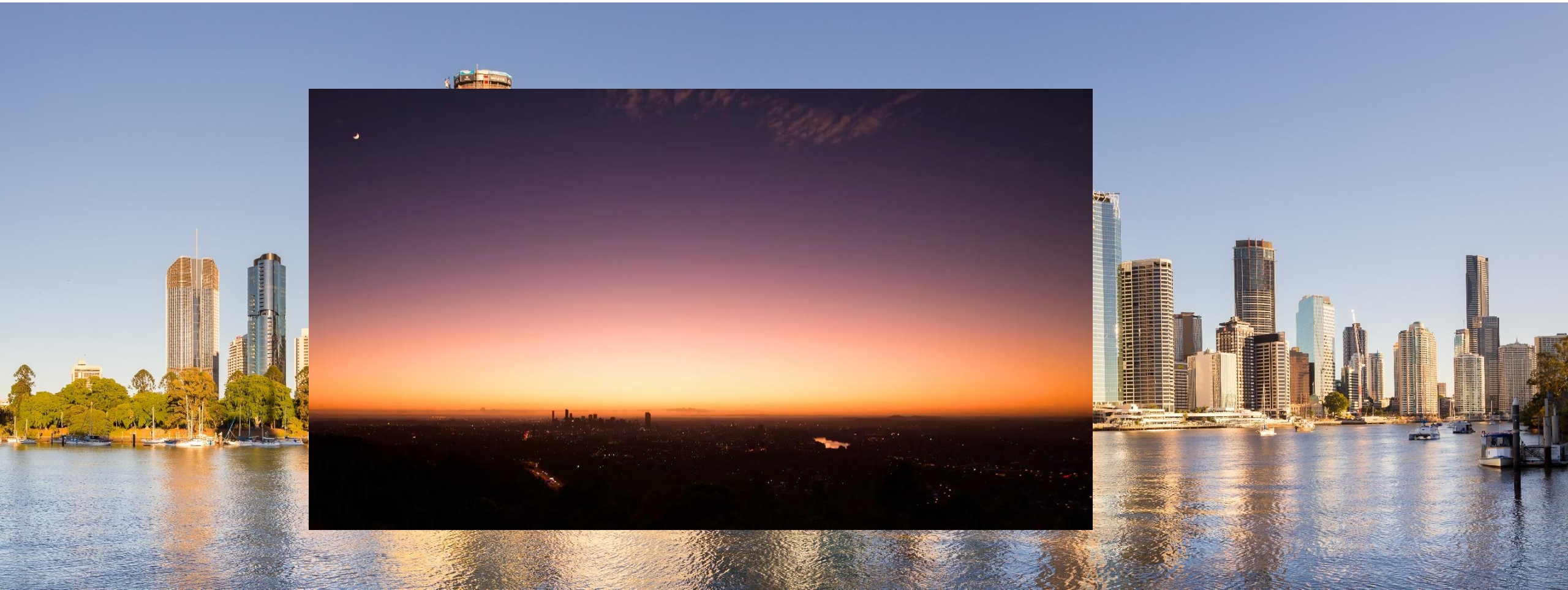


*Dedicated to a better Brisbane*

# Overview

- A look at the Plan Your Brisbane project
- High engagement levels
- Policy Outcomes
- Lets play the game
- How else can we use this type of technology?





<https://www.youtube.com/watch?v=d6hvZFzsfoQ&app=desktop>

# The Challenge

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By 2041, Brisbane will need to cater for an extra 386,000 residents. That means Brisbane is growing by more than 1300 people each month.

As our city grows, Brisbane City Council is committed to working with the community to carefully plan for our future, to make sure our city thrives as a friendly and liveable place for future generations.



**386,000**  
more residents  
by 2041\*



\*according to Queensland Government's  
South East Queensland Regional Plan 2017.

# The citywide engagement involved four phases:

## Phase 1

Sep 2017 to Feb 2018

- Understanding what residents most loved about the city
- Emphasis on reaching a broad audience and demographic
- Finding out what's important to Brisbane residents

## Phase 2

Feb 2018 to early April 2018

- Launched the engagement campaign and the Plan Your Brisbane game
- The game used series of scenarios to help show some of the important choices to be made when planning Brisbane's future. Some of these choices involve trade-offs and decisions about priorities.
- Explored four key themes: **lifestyle, greenspace, transport & affordability**

## Phase 3a

Mid April – May 2018

- Interim phase to maintain momentum and continue the conversation.

## Phase 3b

June – July 2018

- Informing the Brisbane community of the charter and the results of the citywide engagement, and closing the loop.

# Phase 2 Encouraging Participation

## Plan your Brisbane

Shape our city's next  
exciting chapter.

 [Plan your Brisbane](#)



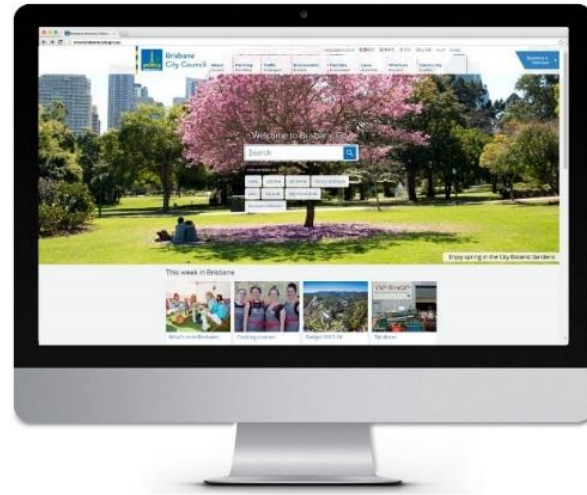
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# Phase 1 Exploring ideas

## Invitation for community participation



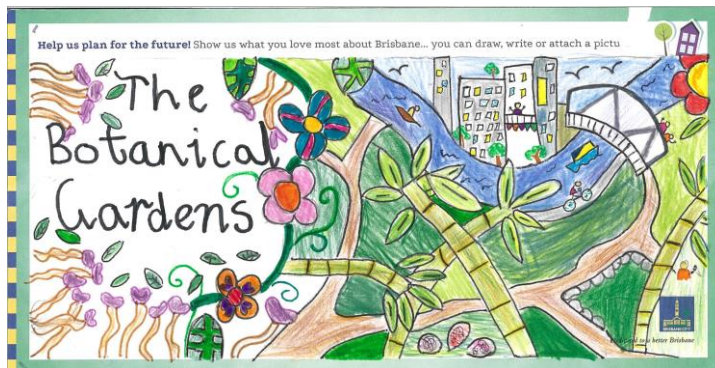
# Phase 1



20,000+ web hits  
5200 survey responses



86 pop-up events in 76 days



2000+ postcards from students  
32 school activity sessions



150 residents at  
Intergenerational Forum



# Phase 2

## Encouraging Participation

### Plan your Brisbane

Shape our city's next exciting chapter.



Plan your Brisbane



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# Media used

## Broadcast



## Outdoor/Cinema



## Online



[brisbanetimes.com.au](http://brisbanetimes.com.au)



## Direct Mail



# Media placement examples



# Phase 2 other activities



# The game

The screenshot shows the 'Plan Your Brisbane' interactive game interface. At the top left is the Brisbane City Council logo. The main title 'PLAN YOUR BRISBANE' is displayed in a blue and green box. Below it, a score counter shows 'GET TO 1000' with the current score '0565'. The central area features an isometric city map with various buildings, roads, and green spaces. A callout box on the map reads 'MORE PUBLIC GREENSPACE'. On the left, the 'YOUR PLAN' section shows three building types with their respective counts: 5 tall buildings, 6 medium buildings, and 3 small houses, each with minus and plus buttons. On the right, the 'OUTCOMES' section displays four progress indicators: LIFESTYLE (yellow), TRAVEL TIME (blue), GREENSPACE (green), and AFFORDABILITY (orange). At the bottom center, there is a button that says 'HAVE YOUR SAY →'.

# Plan your Brisbane game – Desktop version

**Brisbane City Council**

**PLAN YOUR BRISBANE**

Brisbane is a great place to live, work and relax. It's no wonder our city is growing, with more people than ever wanting to call Brisbane home.

**By 2041, Brisbane will need to cater for an extra 386,000 residents. That's more than 1000 people moving to Brisbane each month.**

Source: Queensland Government's South East Queensland Regional Plan 2017

**NEXT →**

# Plan your Brisbane game – Desktop version

**GET TO 1000**  
0100

**NEW BAKERY**

**100 PEOPLE HOUSED**

**YOUR PLAN**

- 1 [Building icon] [-] [+]
- 0 [Building icon] [-] [+]
- 4 [Building icon] [-] [+]

**OUTCOMES**

- LIFESTYLE
- TRAVEL TIME
- GREENSPACE
- AFFORDABILITY

**+2%** LIFESTYLE  
**-3%** TRAVEL TIME  
**-3%** GREENSPACE  
**-7%** AFFORDABILITY

+ A new bakery and a new nail salon opened.

- There are fewer local bushwalks. Travel takes longer. Affordability has decreased.

**HAVE YOUR SAY →**

# Plan your Brisbane game – Desktop version

The image shows a desktop version of a city planning game for Brisbane. The central focus is a 3D isometric view of a city with various buildings, roads, and green spaces. In the top left, a score counter displays 'GET TO 1000' and '0865'. To the left of the city is a 'YOUR PLAN' panel with three building icons, each with a number (9, 4, 9) and a minus/plus control. To the right is an 'OUTCOMES' panel with four progress indicators: LIFESTYLE (yellow), TRAVEL TIME (dark blue), GREENSPACE (green), and AFFORDABILITY (orange). At the bottom center is an orange button that says 'HAVE YOUR SAY →'. The background features a smiling sun, smiling clouds, and a city skyline with a bridge and a Ferris wheel.

GET TO 1000  
0865

YOUR PLAN

9

4

9

OUTCOMES

LIFESTYLE

TRAVEL TIME

GREENSPACE

AFFORDABILITY

HAVE YOUR SAY →



# Plan your Brisbane game



The screenshot shows a game interface with a central pop-up window. The background is a light blue grid with various icons and text. The pop-up window has a green header that says "WELL DONE!". Below the header, there are four circular progress indicators arranged in a 2x2 grid. The top-left indicator is yellow and labeled "LIFESTYLE". The top-right indicator is blue and labeled "TRAVEL TIME". The bottom-left indicator is green and labeled "GREENSPACE". The bottom-right indicator is orange and labeled "AFFORDABILITY". To the right of these indicators, there is a text box with the heading "You Did It!" and a paragraph of text. Below the text box, there is a button that says "HAVE YOUR SAY →". At the bottom of the pop-up, there are two buttons: "← PLAY AGAIN" and "SHARE" with social media icons for Facebook and Twitter. To the right of the "SHARE" button is an "EMAIL" button with an envelope icon. The background interface includes a "PLAN YOUR BRISBA" header, a "GET TO 10" goal, a "YOUR PLAN" section with a building icon and a number "8", and an "OUTCOMES" section with four circular progress indicators labeled "LIFESTYLE", "TRAVEL TIME", "GREENSPACE", and "AFFORDABILITY". A "HAVE YOUR SAY →" button is also visible at the bottom of the background interface.

**WELL DONE!**

**1010**  
PEOPLE HOUSED

LIFESTYLE TRAVEL TIME

GREENSPACE AFFORDABILITY

**You Did It!**

You housed everyone while considering the outcomes that are important to all of us. With so many people wanting to call Brisbane home, housing them involves a genuine conversation about trade-offs and priorities. By having your say, you're helping us develop a Charter of Principles that will guide Brisbane's future.

Together, we can make sure growth is managed well, with more housing choices, better services, more jobs, new lifestyle opportunities and access to more greenspace.

Are you happy with your plan?

**HAVE YOUR SAY →**

Want to try for a different outcome?

**← PLAY AGAIN**

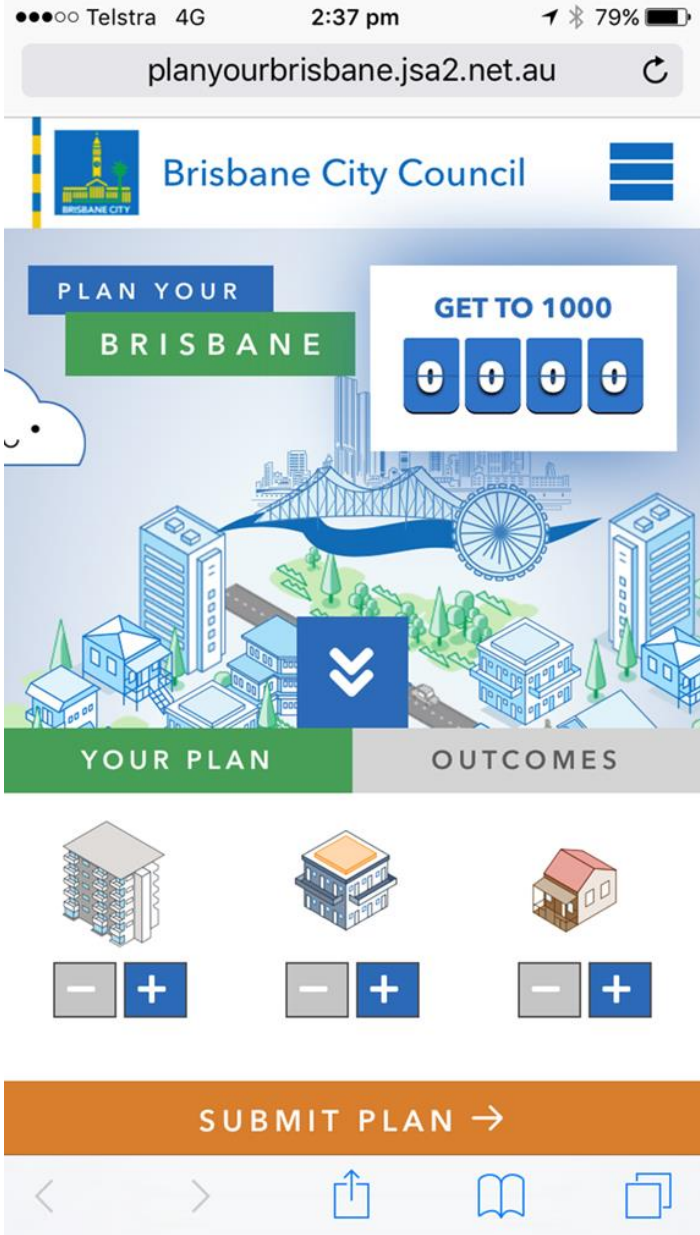
I'm happy with my plan for Brisbane. Have your say.

**SHARE**

**EMAIL**

**HAVE YOUR SAY →**

# Plan your Brisbane game – Mobile version





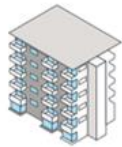
Brisbane City Council



PLAN YOUR BRISBANE

GET TO 1000

YOUR PLAN OUTCOMES



SUBMIT PLAN →



PLAN YOUR BRISBANE

GET TO 1000  
0565

**YOUR PLAN**

- 5 - +
- 6 - +
- 3 - +



**OUTCOMES**

- LIFESTYLE
- TRAVEL TIME
- GREENSPACE
- AFFORDABILITY

HAVE YOUR SAY →



# PLAN YOUR BRISBANE

GET TO 1000  
**0525**

**YOUR PLAN**

- 5
- +
- 3
- +
- 10
- +



**OUTCOMES**

- LIFESTYLE
- TRAVEL TIME
- GREENSPACE
- AFFORDABILITY

HAVE YOUR SAY →



PLAN YOUR

BRISBA

## WELL DONE!

1010

PEOPLE HOUSED



LIFESTYLE



TRAVEL TIME



GREENSPACE



AFFORDABILITY

Want to try for a different outcome?

← PLAY AGAIN

### You Did It!

You housed everyone while considering the outcomes that are important to all of us. With so many people wanting to call Brisbane home, housing them involves a genuine conversation about trade-offs and priorities. By having your say, you're helping us develop a Charter of Principles that will guide Brisbane's future.

Together, we can make sure growth is managed well, with more housing choices, better services, more jobs, new lifestyle opportunities and access to more greenspace.

Are you happy with your plan?

HAVE YOUR SAY →

I'm happy with my plan for Brisbane. Have your say.

SHARE

EMAIL



OUTCOMES



LIFESTYLE



TRAVEL TIME



GREENSPACE



AFFORDABILITY

HAVE YOUR SAY →

The background of the entire image is a repeating pattern of small, blue, stylized human figures. These figures are arranged in a grid that covers the entire area. In the center of this grid, the text "more than 100,000 did just that" is displayed in white. The number "100,000" is significantly larger than the other words, making it the focal point of the message. The text is centered horizontally and vertically within the grid.

more than  
**100,000**  
did just that

# What Brisbane loves most

Source: Phase 1 Online Survey

68% of people said 'Liveable and friendly' was Brisbane's greatest strength



Thank you to everyone who participated in the Plan your Brisbane events and activities

The graph describes the percentage of respondents who selected each option. Respondents could select up to three choices.



## Key themes that emerged



Source: All Plan your Brisbane engagement data

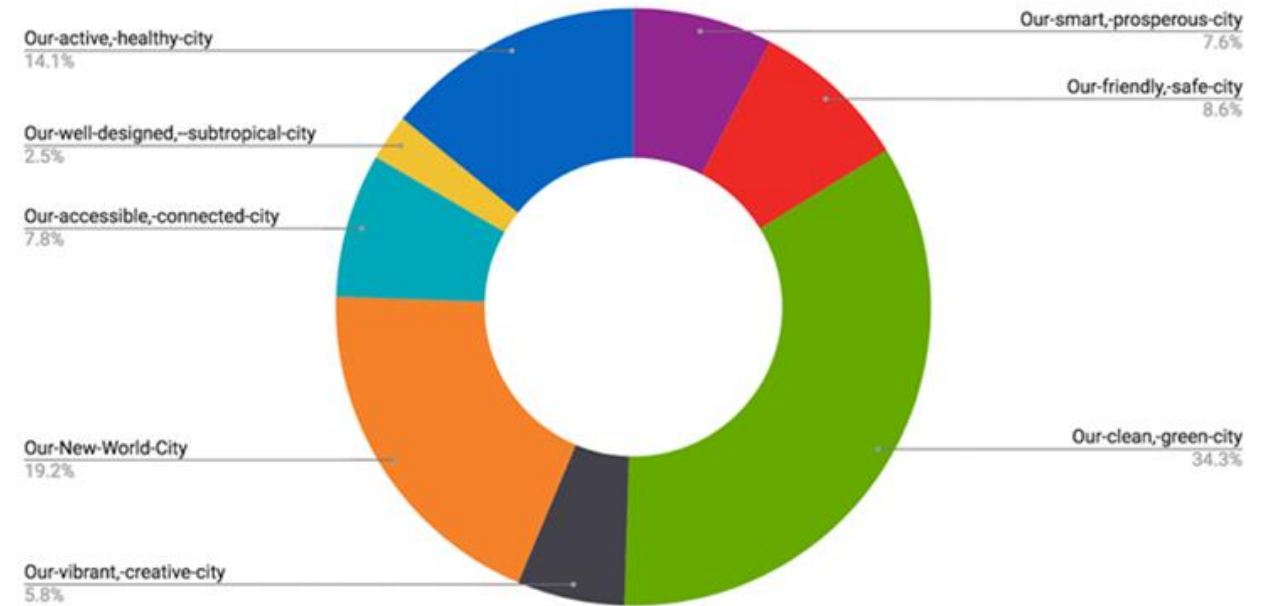
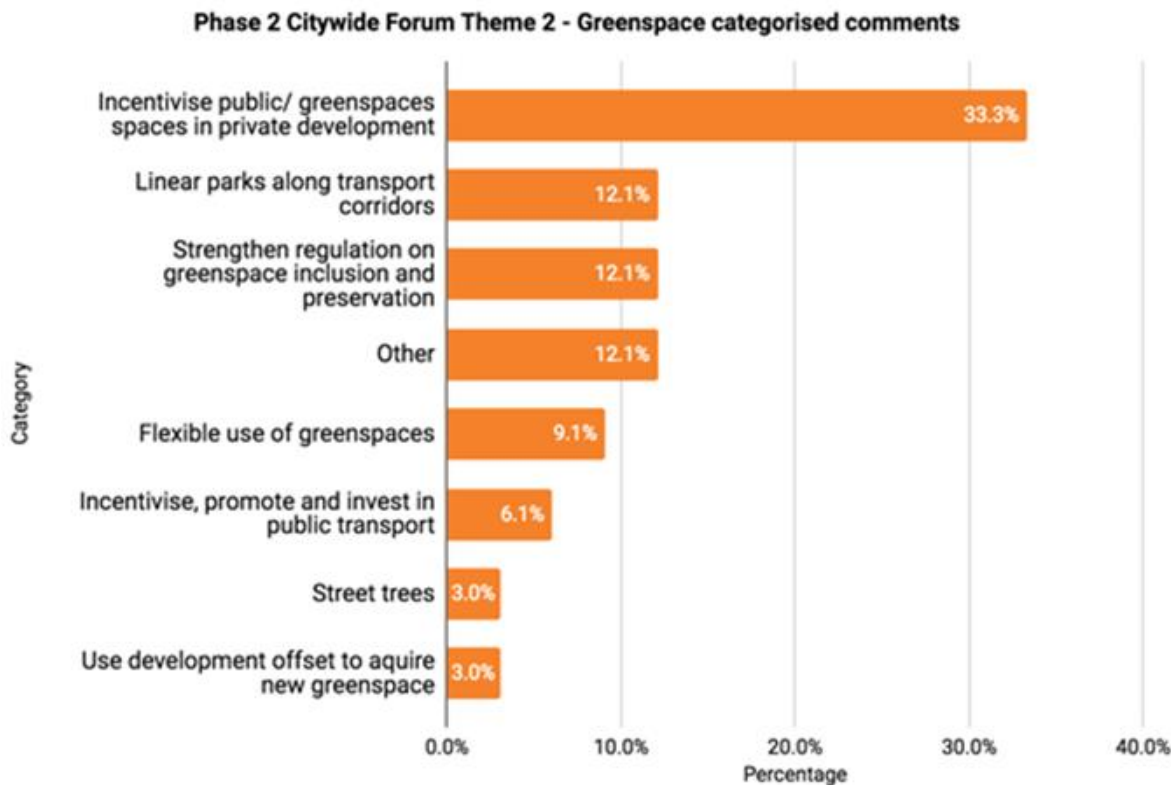
# Significant data

## 5.2.3 "My Brisbane My Place" School postcard competition

Student drawings were analysed against the Brisbane Vision. Our clean, green city emerged as the most common theme represented in the student drawings.

Graph 11 School postcard competition analysis against Brisbane Vision themes

My Brisbane My Place - School postcard competition, analysis against Brisbane Vision themes



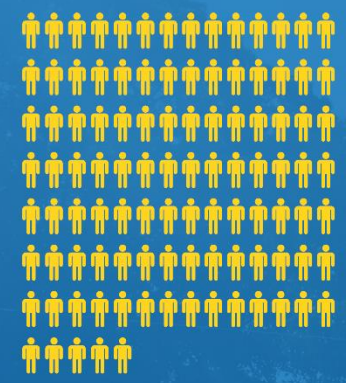
# Plan your Brisbane game outcomes



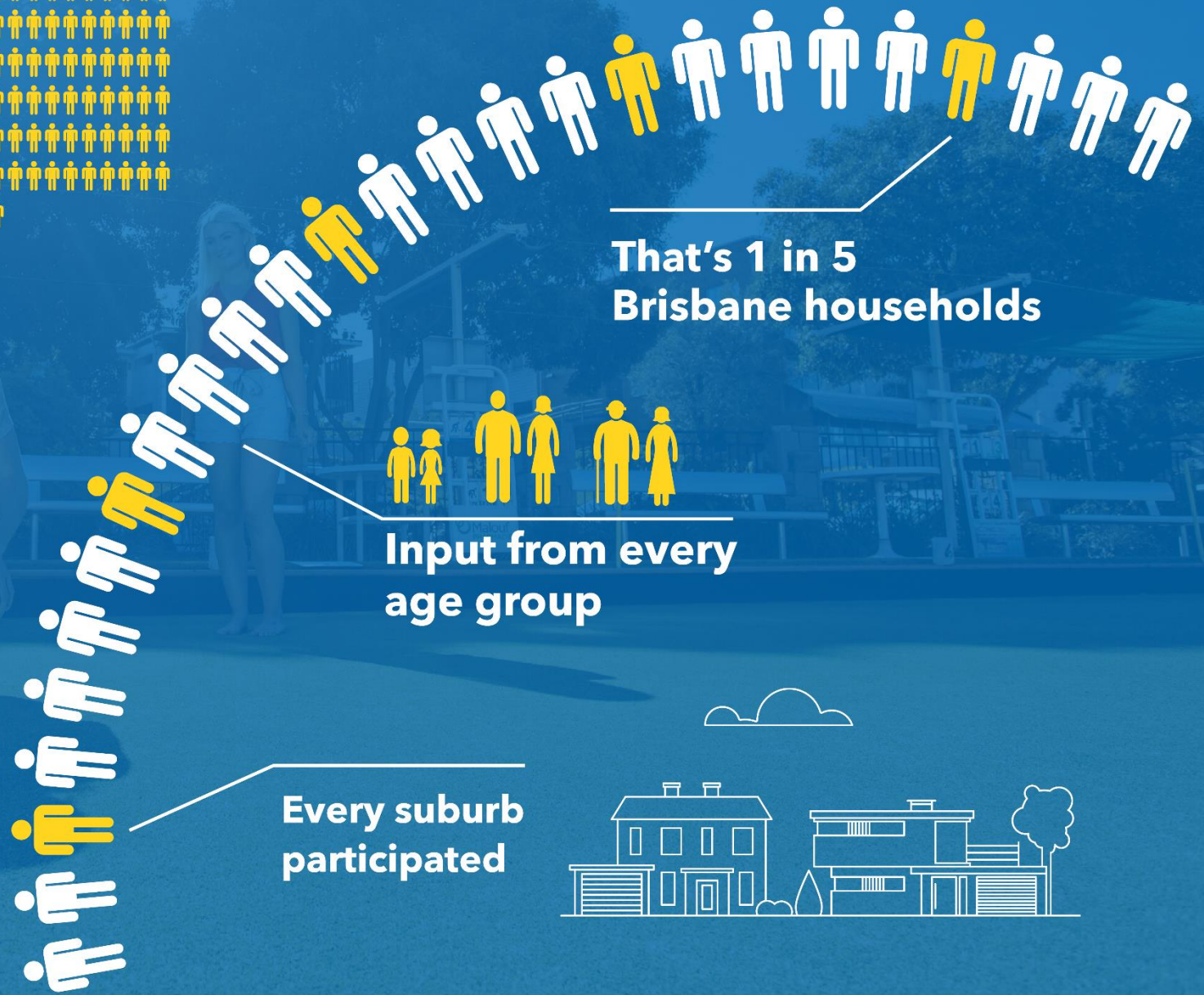
- Engagement - 82,654 unique Brisbane players.
- Interactions - 96,591 total Brisbane players.
- In addition to the users that submitted their game outcome, 5,627 users went on to complete the online survey that linked from the game.

# Phase 1 and 2 results

More than  
100,000  
residents had  
their say



15,000+  
ideas  
generated



That's 1 in 5  
Brisbane households



Input from every  
age group

Every suburb  
participated



# Phase 3a Interim Communication

**Our plan  
for Brisbane  
coming  
June 2018.**



More than  
**100,000**  
residents  
had their say

**Our plan for Brisbane  
coming June 2018.**

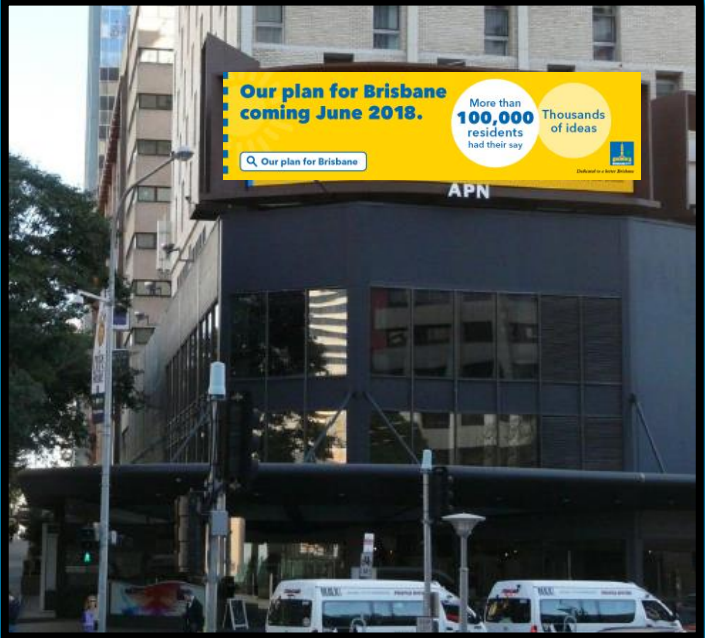
More than  
**100,000**  
residents  
had their say

Thousands  
of ideas

[Our plan for Brisbane](#)



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# Phase 3b Reporting the outcomes

## 8 principles to guide our city.

PRINCIPLE NUMBER TWO

**Protect  
and create  
greenspace**

 [Plan for Brisbane](#)



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## 8 principles to guide our city.

We invited residents to help shape our city's next exciting chapter. More than 100,000 people did just that. Together we've developed eight principles to guide decisions and make sure our city thrives.

Find out how we'll get there at [brisbane.qld.gov.au](http://brisbane.qld.gov.au)

 [Plan for Brisbane](#)



Create a city of neighbourhoods



Create more to see and do



Protect and create greenspace



Protect the Brisbane backyard and our unique character



Empower and engage residents



Give people more choice when it comes to housing



Ensure best practice design that complements the character of Brisbane



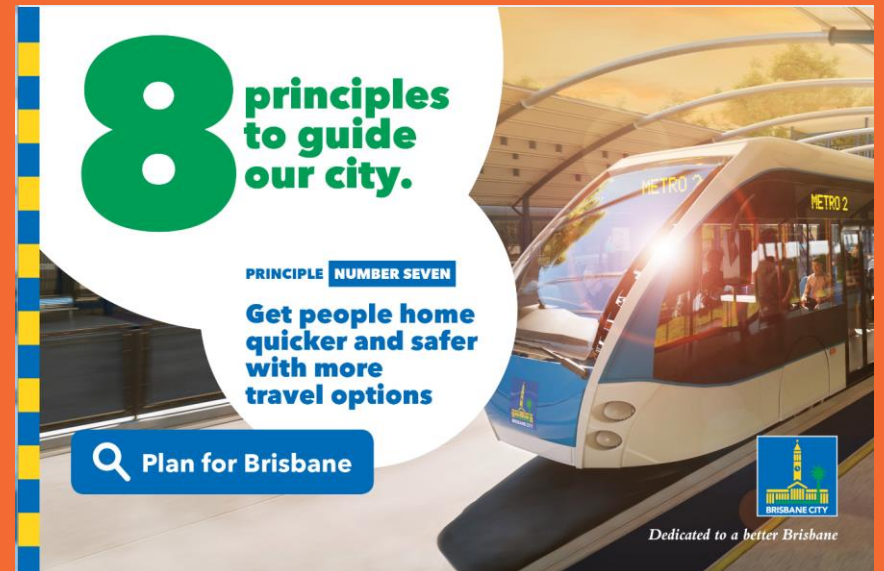
Get people home quicker and safer with more travel options

## 8 principles to guide our city.

PRINCIPLE NUMBER SEVEN

**Get people home  
quicker and safer  
with more  
travel options**

 [Plan for Brisbane](#)



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# Website

Brisbane City Council

Language support 简体中文 繁體中文 日本語 Tiếng Việt العربية

Planning & building Do (need approval) Applying and post approval Planning, guidelines and tools Buying, selling and searches

Home > Planning and building > Brisbane's future blueprint

## Brisbane's Future Blueprint

8 principles to guide our city.

Plan for Brisbane

eight principles

Brisbane is a great place to live, work, and relax – it's no wonder our city is growing. Together we've achieved a lot. We've created more lifestyle and leisure options and delivered better public transport while keeping Brisbane clean and green. But there's more work to be done.

As a community, we talked about Brisbane's future and asked some important questions about trade-offs and priorities.

More than 100,000 residents had their say

That's 1 in 5 Brisbane households

Every suburb in Brisbane participated

### Explore the principles

Together we developed a plan with eight principles to guide decisions and to ensure our friendly and liveable city thrives.

Create a city of neighbourhoods

Protect and create greenspace

# Television commercial





# Brisbane's Future Blueprint: a complement to existing Council visions, plans and strategies.



# Principles



- *Brisbane's Future Blueprint* will help Council to guide decisions around the city's future growth.
- The blueprint comprises eight principles and 40 clear actions to help us shape our exciting next chapter.
- All actions are set to start within the next 18 months.

# Create a city of neighbourhoods

Our diverse city is richer for its unique local communities. Rejuvenating these neighbourhoods and improving their amenity will ensure residents are close to the services they need and the lifestyle and leisure options they want.



"In the past, jobs were in factories, office towers, and CBDs. As the connectivity of our world increases, the need to decentralise cities is necessary. Work where we live, live where we work."

SAMUEL, ANNERLEY



## HOW WE'LL GET THERE

01

Improve the amenity of local retail villages with upgraded paths, trees, seating and lighting.

02

Partner with local businesses to bring unused space and laneways to life.

03

Bring more markets to the suburbs by expanding the Brisbane Food Trucks program.

Brisbane Food Trucks is an initiative that allows mobile food businesses to trade from Council land subject to obtaining a Gourmet Food Truck Approval ([bnefoodtrucks.com.au](http://bnefoodtrucks.com.au)).

04

Incentivise social enterprises and start-ups to locate in empty suburban shop fronts.

05

Expand the number of places people can celebrate Brisbane's outdoor lifestyle and have a drink while enjoying large public spaces.

# Protect and create greenspace

Keeping Brisbane clean and green will make our city liveable and sustainable for our children, and their children to follow. More greenspace will mean a healthier city with new places to relax as a community.



"Brisbane needs to have substantial amounts of greenspace and make better use of the river."  
JOHN, HAMILTON

## HOW WE'LL GET THERE

01

Protect and increase Brisbane's natural habitat from 37% to 40% by 2031.

02

Work with schools and P&Cs to open up ovals to community groups outside school hours.

03

Open up under-used public land for community sport and recreation.

04

Make it easier for new developments to include rooftop gardens and green open space.

Propose to amend *Brisbane City Plan 2014* to allow the addition of a rooftop amenity space while not being included as a 'storey' for the purpose of maximum storeys allowable for a new development.

05

Provide more shade trees around bus stops and along walkways.

# Create more to see and do

With growth comes more lifestyle and leisure opportunities across Brisbane, giving residents new ways to enjoy our subtropical city.



"I think Brisbane should have more entertainment options for kids and adults such as swimming and exercise to try and get people involved more."

TINA, GEEBUNG

## HOW WE'LL GET THERE

01

Create new community parks in Brisbane's suburbs with facilities for the local community to enjoy.

02

Bring new fresh food markets to Brisbane, including a new seafood market.

03

Bring our river to life with more access and infrastructure for recreation, tourism and events.

04

Make Mt Coot-tha a leisure and adventure precinct with a new zipline, picnic areas and trails.

05

Bring more festivals and markets to the suburbs.

# Protect the Brisbane backyard and our unique character

Our city's history and character is vitally important. Protecting Brisbane's way of life will mean our exciting future looks familiar, by retaining the things we love about our city. More choice for how residents live and relax will mean families can still choose to spend time in the quiet of their own yard.



"We have our own unique architecture to accommodate our tropical weather."

ANNE, FAIRFIELD

## HOW WE'LL GET THERE

01

Stop townhouses and apartments being built in areas for single homes.

Allow townhouses and apartments only on appropriately zoned land, such as medium density residential areas.

02

Ensure that suburban development fits in with its surroundings.

Audit Emerging Community land and rezone to Low Density Residential land where appropriate.

03

Preserve the space between homes by ensuring minimum setbacks on property boundaries.

Work with the Queensland Government to enforce minimum setbacks.

04

Protect our character and heritage by demanding greater enforcement powers and penalties from the Queensland Government.

# Ensure best practice design that complements the character of Brisbane

As Brisbane grows, requiring high-quality and attractive design will mean new development makes good use of space and matches the area in which it's built.



"We should have well-designed high-density living in areas close to the city."

MARNIE, DUTTON PARK

## HOW WE'LL GET THERE

01

Mandate best practice design that fits surroundings and meets community standards.

02

Create a design rating scheme to ensure buildings comply with higher design standards.

Develop a scheme that encourages higher quality design.

03

Increase the required areas for tree planting and deep landscaping in new development.

Propose to amend *Brisbane City Plan 2014* to increase the requirement for deep planting areas from 10% of the site to 15%.

04

Stop cookie-cutter townhouses by limiting repeated designs.

05

Establish a Brisbane Design Office to implement a new design strategy for Brisbane.

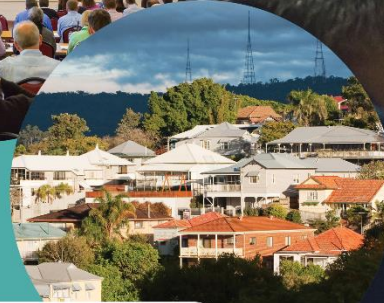
06

Preserve our city's Queenslanders and other traditional designs.

# Empower and engage residents

Brisbane belongs to all of us, so every resident can play a role in planning for its future.

Making engagement easier will mean busy residents can have their say.



"Engage the public in decisions regarding environmental issues, greenspace, transport enhancement, and housing development decisions."

SUSANNE, NEWSTEAD

## HOW WE'LL GET THERE

### 01

Give residents better access to development information and history with a new easy to use website.

### 02

Create an alert system that makes it easier for residents to stay up to date with development.

### 03

Convene an annual Intergenerational Planning Forum to hear from the community directly.

Hosted by Brisbane City Council, this yearly event will give residents of all ages the opportunity to share ideas and help plan our city.

### 04

Continue to explore new technology to better engage with residents.

### 05

Create a specific Character Design Forum for residents to guide the preservation of our city's Queenslanders and other traditional designs.



# Get people home quicker and safer with more travel options

As Brisbane grows, so too will the need for more travel options so residents can spend more time with family and less time travelling. Better roads and more public transport will make it easier to get around our city.



**"We need public transport and more walkable, cyclable neighbourhoods to support our communities and connect us."**

**JAMIE, INDOOROOPILLY**

## HOW WE'LL GET THERE

01

Deliver the new 21 km, high-frequency Brisbane Metro with 18 stations and two dedicated lines from Eight Mile Plains to Roma Street and Herston to St Lucia.

Works for the Brisbane Metro will begin in 2019 ([brisbane.qld.gov.au](http://brisbane.qld.gov.au)).

02

Increase the car parking requirements for development in suburban areas.

03

Invest in more bikeways, local roads and active travel options.

04

Expand car-sharing facilities to make it easier to not own a car in the inner city.

05

Deliver better public transport for the suburbs.

# Give people more choice when it comes to housing

By encouraging the supply of diverse housing options with a focus on affordability, residents will have more choice of housing that better suits their needs and actively assists people to own their own home.



"As Brisbane grows, we need more affordable housing."

**GEOFFREY, WYNNUM**

## HOW WE'LL GET THERE

01

Facilitate a wide range of housing types and sizes to cater for all Brisbane residents.

02

Create and implement a housing strategy to ensure supply for people at every stage of life.

03

Help Brisbane residents own their own home by continuing rates discounts for owner-occupiers and continuing the most generous pensioner rates discount in Australia.

04

Cater for an ageing population with a Retirement and Aged Care Incentive Scheme.

05

Report on the housing targets set by the Queensland Government's *South East Queensland Regional Plan 2017*.

# Game time



Brisbane  
City Council

<https://goo.gl/ADGNnD>



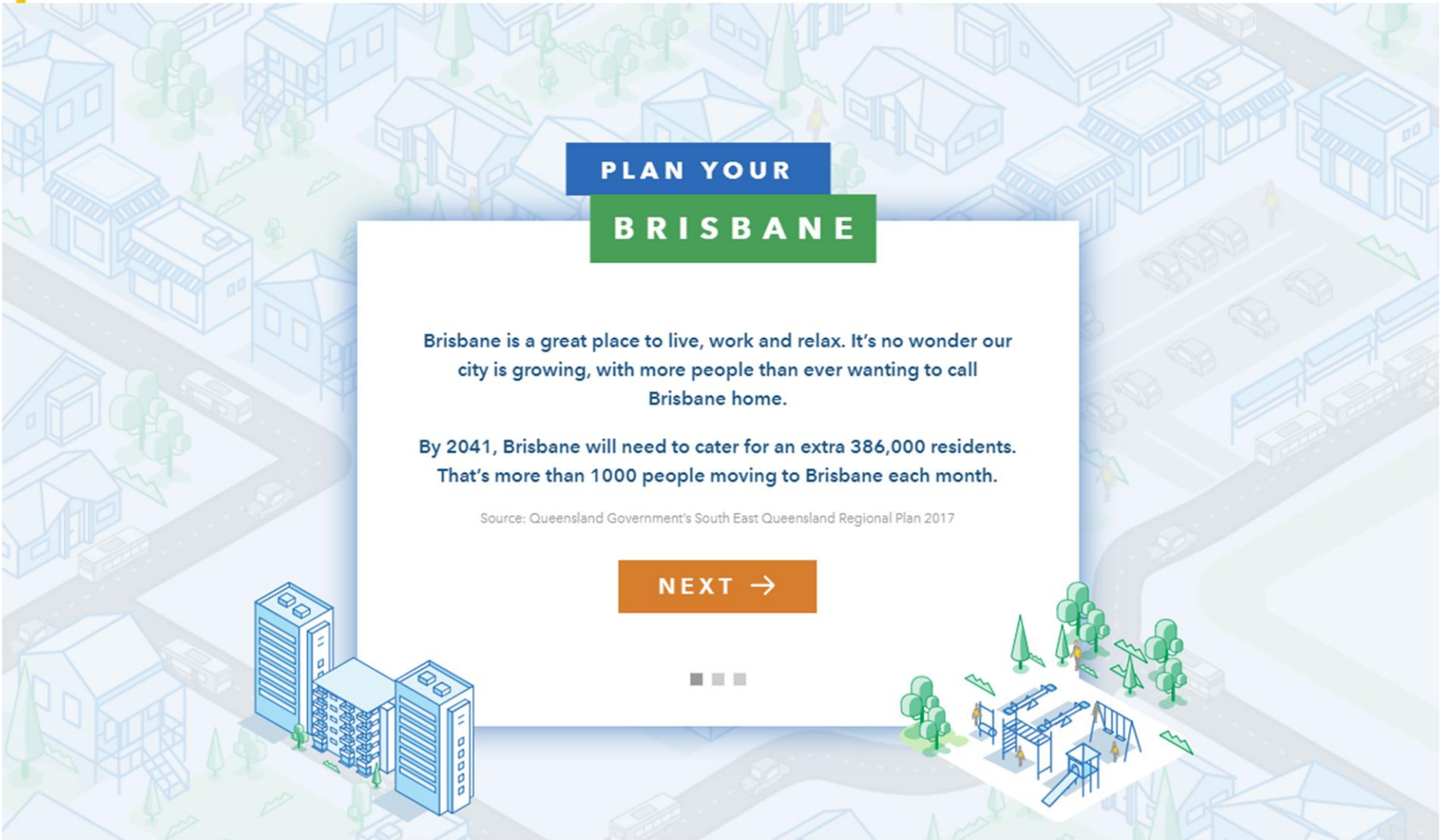
## PLAN YOUR BRISBANE

Brisbane is a great place to live, work and relax. It's no wonder our city is growing, with more people than ever wanting to call Brisbane home.

**By 2041, Brisbane will need to cater for an extra 386,000 residents. That's more than 1000 people moving to Brisbane each month.**

Source: Queensland Government's South East Queensland Regional Plan 2017

NEXT →



# Discussion time

- How else can we use this type of technology?
- Lets capture thoughts and suggestions





Thank you



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# More information

URL:

<https://www.brisbane.qld.gov.au/planning-building/planning-guidelines-tools/brisbanes-future-blueprint>

