



Brisbane Development Association
CREATING A BETTER BRISBANE

Brisbane Development Association

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What do you want to know about the Queen's Wharf Brisbane project?

Report on the BDA Member and Non-Member Survey

30 SEPTEMBER 2015



QUEEN'S WHARF BRISBANE

BDA Patron Members:

APP Corporation
Arup
BDO
BHC
Brisbane Airport Corporation

Cardno HRP
Devine Limited
GHD
Leighton Properties
PDT Architects

Lend Lease
Minter Ellison
Port of Brisbane
Rider Levett Bucknall

RNA
Three Plus
Tract
Urbis

About the Brisbane Development Association (BDA)

The Brisbane Development Association was founded in **1957**, and is Brisbane's leading **independent** organisation.

We engage government, industry and the community **to make Brisbane Australia's best city.**

The BDA is a **not-for-profit**, public interest organisation, comprising members from across Brisbane who are committed and motivated to **create a better Brisbane.**

The BDA initiates regular events for members and non-members for the discussion of matters that promote the development of a better Brisbane.



Julieanne Alroe, CEO + Managing Director, Brisbane Airport Corporation

"The BDA has a rich history of contributing to the creation of a better Brisbane. The Brisbane Airport Corporation is proud to be an active Patron Member of the BDA."



Peter Florentzos, Florentzos Design

"As a designer, I'm part of the Brisbane Development Association because of its critical connection to design as part of the discussion around opportunities for the creation of a better Brisbane: a dynamic, creative, innovative city with design thinking at the core, a city which remains community focused, integrated, respectful, smart, inclusive, and a city which values our unique climate, lifestyle and environment."



Caroline Stalker, Director, Architectus

"Architectus' ongoing involvement in the BDA has provided us with invaluable opportunities to be more informed about our city, and to be part of the debate and discussion about our shared future. Our involvement also provides us with terrific opportunities to connect with our industry peers and clients."



Jack Doonar, Student, Queensland University of Technology

"Being a student member of the BDA is a great start for my career - networking with Brisbane's best."

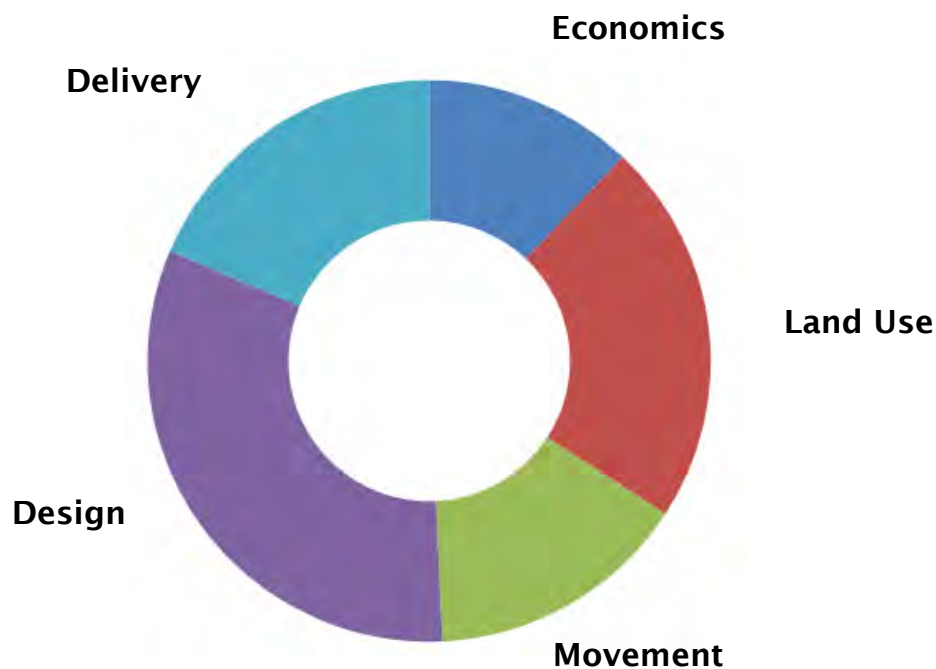
Become a member and make a difference: bda.org.au

Snapshot of the results to date in the BDA's survey of its Members and Non-members:

The most important and most frequently proffered questions that respondents would like to ask about the project are, in order of priority:

- **Design**, particularly about urban design and place making;
- Land use, particularly about the **Casino** and **heritage**;
- **Timing and staging** of the **delivery** of the project;
- **Movement**, particularly about the **Riverside Expressway** and **public transport connections**; and
- **Economics**.

The proportions of questions about these areas are illustrated in this diagram:



SUMMARY

Purpose of the Survey

The Queensland Government's "Queen's Wharf Brisbane" Project has entered a new exciting phase with the announcement of the successful bidder: Destination Brisbane (Echo Entertainment Group, Far East Consortium (Australia) and Chow Tai Fook Enterprises).

Details of the project and the winning bid can be found at:

<http://www.statedevelopment.qld.gov.au/major-projects/queens-wharf-brisbane.html> and
<http://www.destinationbrisbaneconsortium.com.au/>

The BDA is engaging with the Department of State Development and Echo Entertainment and is staging Interactive Sessions and a Luncheon Seminar on Monday 19 October 2015. Go to http://www.bda.org.au/files/Queens%20Wharf%20Lunch_Final.pdf.

We asked respondents to list up to 5 questions they would like to ask about the project, in priority order. We then categorised their responses to reflect the range of matters being considered, and applied a coarse weighting to ensure the highest priority questions are reflected in the analysis.

The outcomes of the survey are intended to facilitate a more focused discussion at the BDA's Interactive Sessions and Luncheon Seminar on 19 October.

Distribution and Responses

We distributed the survey via Survey Monkey to the BDA's broad databases of its members (across all categories) and the BDA's enthusiastic legion of non-members.

The Survey is on the BDA web site at <https://www.surveymonkey.com/r/NZHJPH> . Anyone could/can participate.

We estimate that approx 750-1000 recipients are aware of the survey and had the opportunity to respond. We offered a small inducement (a \$100 retail voucher at the Artisan shop) to encourage a timely turnaround of responses. We think the response rate of ~6-7.5%, along with the profile of respondents, is useful.

Summary of **Outcomes** (see Attachments for graphs and details)

This word cloud reflects the highest frequency of words respondents used.



We see a clear focus onto the public role and spaces of the project and note that the larger sized words here are reflected in the priorities and frequency of questions the respondents would like to ask. This is amplified below.

Here's the **profile of the respondents**:

Our respondents are:

- **Independent** of the Queen's Wharf Brisbane project,
- Mostly **male**, of working age, in the **built environment professions**
- Equally from **within and external to the BDA**, and
- Their **views are their own** (not their employer's)

Details:

1. 88% have not personally been involved in either of the bidding Consortia's work, or for the Government's office attending to the project.

Comment: The respondents are independent.

2. 84% do not work for an organisation involved in either of the bidding Consortia's work, or for the State Government's offices attending to the project.

Comment: This reinforces the independence of the respondents.

3. 72% of respondents are male.

Comment: We acknowledge this bias.

4. 58% of respondent are aged between 31 and 50 years of age.

28% are over 50 years of age.

13% are between 21 and 30.

No respondent is less than 20.

Comment: When read with the range of respondents' occupations (see below), this indicates that most respondents are in their working years.

5. The range of respondents' occupations is limited to:

Academic	5
Accountant	1
Architect	16
City Planner	2
Commercial Manager	1
Consultant	3
Development Manager	6
EGM	1
ENG	3
Environmental Scientist	1
Executive Director	1
Landscape architect	5
Lawyer	2
Manager	1
Marketing	1
Property Analyst	1
Property professional	3
Research	2
Student	2
Total respondents to this question	57

Comment: We acknowledge the inherent bias to those who are built environment professionals.

6. 49% of respondents are BDA members.

Of these 50% are Corporate members, 18% are Individual members, and 15% are Partner members.

7. 85% of respondents who are BDA members and who work for a Patron, Partner or Corporate member stated their views do not reflect the views of their employer.

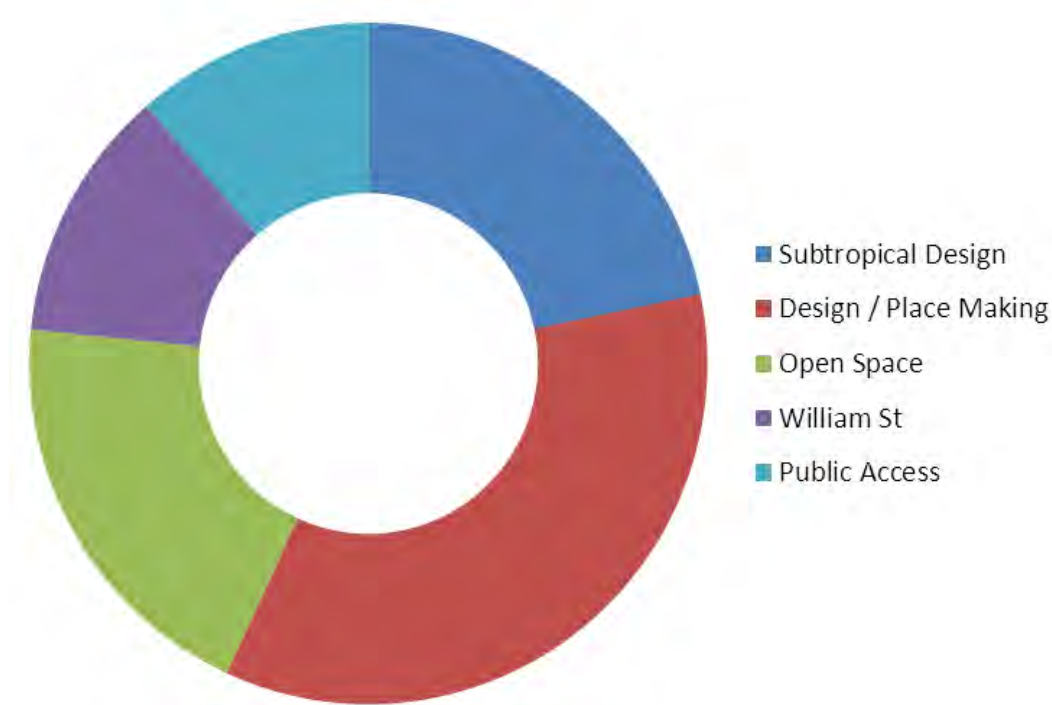
Comment: The responses reflect views form within the BDA and external to it. The views of BDA members do not reflect those of their employer.

See also the additional details and infographics in the Attachments.

The most important and most frequently proffered questions that respondents would like to ask of the project are, in order of priority:

1. **Firstly**, about **design**, particularly matters pertaining to *-in order of priority and frequency*:
 - 1a urban design and place making,
 - 1b subtropical design,
 - 1c open space,
 - 1d building over William Street, and
 - 1e public access.

The proportions of questions about these areas are illustrated in this diagram:



2. **Next**, about **land use**, generally, but particularly – *in order of priority and frequency*:

2a Land Use generally

2b Heritage matters,

2c The casino, and

2d Flooding.

The proportions of questions about these areas are illustrated in this diagram:



3. **Then**, about the **timing and staging** of the **delivery** of the project, including some references to:

3a Consultation and

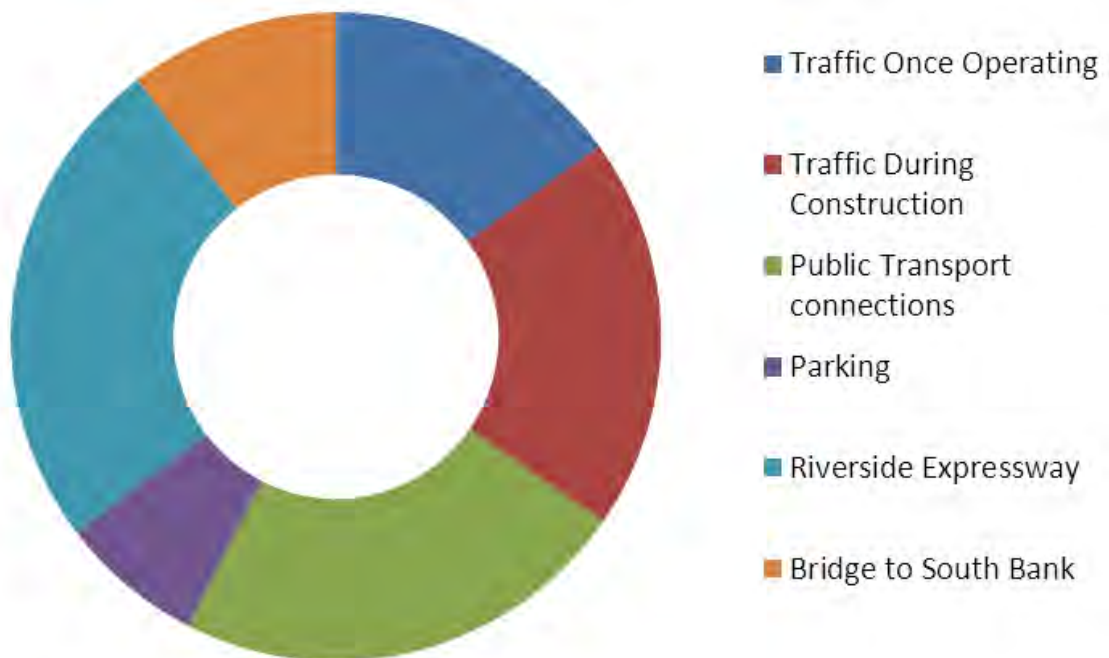
3b Delivery of the project

[no chart]

4. **Then, about movement**, particularly matters pertaining to – *in order of priority and frequency*:

- 4a The Riverside Expressway,
- 4b Public transport connections,
- 4c Traffic management/impacts both during construction and once operating,
- 4d Some questions about the bridge to South Bank and car parking.

The proportions of questions about these areas are illustrated in this diagram:



5. And finally, about **economics** and related matters, particularly – *in order of priority and frequency* :

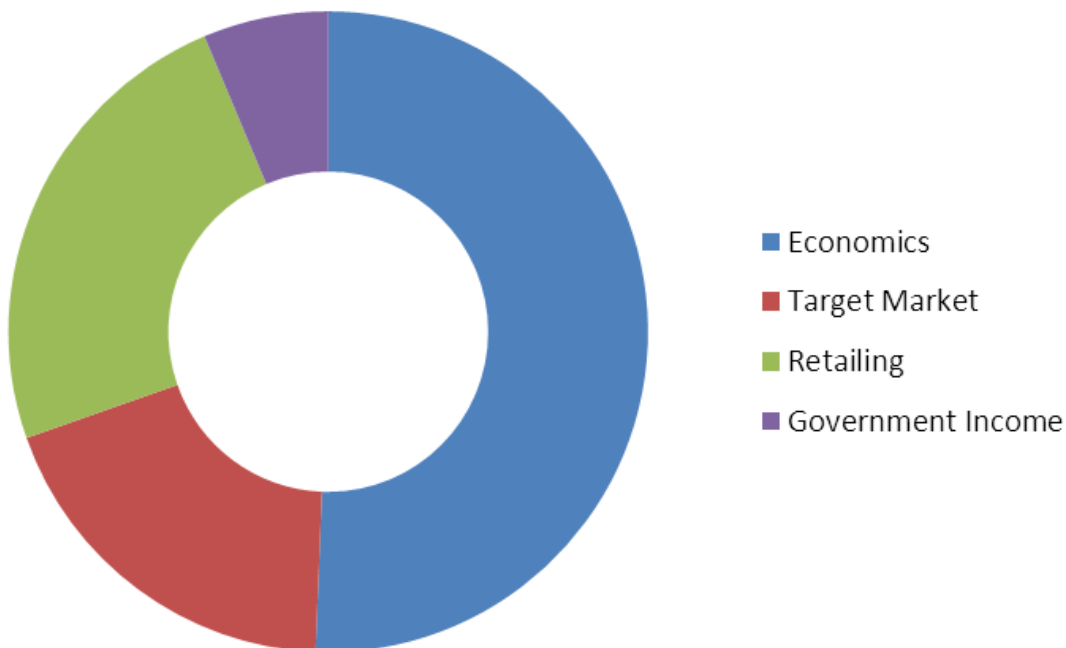
5a Economics,

5b Retailing, and

5b Target markets of the project, and

5d A reference to Government income.

The proportions of questions about these areas are illustrated in this diagram:



Next Step

The BDA will use the results of the survey to fine tune the program for its **Interactive Sessions** and **Luncheon Seminar** on **19 October**.

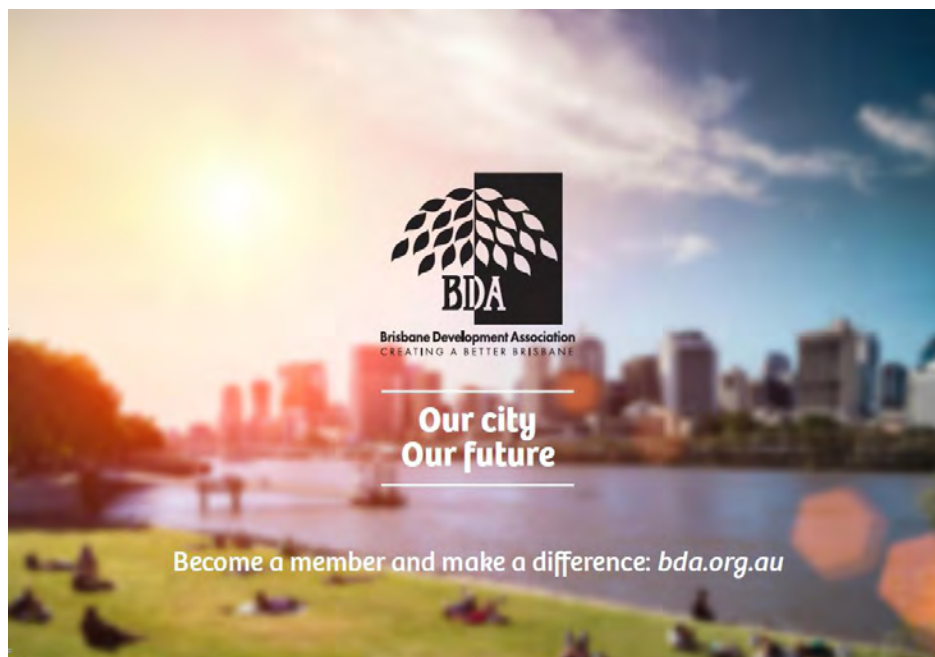
A copy of the flyer for the event is attached.

Registrations can be made via

http://www.bda.org.au/files/Queens%20Wharf%20Lunch_Final.pdf

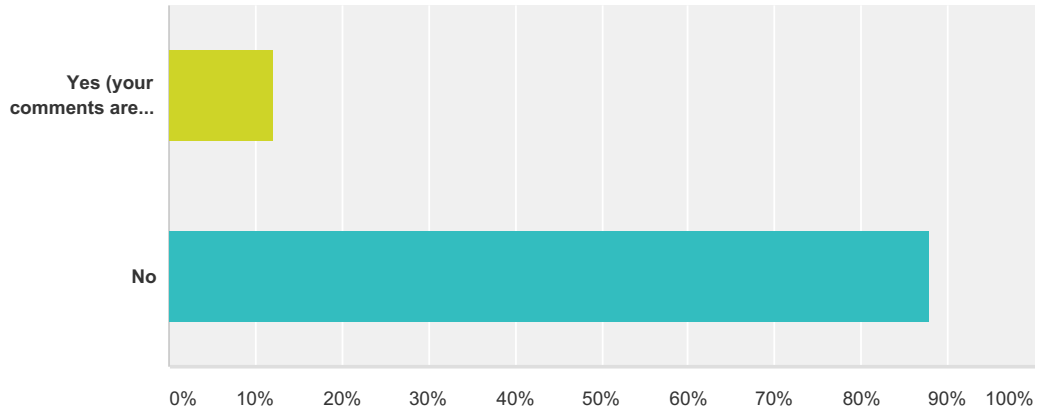
For more information contact

Mark Doonar
Executive Director Brisbane Development Association
0418 153 992
mark.doonar@bda.org.au



Q1 Have YOU been involved in either of the bidding Consortia's work, or for the State Government's offices attending to the project?

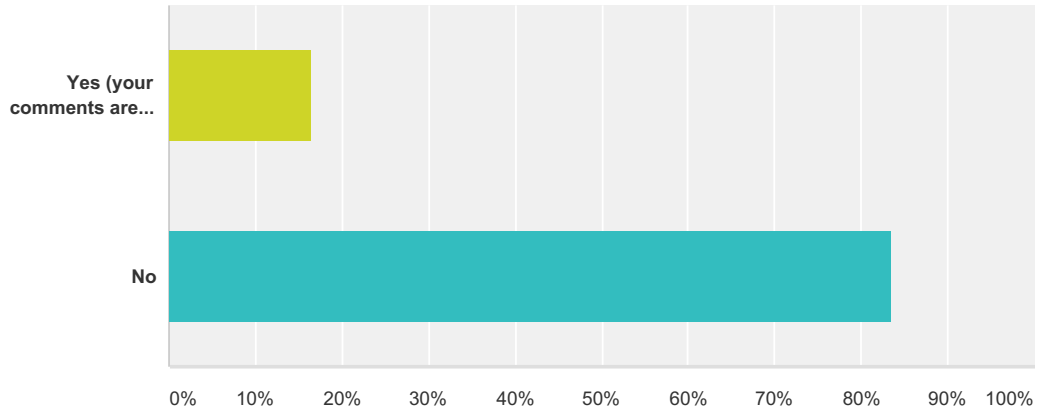
Answered: 58 Skipped: 3



Answer Choices	Responses
Yes (your comments are still valid. We welcome them)	12.07% 7
No	87.93% 51
Total	58

Q2 Has YOUR ORGANISATION been involved in either of the bidding Consortia's work, or for the State Government's offices attending to the project?

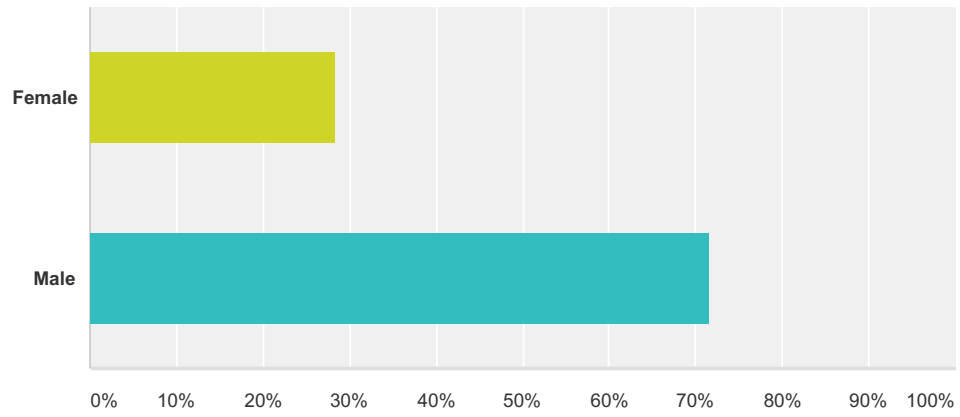
Answered: 61 Skipped: 0



Answer Choices	Responses
Yes (your comments are still valid. We welcome them)	16.39% 10
No	83.61% 51
Total	61

Q3 Are you:

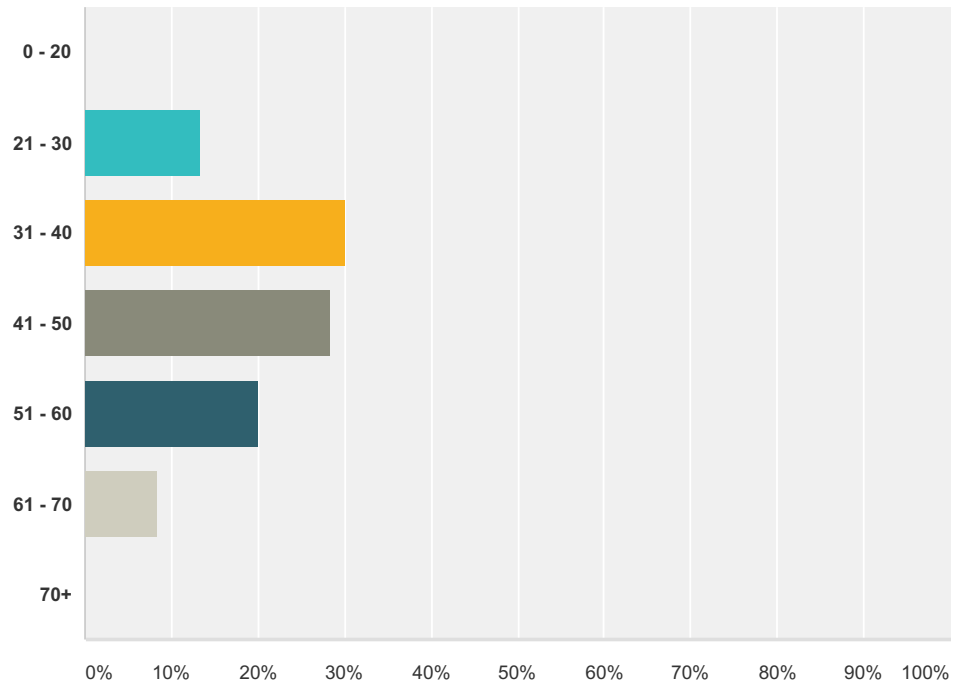
Answered: 60 Skipped: 1



Answer Choices	Responses
Female	28.33% 17
Male	71.67% 43
Total	60

Q4 What is your age?

Answered: 60 Skipped: 1



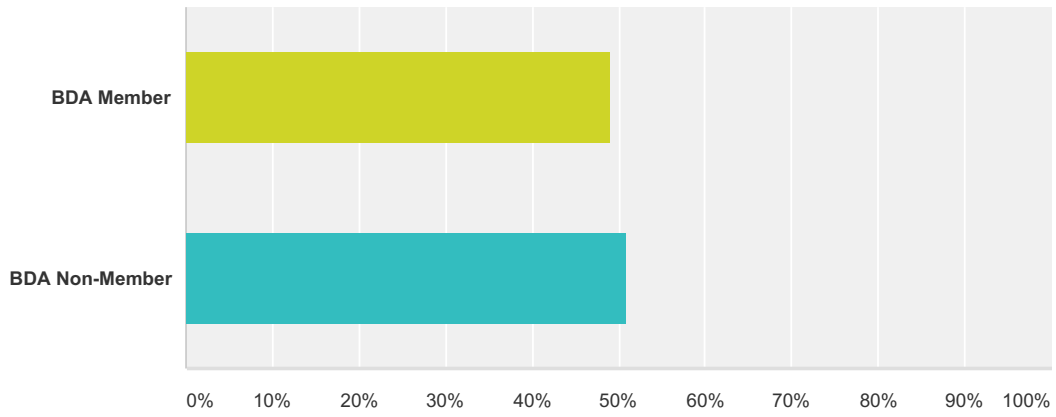
Answer Choices	Responses
0 - 20	0.00% 0
21 - 30	13.33% 8
31 - 40	30.00% 18
41 - 50	28.33% 17
51 - 60	20.00% 12
61 - 70	8.33% 5
70+	0.00% 0
Total	60

Q5 What is your occupation?

Answered: 57 Skipped: 4

Q6 Are you a:

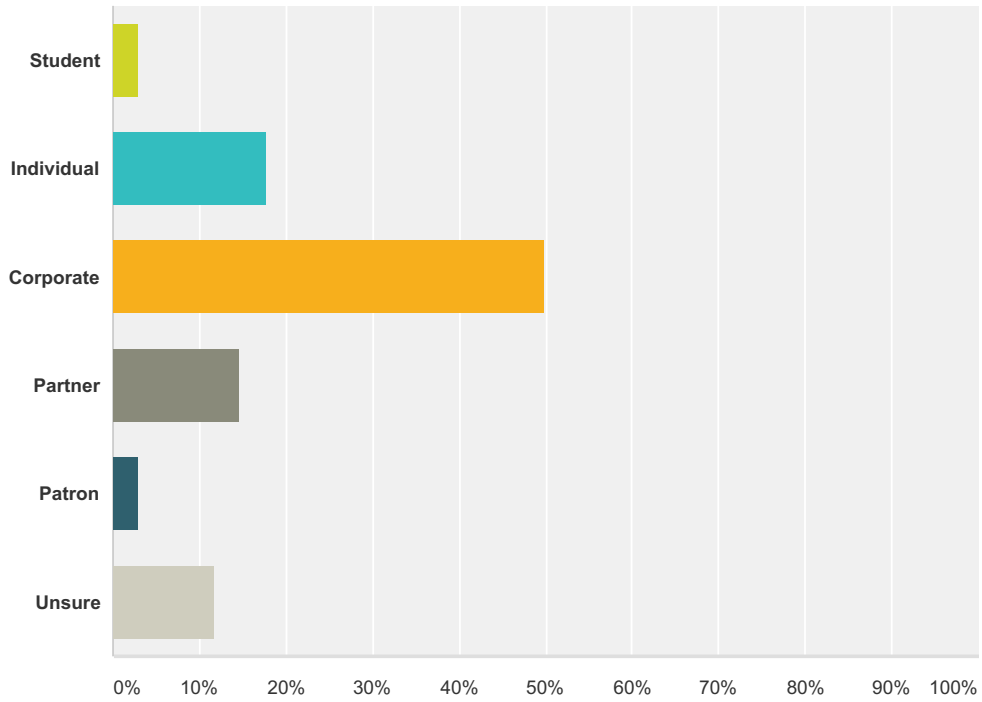
Answered: 59 Skipped: 2



Answer Choices	Responses
BDA Member	49.15% 29
BDA Non-Member	50.85% 30
Total	59

Q7 If you are a BDA member which best categorises your membership?

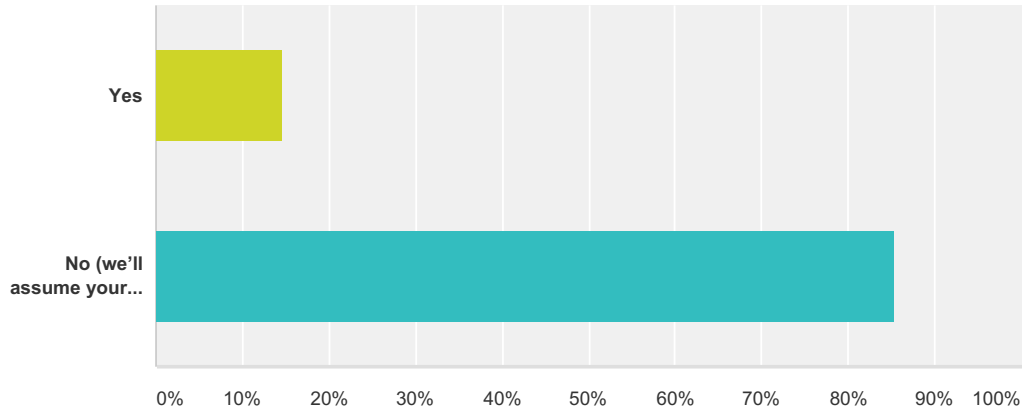
Answered: 34 Skipped: 27



Answer Choices	Responses
Student	2.94% 1
Individual	17.65% 6
Corporate	50.00% 17
Partner	14.71% 5
Patron	2.94% 1
Unsure	11.76% 4
Total	34

Q8 If you answered c) Corporate, d) Partner or e) Patron in question 7, do your comments reflect the views of your organisation?

Answered: 34 Skipped: 27



Answer Choices	Responses
Yes	14.71% 5
No (we'll assume your response is an individual response. We welcome it)	85.29% 29
Total	34

Q9 What are the top 5 questions you have about the project? (preferably in 10 words or less and in order of priority – make sure the most important question is first)

Answered: 57 Skipped: 4

Answer Choices	Responses	
Question 1:	100.00%	57
Question 2:	91.23%	52
Question 3:	87.72%	50
Question 4:	78.95%	45
Question 5:	66.67%	38

Q10 If you are a BDA Member and are interested in going in the draw to win a \$100 voucher to Fortitude Valley's artisan craft and design store, please leave a contact email address in the box below.

Answered: 22 Skipped: 39



QUEEN'S WHARF BRISBANE

BUSINESS OPPORTUNITIES & INTERACTIVE SESSIONS

ECHO ENTERTAINMENT GROUP

INTERACTIVE SESSIONS SPONSOR



LUNCHEON SPONSOR



HOST + FACILITATOR

The Queensland Government in partnership with the Destination Brisbane Consortium will deliver a world-class tourism, leisure and entertainment precinct that provides economic growth for Queensland with the creation of around 2,000 jobs during construction and more than 8,000 during operations.

How can Brisbane businesses benefit from this and grow their own business? Take this opportunity to interact with the experts supporting the project and give your feedback.

IN ASSOCIATION WITH THE BRISBANE CONVENTION AND EXHIBITION CENTRE,
THIS WILL BE A GENUINE ENGAGEMENT OF BOTH YOUR QUESTIONS AND YOUR
FEEDBACK – AN EVENT NOT TO BE MISSED!

— 8AM-2PM, MONDAY 19th OCTOBER 2015 —

BOOK NOW TO BE PART OF BOTH
THE INTERACTIVE SESSIONS AND
LUNCHEON SEMINAR, OR REGISTER
FOR THE LUNCHEON SEMINAR ONLY.

Brisbane Convention and Exhibition Centre, South Brisbane
Interactive Sessions | 8.00am for 8.30am start *(concludes 12 noon)*
Luncheon Seminar | 12.00noon for 12:30pm start *(concludes 2.00pm)*

KEYNOTE SPEAKERS



David Edwards
Projects Chief Executive, Department of State Development



Geoff Hogg
Managing Director, Qld, Echo Entertainment Group

Interactive Sessions Moderators - to be advised shortly

Interactive Sessions Presenters from the Destination Brisbane Team - to be advised shortly

IN ASSOCIATION WITH



THE FINAL PROGRAM IS BEING FINALISED, PLACES ARE LIMITED SO YOU WILL NEED TO BOOK EARLY.



QUEEN'S WHARF BRISBANE

BUSINESS OPPORTUNITIES & INTERACTIVE SESSIONS

— MONDAY 19th OCTOBER 2015 —

NOTICES AND ADVICES:

1. Registrations and cancellations must be in writing and received by COB Wednesday 14th October 2015. Full payment will be required for all cancellations received after this time. This document will be a TAX INVOICE for GST when you make payment. Prices on this sheet are inclusive of GST.
2. **Please advise of any dietary requirements by contacting the BDA directly at our email address as below.**
3. This event may attract CPD points. Please contact your relevant professional Institute or industry organisation to confirm.
4. Privacy Statement – Collection Notice: The purpose for collecting this information is to process your registration. These details will not be made available to any third party, but may be used for future BDA event mailings.
5. The BDA may alter the registration details, including price, at its discretion.

The BDA Patron Members are: APP Corporation, Arup, BDO, BHC, Brisbane Airport Corporation, Cardno HRP, Devine Limited, GHD, Leighton Properties, Lend Lease, Minter Ellison, PDT Architects, Port of Brisbane, Rider Levett Bucknall, RNA, Three Plus, Tract Consultants, Urbis

REGISTRATION DETAILS: Interactive Sessions + Lunch (W+L) Lunch Only (please tick)

Name/s:	W+L	L		W+L	L	
1. _____	<input type="radio"/>	<input type="radio"/>		6. _____	<input type="radio"/>	<input type="radio"/>
2. _____	<input type="radio"/>	<input type="radio"/>		7. _____	<input type="radio"/>	<input type="radio"/>
3. _____	<input type="radio"/>	<input type="radio"/>		8. _____	<input type="radio"/>	<input type="radio"/>
4. _____	<input type="radio"/>	<input type="radio"/>		9. _____	<input type="radio"/>	<input type="radio"/>
5. _____	<input type="radio"/>	<input type="radio"/>		10. _____	<input type="radio"/>	<input type="radio"/>

Company: _____ Email: _____

PAYMENT DETAILS: INTERACTIVE SESSIONS + LUNCH

Members - \$200* ea Non-members - \$300* ea Table Member (10) - \$1,900* Table Non-members - \$2,850* Students - \$50* ea

PAYMENT DETAILS: LUNCH ONLY

Members - \$100* ea Non-members - \$150* ea Table Member (10) - \$900* Table Non-members - \$1,450* Students - \$50* ea

Total \$: _____ * Total cost includes GST

Payment Method: Credit Card *please fill in below* EFT - BSB: 084 004 | ACC NO: 02933 4581 *please email remittance to admin@bda.org.au* Cheque - *please make out to "Brisbane Development Association"*

Credit Card Details:   **DINERS OR AMEX ARE NOT ACCEPTED**

Card no: _____ Exp date: ____/____

Name: _____ Reference: Oct 2015 Queens Wharf

Cardholders Signature: _____