



Innovation Opportunities

Brisbane, New World City

Brisbane City Council

Smart City InFocus 2016: Yinchuan

8 September 2016



Dedicated to a better Brisbane



Australia



Dedicated to a better Brisbane



Dedicated to a better Brisbane



Dedicated to a better Brisbane



Brisbane Vision 2031



Our accessible,
connected city



Our active, healthy city



Our clean, green city



Our friendly, safe city



Our New World City



Our smart,
prosperous city



Our vibrant,
creative city



Our well-designed,
subtropical city



Dedicated to a better Brisbane



















Professor Ian Frazer and team at the Translational Research Institute

Seven key economic priorities

1



BRISBANE'S GROWTH SECTORS



- Knowledge-based and Corporate Services
- Accommodation and Visitor Economy
- Higher and International Education
- Energy and Resources
- Creative and Digital
- Property Development and Construction
- Advanced Manufacturing
- Food and Agribusiness

2



TALENT AND SKILLS



TEAM BRISBANE

3



DIVERSE DISTRICTS AND PRODUCTIVE PRECINCTS

(BUSINESS IMPROVEMENT AREA)



BRISBANE REGION APPROACH

4



START-UP ECOSYSTEM



SMALL AND MEDIUM ENTERPRISES

7

6

5



Dedicated to a better Brisbane



RESIDENTS

BUSINESSES

VISITORS



Dedicated to a better Brisbane



RESIDENTS

BUSINESSES

**COUNCIL'S
FRONT LINE
SERVICES**

Transport
Waste
Environment
Infrastructure
Safety

VISITORS



Dedicated to a better Brisbane



RESIDENTS

GOVERNMENTS

BUSINESSES

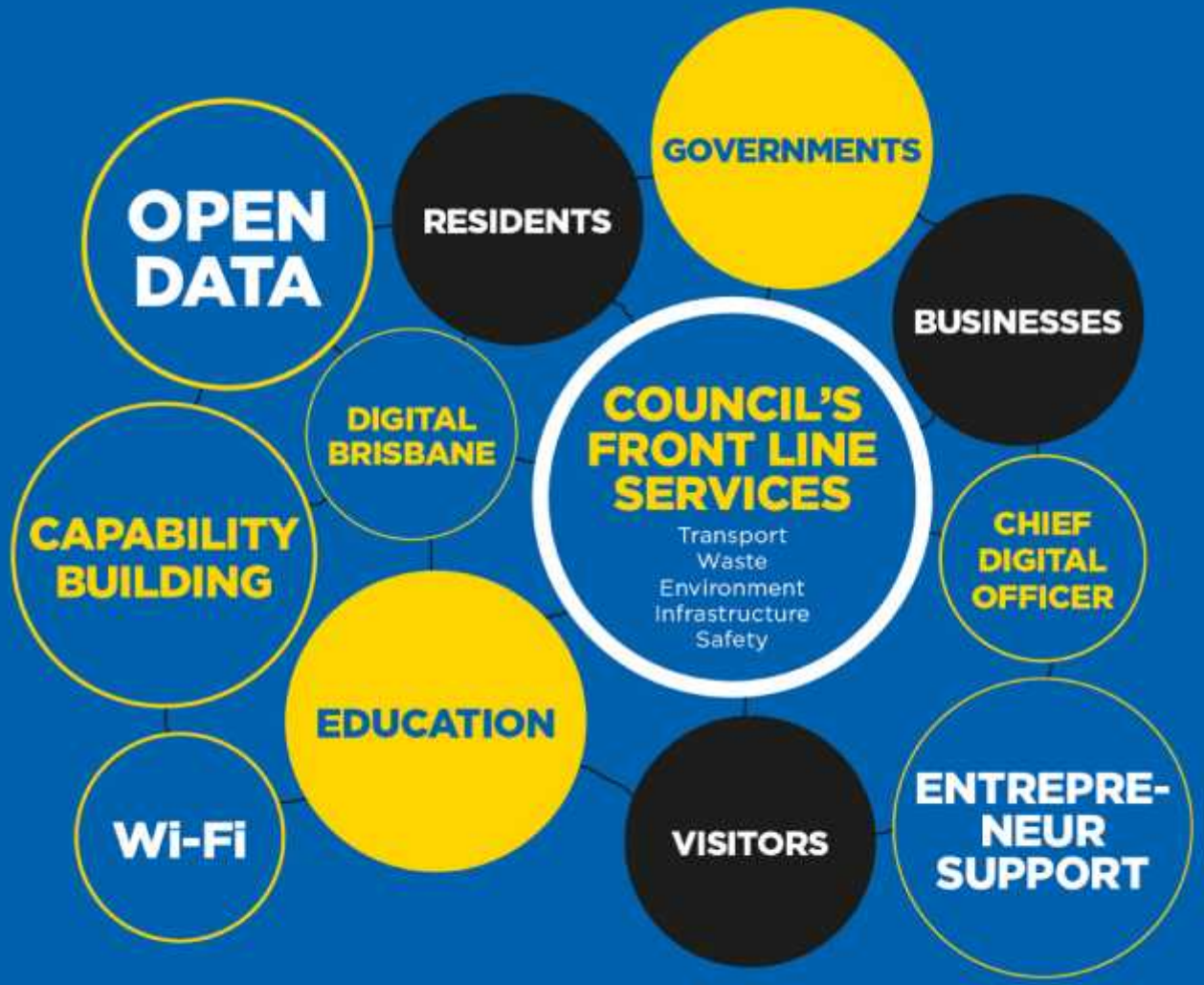
**COUNCIL'S
FRONT LINE
SERVICES**
Transport
Waste
Environment
Infrastructure
Safety

EDUCATION

VISITORS



Dedicated to a better Brisbane



Dedicated to a better Brisbane



Lessons from Brisbane

What does work

- Regional approach, innovation crosses all borders
- Enable / empower industry
- Stepping in only where there is a market gap
- Understand your risk appetite (Evolution vs Revolution)
- Focus on your challenge

What doesn't work

- Inward focus
- Technology or digital centric approach
- Trying to solve all challenges ourselves



Questions?



Dedicated to a better Brisbane