

Plan Your Brisbane

A case study in a new initiative in community engagement

LGAQ Future Cities, Smart Communities Summit

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Brisbane City
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Dedicated to a better Brisbane

The challenge

- Brisbane is growing.
- South East Queensland Regional Plan 2017.
- We need to cater for 386,000 more residents by 2041.... that's 1300 people a month.
- How do we engage with the community in new ways at times that suit them?



Plan your Brisbane

Shape our city's next exciting chapter.

 [Plan your Brisbane](#)



Dedicated to a better Brisbane

The citywide engagement involved three phases:

Phase 1

Sep 2017 to Feb 2018

- Understanding what residents most loved about city.
- Emphasis on reaching wide demographic.
- What was important to people.

Phase 2

Feb 2018 to May 2018

- Explored 4 themes: **lifestyle, greenspace, transport & affordability.**
- Plan your Brisbane Game explored the trade-offs involved to house 1,000 residents in a simulated activity in addition to traditional engagement activities.

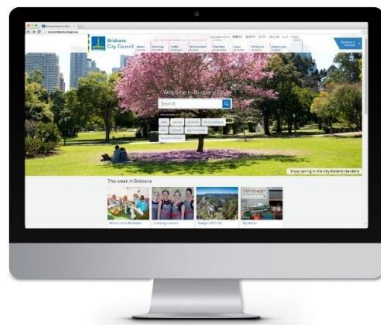
Phase 3

From Jun 2018

- Informing the Brisbane community of the charter and the results of this citywide engagement.



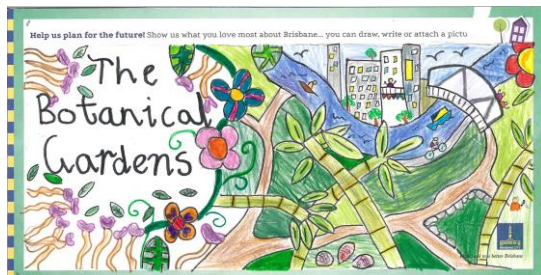
Phase 1



20,000+ web hits
5200 survey responses



86 pop-up events in 76 days



2000+ postcards from students
32 school activity sessions



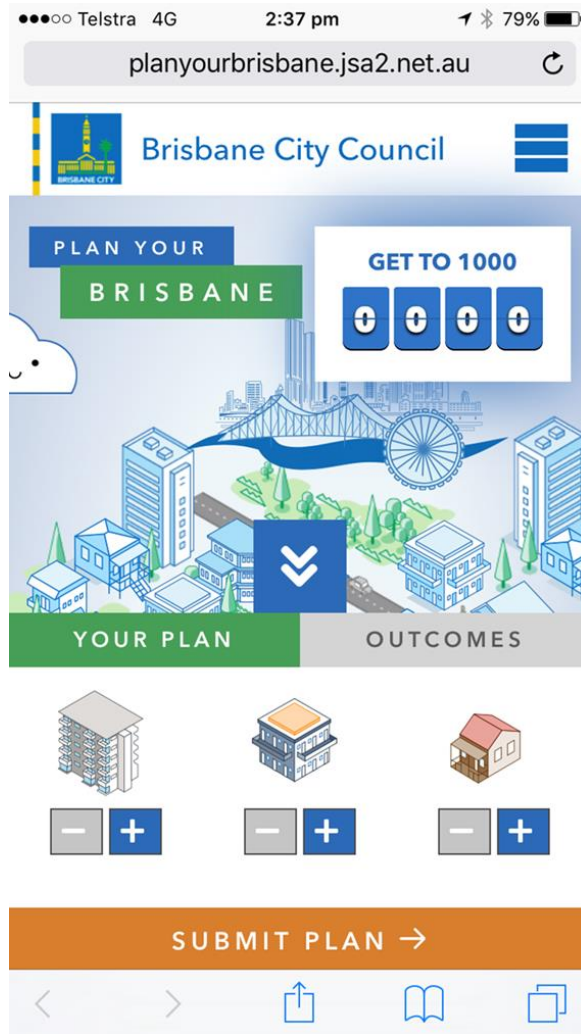
150 residents at
Intergenerational Forum



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Phase 2

The game





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



525 PEOPLE HOUSED

+13%	-2%	-2%	-15%
LIFESTYLE	TRAVEL TIME	GREENSPACE	AFFORDABILITY

+ A new gym and a new nail salon have just opened. More public transport options means travel time has improved.

- There is less public greenspace. Affordability has decreased.

BETTER
TRAVEL TIME

1 NEW
NAIL SALON

1 NEW
GYM

OUTCOMES



LIFESTYLE



TRAVEL TIME



GREENSPACE



AFFORDABILITY

HAVE YOUR SAY →



PLAN YOUR

BRISBA

WELL DONE!

GET TO 10

101

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 →](#)

Phase 2 other activities



The results

- A genuine citywide conversation.
- 14 million+ campaign reach.
- Multi-channel citywide marketing campaign.

The Courier Mail

brisbanetimes



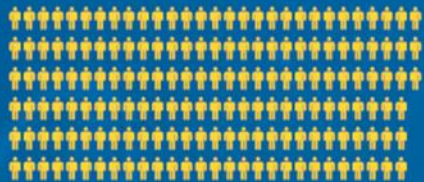
PEDESTRIAN.TV





more than
100,000
did just that

Thank you for having your say



More than
100,000
residents had
their say

That's 1 in 5
Brisbane households

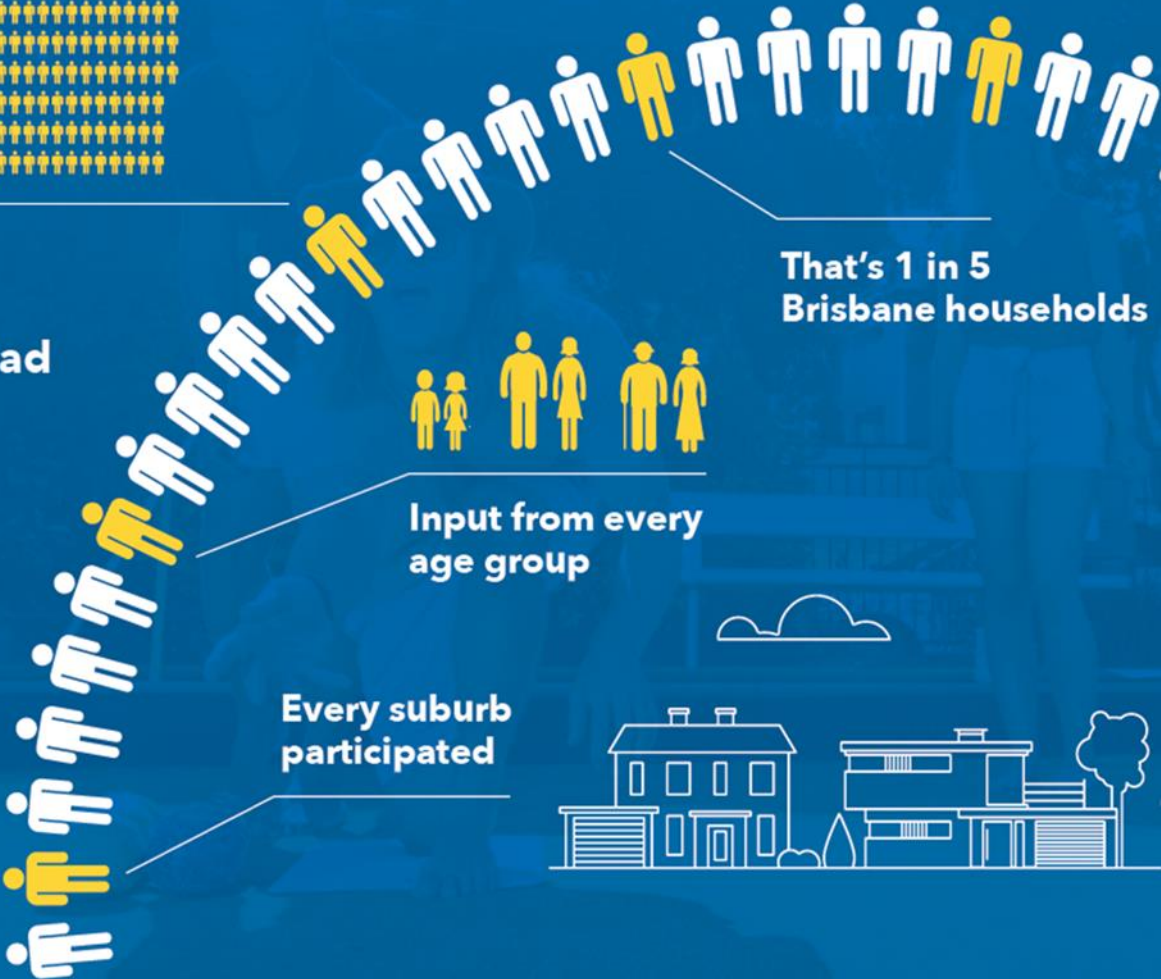


Input from every
age group

15,000+
ideas
generated



Every suburb
participated



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.

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.

Key themes that emerged



Source: All Plan your Brisbane engagement data

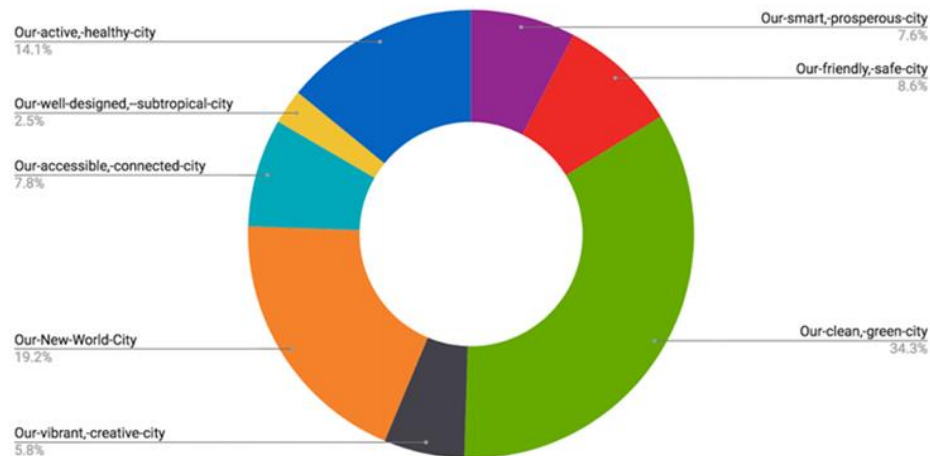
Significant data

5.2.3 "My Brisbane My Place" School postcard competition

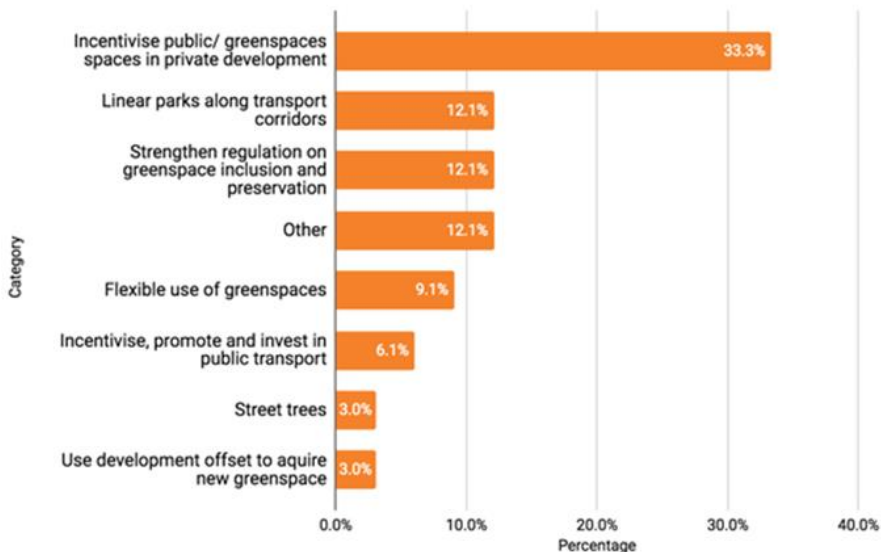
Student drawings were analysed against the Brisbane Vision. Our clean, green city emerged as the most common theme represented in the student drawings.

Graph 11 School postcard competition analysis against Brisbane Vision themes

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



Phase 2 Citywide Forum Theme 2 - Greenspace categorised comments



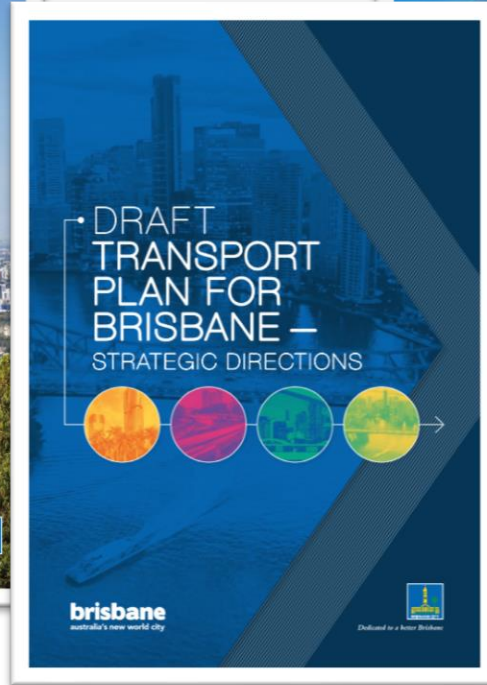
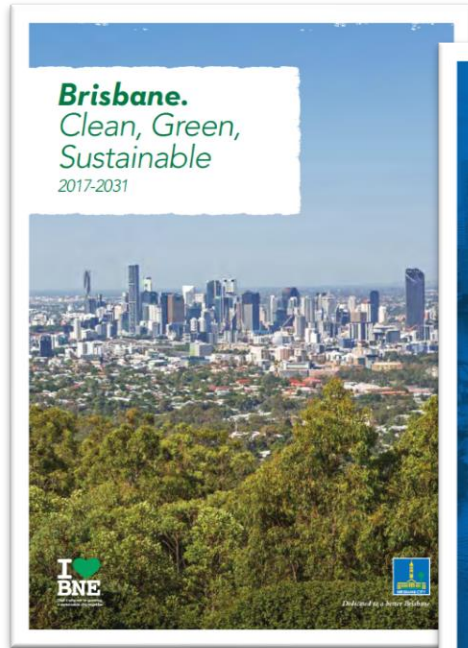
Principles



- *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.



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



Dedicated to a better Brisbane

1. 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.



How we'll get there

1.01

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

Start within 3 months

1.02

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

Start within 12 months

1.03

Bring more markets to the suburbs by expanding the Brisbane Food Trucks program.¹

Start within 6 months

1.04

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

Start within 12 months

1.05

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

Start within 9 months

1. Brisbane Food Trucks is an initiative that allows mobile food businesses to trade from Council land subject to obtaining a Gourmet Food Truck Approval.



2. 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.



3. 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.



4. 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.



5. Ensure best practice design that complements the character of Brisbane



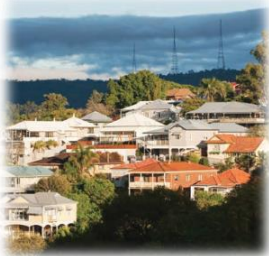
As Brisbane grows, requiring high-quality and attractive design will mean new development makes good use of space and matches the area in which it's built.



6. 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.



7. 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.



8. 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.



More information

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

