



Our shared vision

LIVING IN BRISBANE 2026



Dedicated to a better Brisbane



Brisbane 2006

We invite you to come
exploring with us –
what will our city of
Brisbane look like
in 2026?

Prior to European settlement in 1825, Brisbane was known as 'Mian-jin' – 'place shaped like a spike' – and was occupied by clans associated with the Yaggera language group. The Turrbal people mainly lived north of the Brisbane River and the Jagera people were located mostly south of the river.

The fast-growing colony of Queensland separated from New South Wales in 1859 and became a self-governing state with Brisbane – populated by 5000 settlers – incorporated as a city municipality.

Since these early settlement days, Brisbane's story has been shaped by waves of migrants from within Australia and elsewhere across the globe. The gold rush of the 1850s brought predominantly Chinese immigrants. The two world wars influenced the resettlement of ex-servicemen, refugees and young people. Australia's ambitious post-World War II migration program heralded the arrival of thousands of people from the United Kingdom, Malta, the Netherlands, Italy, West Germany, Turkey, Yugoslavia, Austria, Greece, Spain, Belgium and other countries. In response to changing political, social and economic conditions and opportunities, we now welcome migrants, refugees, business visitors, students and tourists from more than 185 countries including Sudan, Bosnia, Afghanistan, Iraq, Samoa and the Philippines.

Today, Brisbane is a youthful and progressive city of approximately one million people, the largest local government authority in Australia, and recognised as among the world's most desirable destinations for leisure, business and lifestyle.

Living in Brisbane 2026 is a landmark evocation of Brisbane's exciting future, with eight themes each revealing a special facet of, and ambitions for, our city.

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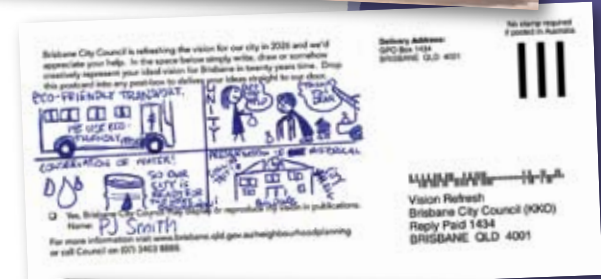
Reflecting on our present – imagining our future

Brisbane City Council’s vision-setting statement – *Living in Brisbane 2010* – was developed in 2000/01. Since then, much has changed. Faced with the challenge of accommodating one million new residents over the next two decades (25% of whom are predicted to arrive in Brisbane), the *South East Queensland Regional Plan 2005-2026* has been enshrined in the Queensland Government’s legislation to build a sustainable future for the region. Water shortages are now the most acute in living memory, fuel prices are fluctuating and climate change is an unprecedented global challenge. The accelerating economic growth of our global regional neighbours of China and India is exerting considerable pressure on our competitive advantages. And finally, like all fast-growing economies, we are experiencing skills shortages across many spheres of enterprise.

These challenges, and many others, drive our vision for Brisbane in 2026 and set the compass points for our eight main themes. We’re motivated by our passion for our city and our duty of care to all the people of Brisbane – the residents who settle here making it their home; tourists who pass through on a holiday bringing with them excitement and enthusiasm; students who come here to learn then leave, having taught us something new. And business, industry and research people bringing their expertise and sowing new ideas and innovative enterprises into our city.

We’ve also been guided by the ideas from our Neighbourhood Planning forums and consultation activities with a broad cross-section of Brisbane residents. The clear message from this consultation is that, for residents and visitors, our friendliness, our green open spaces and outdoor climate are the keys to enjoying Brisbane.

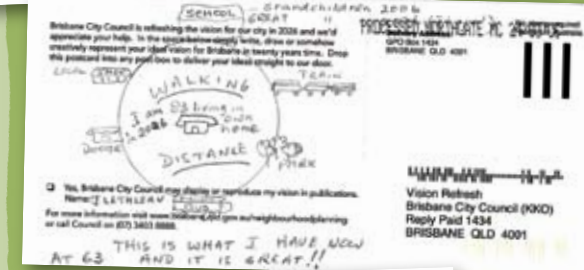
Planning a sustainable future for Brisbane relies on our being responsible today – responsible in our care of the environment, our culture, our society and our prosperity. Right now, although water is our most pressing challenge within an environmental context, we must change the way we currently think and behave in response to all of our challenges. We want you to enjoy the benefits of living in one of the world’s most livable cities and to pass on those and other benefits to our future generations of residents and visitors.



Listening to your ideas, knowing your values

Brisbane, the capital city of Queensland, is located on the coastal plain east of the Great Dividing Range in South East Queensland, Australia. Its eastern suburbs line the shores of Moreton Bay. The Central Business District (CBD) lies just 27 kilometres from the mouth of the bay. Hugging the curves of a snaking river that has contributed so much to its development and character, the city enjoys warm, sunny weather that rivals the conditions of world-class holiday destinations. Statistically, Brisbane has more days of sun than Florida, and warmer winter days than the Bahamas.

The participation of so many Brisbane residents in Council's planning activities reveals their enthusiasm for being involved in the design of their city. The illustrations, postcards and quotes featured throughout this document are part of the 18,500 responses we received from the City Shape survey, Vision Refresh postcards, children's Citizen 2026 artworks, young people's visioning projects, community values workshops, focus groups and telephone surveys. More than 80% of participants agreed on what they valued most about living in Brisbane.



Brisbane qualities that Brisbane people most value

Brisbane lifestyle and community



Relaxed lifestyle and community

Laid-back

Outdoors

Not too big

Friendly

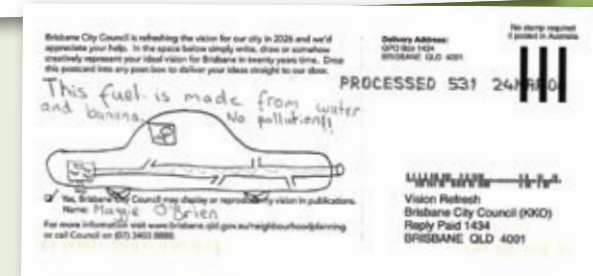
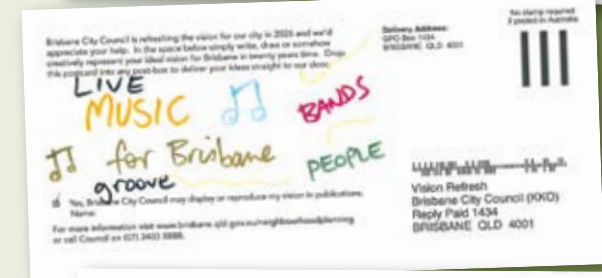
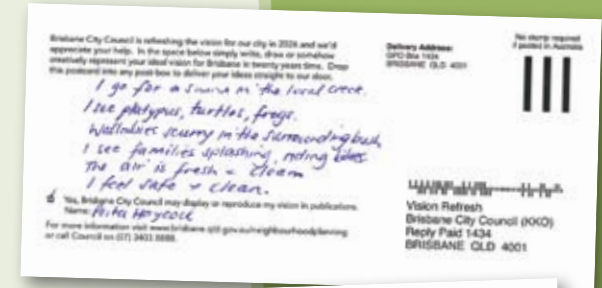
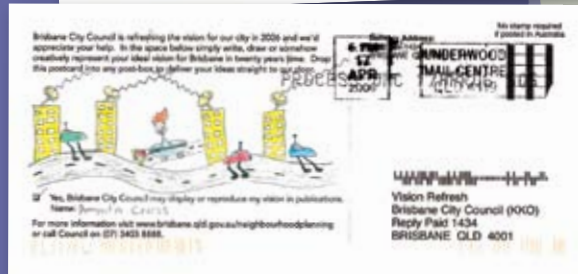
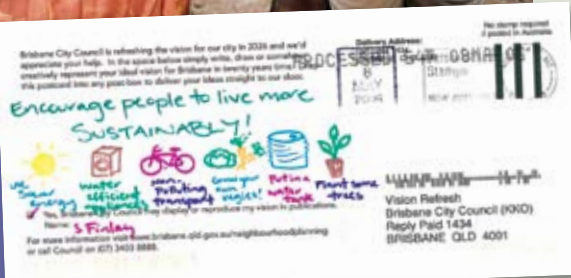
Diverse community

Small-town feel

Good community services are close to home

Housing is affordable

- Brisbane residents are usually referred to as Brisbanites.
- Brisbane has a population of about one million, and has recently experienced Australia's highest rate of capital-city population growth.
- The median age across the city is 32 years.
- 22% of Brisbane residents are aged between 10 and 24 years.
- 11% of Brisbane residents are over 65 years.
- 1.7% of Brisbane residents are Indigenous.
- We have been predominantly of Anglo-Celtic heritage and this is changing.
- 23% of Brisbane residents are born overseas.
- 13.5% of households speak a language other than English with the most common being Chinese, Vietnamese and Italian.
- Approximately 30,000 refugees have settled in Brisbane, 12,000 of which have arrived since 2001.



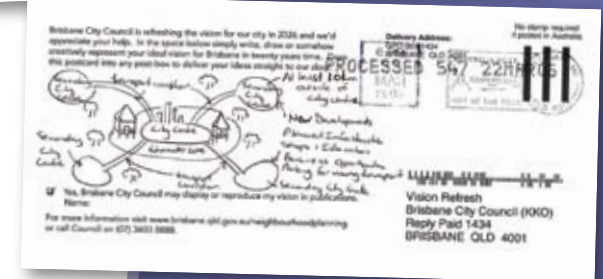
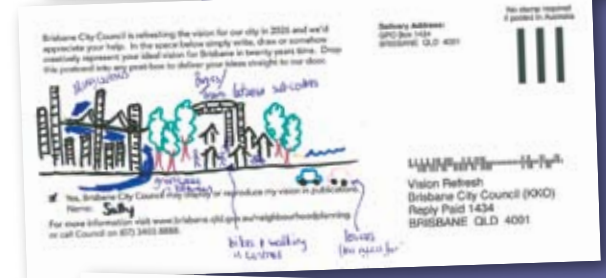
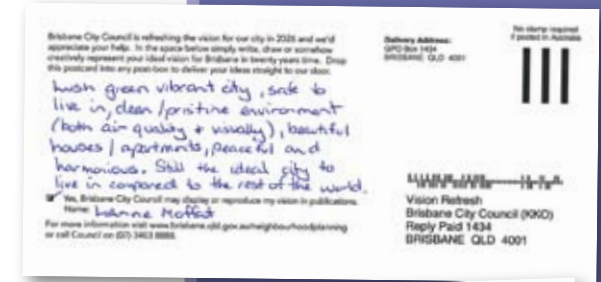
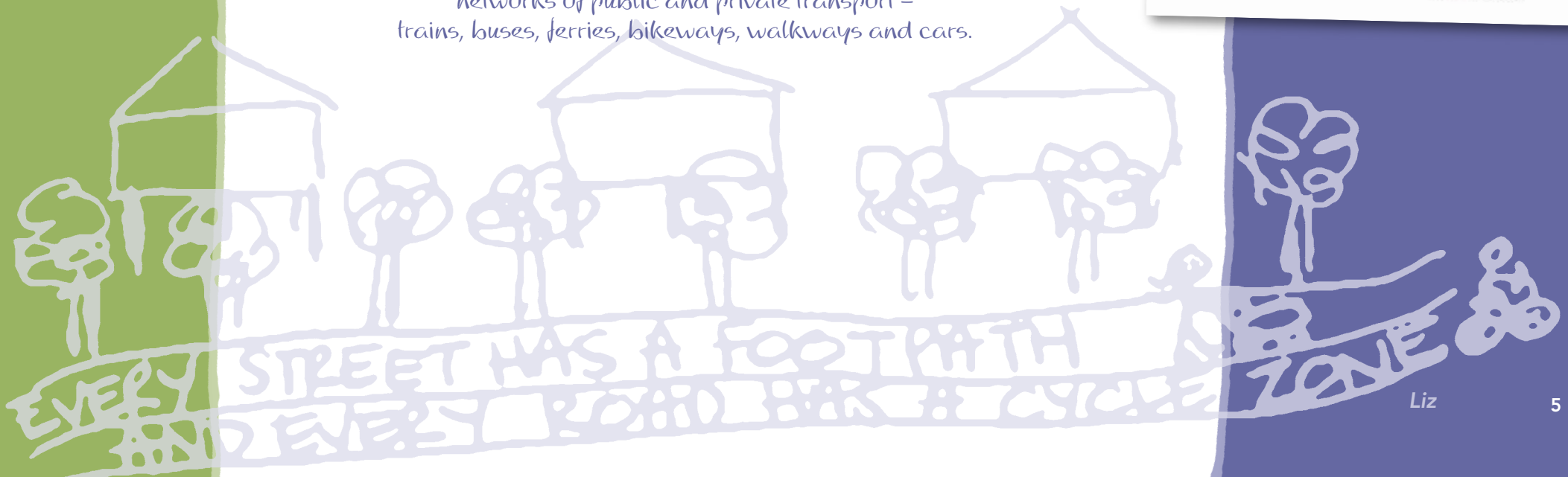
Recreation

- Great places for recreation
- Public spaces and parks such as South Bank
- Bikeways
- River-centred activities
- Festivals and cultural events
- Outdoor family-friendly recreation that is active and free

Brisbane is fringed by stunning natural features – the islands of Moreton Bay: Coochie Mudlo, Moreton, Russell, and Macleay; the Gold and Sunshine Coasts; the mountains and bushlands. The 'Floating Riverwalk'. Story Bridge – one of only three bridge-climbs in the world.

Connected Brisbane

Moving around Brisbane easily using affordable networks of public and private transport – trains, buses, ferries, bikeways, walkways and cars.

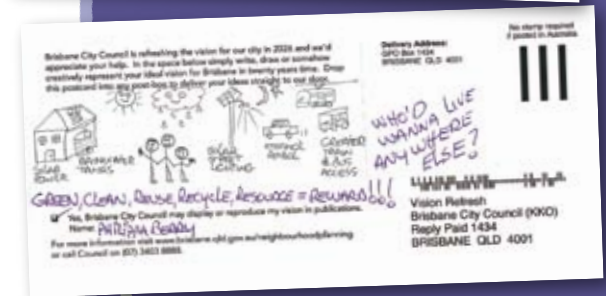
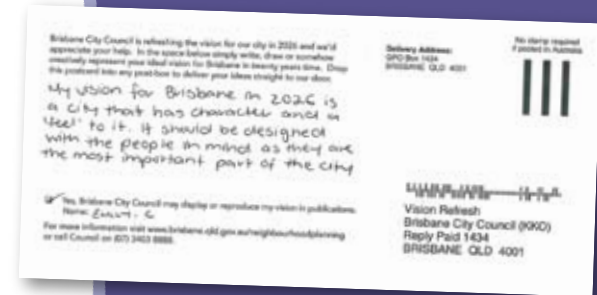


Living in a progressive and prosperous city

Good education and great job and career opportunities
without having to move cities

Feeling positive about growing business opportunities

Brisbane is at the centre of the second-fastest growing region in the western world, and is the largest local government authority in Australia – both in population and budget – with jurisdiction over an area of 1367 square kilometres. Brisbane Airport, the Pacific's regional air cargo hub, is just a three-hour flight from Auckland, eight from Beijing and seven from Hong Kong. The Port of Brisbane – the third most important port in Australia for value of goods – is on the lower reaches of the Brisbane River. This economic region near the river's mouth includes the port, airport and refineries and is known as the Australia TradeCoast.



Safety and security

The freedom to live without fear
Feeling safe and secure in our homes and our city



Eco-friendly

Environmentally friendly, eco-efficient city

Water reused and recycled

Environmentally friendly homes

Minimising pollution of water and air

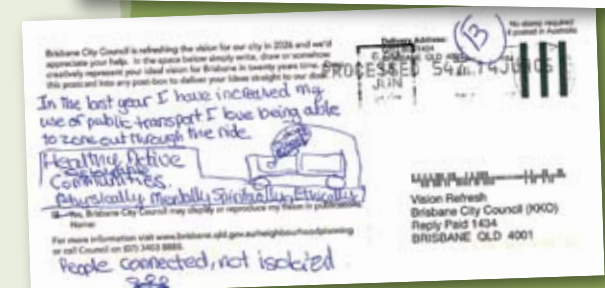
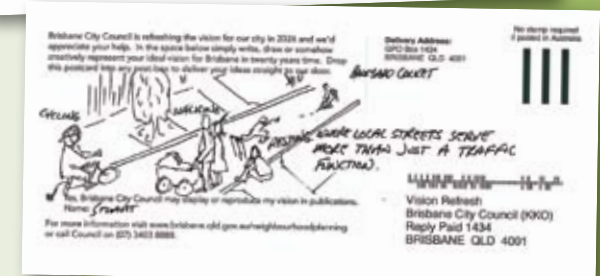
Maintaining habitat

Using renewable energy

Everyone taking responsibility for the environment

Brisbane is a subtropical river city with hot, humid summers and dry, mild winters. The river bends and winds its way from the low-lying flood plain of Brisbane, creating creeks and streams that crisscross the suburbs. It is a city of hills as high as 300 metres – Mt Coot-tha, Mt Gravatt, Whites Hill and Stephens Mountain.

Philippa





Heidi

Green and shady

*A relaxing, shady, green city
Tree-lined streets and boulevards
Parks
Leafy suburbs
Open spaces
Large areas of bushland
A city that 'breathes' easily and is cool in summer*



Brisbane is a city of rampant and colourful foliage. South Bank with its bougainvillea arbour contrasting with its sandy beach; the City Botanic Gardens with its colony of mangroves; the Brisbane Botanic Gardens, Mt Coot-tha; and Boondall Wetlands. Relish also the city's red poinciana trees, white- and yellow-tinged frangipani blossoms, purple jacaranda petals blanketing grounds during spring, and the huge Moreton Bay fig trees in the inner city and other iconic locations.

Brisbane people are expressing feelings of optimism and pride in Brisbane. Overall they feel that Brisbane has come of age, is shining in its own right as a city, and is growing into something special.

City with character

*Distinctiveness in housing
Architectural style and character
City icons – personalities, locations and structures,
and suburbs with strong identities such as
Sunnybank and West End*

Brisbane is a city whose history is revealed in its architecture and streetscape. Iron lace work on Renaissance-style buildings such as Parliament House built in 1868; the weatherboard Queenslander homes with large wrap-around verandahs; Torbrek at Highgate Hill, Brisbane's first high-rise residential building; the post-modern sky-scraper buildings of glass and steel in the CBD; and Reddacliffe Square, the people's newest public space.

Stretching our talents to protect our future

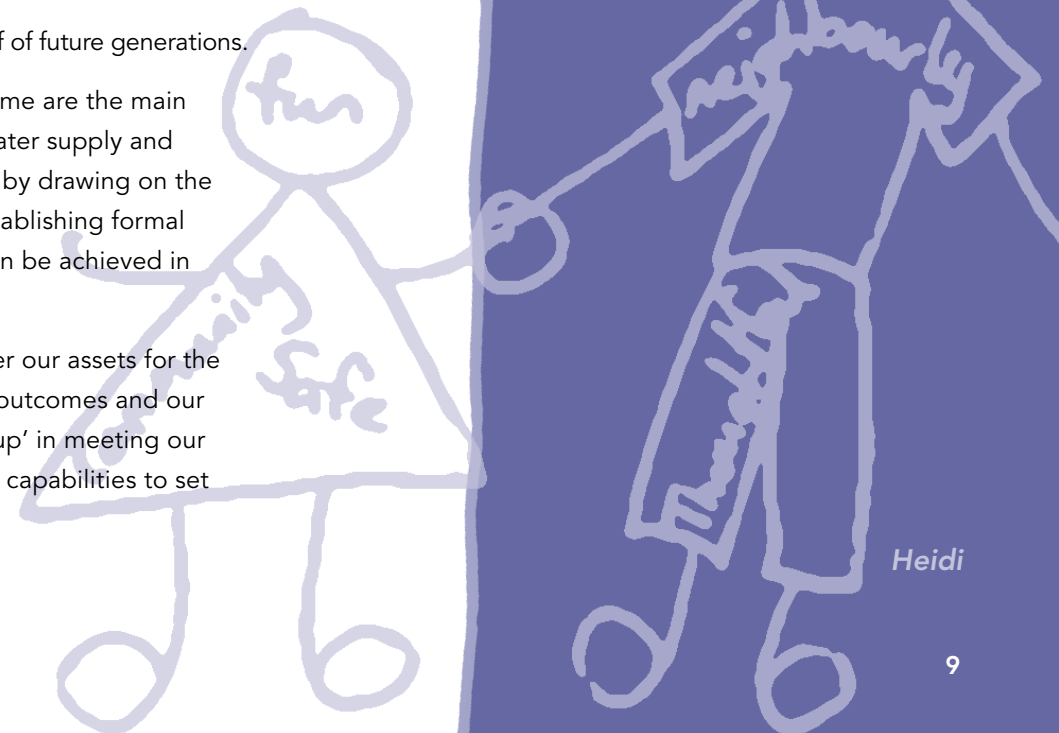
The *Living in Brisbane 2026* vision aims to pioneer new ways for government to work with the people. Building on *Living in Brisbane 2010*, it is a proposal for action between Council and all our partners – residents across the communities of Brisbane, our national and local colleagues across levels of government, business and industry, and those in the research and education sectors around the world.

Our aim is to agree on a package of goals that, together, will improve the quality of life for today and tomorrow's generations, and position Brisbane as a highly-livable city of great optimism that is:

- confident of its continuing prosperity
- vigorous in providing stability for all its residents
- enthusiastic in its welcome to visitors from all the reaches of the world
- proud of its responsible stewardship of precious natural resources on behalf of future generations.

Some of our city-wide outcomes are the responsibility of Council, while some are the main responsibility of our partners. Most have regional implications – such as water supply and transport logistics – that can only be achieved by working together, either by drawing on the goodwill and expertise generated through our informal networks or by establishing formal contractual collaborations and joint ventures. All are inter-related; none can be achieved in isolation from, or without implications for, other goals.

We are alert to the urgency in tackling our challenges if we are to look after our assets for the benefit of future generations. We want to identify targets in our city-wide outcomes and our aspirations are a bold 'call to action'. We need to do more than 'just turn up' in meeting our challenges. We aim to extend our expertise and encourage our innovative capabilities to set the highest standards and rates of improvement.



Heidi

Living in Brisbane 2026 – our vision

Brisbane is a youthful and enthusiastic city – spanning city to bay and hills to bush. It is appreciated by residents and visitors for its friendliness and optimism, and respected for its leadership and achievements.

Brisbane’s leadership in civic governance and technology will deliver active and healthy communities, drive a strong economy, sustain a clean and green environment, create a city of cultural vibrancy and provide an enduring legacy of livability for future generations.

Well-designed, subtropical city

Accessible, connected city

Smart, prosperous city

Active, healthy city

Vibrant, creative city

Our vision themes

Clean, green city

Friendly, safe city

Regional, world city

Clean air

Food in the city

Safe communities

Sustainable water use

Healthy river and bay

Effective growth management

Towards zero waste

Inclusive, caring communities

Outstanding city profile

Cooperative governance

Cleaner sustainable energy use

Healthy economy

Green and biodiverse city

Better public health

Learning and informed communities

Effective road networks

Well-designed and responsive built environment

Active and healthy communities

Connected and engaged communities

Green and active transport

Our city-wide outcomes

