Smart Work Hubs
A new opportunity for business growth and innovation across South East Queensland

over 200,000
Commuters travel into Brisbane everyday from South East Queensland

over 1.8 million
Increase in population across the South East Queensland region by 2031

over $20 million
The amount each 120 member Smart work hub generates into the local economy per annum

The Digital Work Hub Project
A collaborative Regional Development Australia research project
Sunshine Coast | Moreton Bay | Brisbane | Logan/Redlands | Gold Coast
Full report visit www.digitalworkhub.com.au
BUILD a network of Smart work hubs within the fastest growing region in Australia – South East Queensland
Gold Coast, Redland, Logan, Moreton Bay, Sunshine Coast and Brisbane Local Government areas.

REGIONAL WORK COMMUTERS
Into Brisbane

**Total 190,842**
- **Total 70,631**
  - **MORETON BAY**
    - Australian Gov: 4,165
    - State Gov: 12,116
    - Local Gov: 975
    - Private Sector: 53,375

- **Total 46,977**
  - **LOGAN**
    - Australian Gov: 1,981
    - State Gov: 5,484
    - Local Gov: 990
    - Private Sector: 39,963

- **Total 26,379**
  - **REDLAND**
    - Australian Gov: 1,045
    - State Gov: 3,679
    - Local Gov: 300
    - Private Sector: 21,361

- **Total 26,220**
  - **IPSWICH**
    - Australian Gov: 1,054
    - State Gov: 3,666
    - Local Gov: 264
    - Private Sector: 21,236

- **Total 15,447**
  - **GOLD COAST**
    - Australian Gov: 665
    - State Gov: 1,989
    - Local Gov: 92
    - Private Sector: 13,012

- **Total 5,188**
  - **SUNSHINE COAST**
    - Australian Gov: 316
    - State Gov: 755
    - Local Gov: 43
    - Private Sector: 4,074

**Note:** Total working population for the study area is 1,171,742

SOURCE ABS CENSUS 2011 & EMDA 2013
**Smart Work Hubs**

**A catalyst for diverse vibrant work precincts**

SMART WORK HUBS allow people to operate professionally from a variety of workspaces – closer to home, clients and a wider range of colleagues.

These networked activity ‘Hubs’ result in diverse, vibrant and interconnected precincts where corporate and government employees, freelancers and entrepreneurs cross paths to work, play, learn and live.

Hubs provide opportunities for urban and regional areas through the transfer of city-based benefits such as employment, expertise, collaboration, consumerism and density.

This vital transfer of benefits strengthens urban and regional networks, supports existing businesses and communities, and amplifies their local and global business and investment connections.

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**Workers will be...**
- More diverse and individually empowered
- Highly valued for their connection across business, industries and the globe

**Work will be...**
- Less about time and more about insight through data and collaboration
- More virtual and global

**Workplaces will...**
- Enable people to work in the cloud and have their feet on the ground
- Be adapted to multiple needs and purposes
- Be in multiple places, including vibrant precincts

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Deloitte and AMP Capital, July 2013

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**Key components for success**

**1 CURATION**

Serendipity can’t be left to chance

- Without management at this level it’s just another office space.
- Connect people, information and ideas to deliver strategic results
- Collaborate – business, local entrepreneurs, mentors and champions. Gallery, events and training nights
- Links to a wider system of accelerators, investor networks and international markets

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**2 DESIGN**

Building a community not just renting a space

- Design sets the scene for curating networks, partnerships, projects and new ideas. Multi functional furniture and interior design
- Cluster design with anchor tenants, café, gallery, event space or transport hub
- Wider business ecosystem planning - growing businesses can locate in the surrounding building maintaining membership and agglomeration benefits.

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**3 NETWORK**

Developing the systems

- A platform for knowledge sharing and competitive operation
- Simple accreditation guidelines and WH&S
- Bulk purchase for large organisations
- Networked booking tool enabling people to work across SEQ region and nationally
Below is a depiction of the possible components of a smart work hub to make up a successful business model in a regional context.
Market Research
Demand profiles and Economic Impact

The research illustrated high demand for Smart work hubs within Gold Coast, Moreton Bay, Sunshine Coast, Logan and Redland Local Government areas.

### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Potential commuter demand (Brisbane)</th>
<th>Potential local business demand (Brisbane)</th>
<th>Total combined</th>
<th>Early adopters</th>
<th>Number of HUBS per region</th>
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</thead>
<tbody>
<tr>
<td>Gold Coast</td>
<td>2,467</td>
<td>12,041</td>
<td>14,508</td>
<td>589</td>
<td>6 hubs</td>
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<tr>
<td>Sunshine Coast</td>
<td>837</td>
<td>6,817</td>
<td>7,654</td>
<td>379</td>
<td>4 hubs</td>
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<tr>
<td>Moreton Bay</td>
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<td>3,384</td>
<td>11,544</td>
<td>712</td>
<td>12 hubs</td>
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<tr>
<td>Redland</td>
<td>3,016</td>
<td>1,405</td>
<td>4,421</td>
<td>857</td>
<td>5 hubs</td>
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<tr>
<td>Logan</td>
<td>4,459</td>
<td>1,909</td>
<td>6,368</td>
<td>1,670</td>
<td>7 hubs</td>
</tr>
</tbody>
</table>

Source: EMDA, 2013

### Impact

The economic impact of each 120 member Smart work hub is $20 million per annum. Collectively this equates to over $680 million into the Queensland economy each year.

For individual demand modelling and economic benefits see full Digital Work Hub Project report. Data includes kms and hours saved commuting, reduction in greenhouse gas emission, additional time spent in community and other health and wellbeing benefits.
The Digital Work Hub Project

Providing the data to create a network of smart work hubs in South East Queensland

Research methodology

- Best practice case studies and literature
- Market demand assessment (ABS 2011)
- Concept testing - interviews
- Economic impact – direct and indirect employment, economic value add, social and environmental impacts
- Communication and engagement with across government, private industry and universities.

For more information and to view the full Research Report, including breakdown of individual demand and economic data visit www.digitalworkhub.com.au

For more information contact your local Regional Development Australia CEO

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