

# Brisbane's Economic Profile

as at December 2025



Dedicated to a better Brisbane

## Brisbane at a glance

Brisbane is a great place to live, work and relax - it's a safe, vibrant, green and prosperous city, valued for its friendly and optimistic character and enjoyable lifestyle. Brisbane City Council is creating jobs while planning for the future and ensuring the city has the services and infrastructure to meet the needs of future generations.

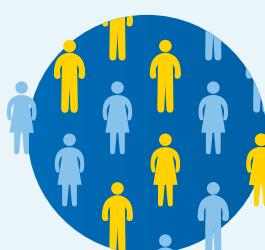
Brisbane is the capital of Queensland and encompasses key employment districts including the Brisbane Central

Business District, Australia Trade Coast (Brisbane Airport and Port of Brisbane) and the South West Industrial Gateway, which service local businesses as well as those in the broader South East Queensland.

With an estimated 958,000 jobs in 2024, a labour force of more than 825,000 and almost 146,000 registered businesses, Brisbane is an ideal place to live and do business.



Land area  
1342.7 km<sup>2</sup>



2024 resident  
population  
1.36 million



Average  
household size  
2.5 persons



Gross Regional Product  
\$225 billion  
in 2022-23



Almost 146,000  
registered businesses  
in 2024-25



More than  
825,000 in the  
labour force



68% work and live  
within Brisbane



70% working  
age population  
(15-64 years)



1.3 million  
international  
visitors

9.1 million  
domestic  
overnight  
visitors

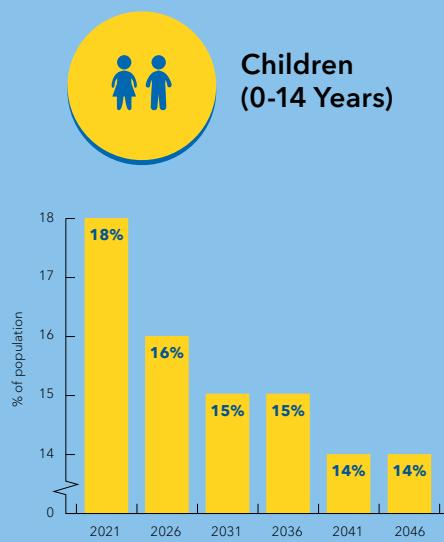
# Brisbane's resident population

How many people call Brisbane home?

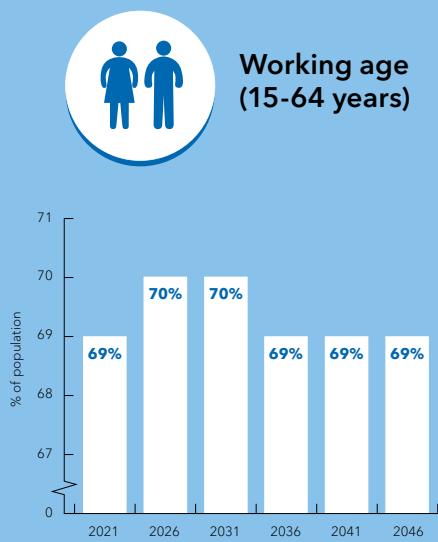


**Source:** Australian Bureau of Statistics, Regional Population, 2024.  
Queensland Government Population Projections, 2023 edition (medium series).

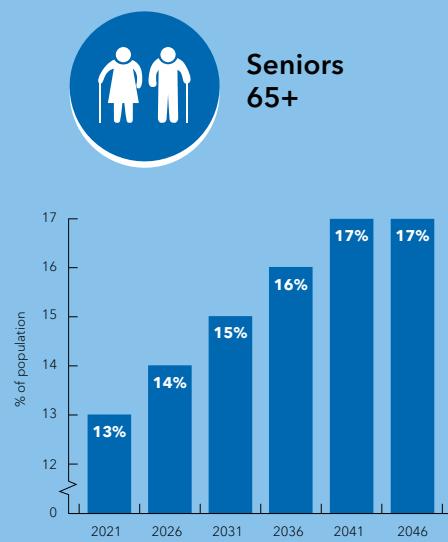
How is Brisbane's population projected to change?



The share of Brisbane's children is projected to decrease from 18% to 14% between 2021 and 2046.



The share of Brisbane's working age population is projected to stay relatively consistent over the long run. With this section of the population projected to be 69% in 2046.



The share of Brisbane's senior population is projected to increase from 13% to 17% between 2021 and 2046. Brisbane's senior population is projected to increase an average of 2.0% per annum between 2021 and 2046.

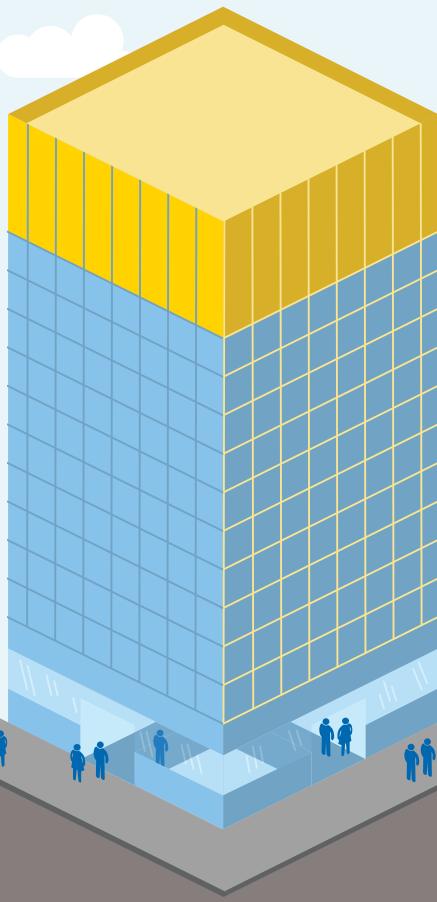
**Source:** Australian Bureau of Statistics, Regional Population by Age and Sex, 2024.  
Queensland Government Population Projections, 2023 edition (medium series).



# Brisbane's resident labour force

## How large is Brisbane's resident labour force?

Brisbane's labour force increased from 666,204 persons in June quarter 2015 to 825,386 persons in June quarter 2025.

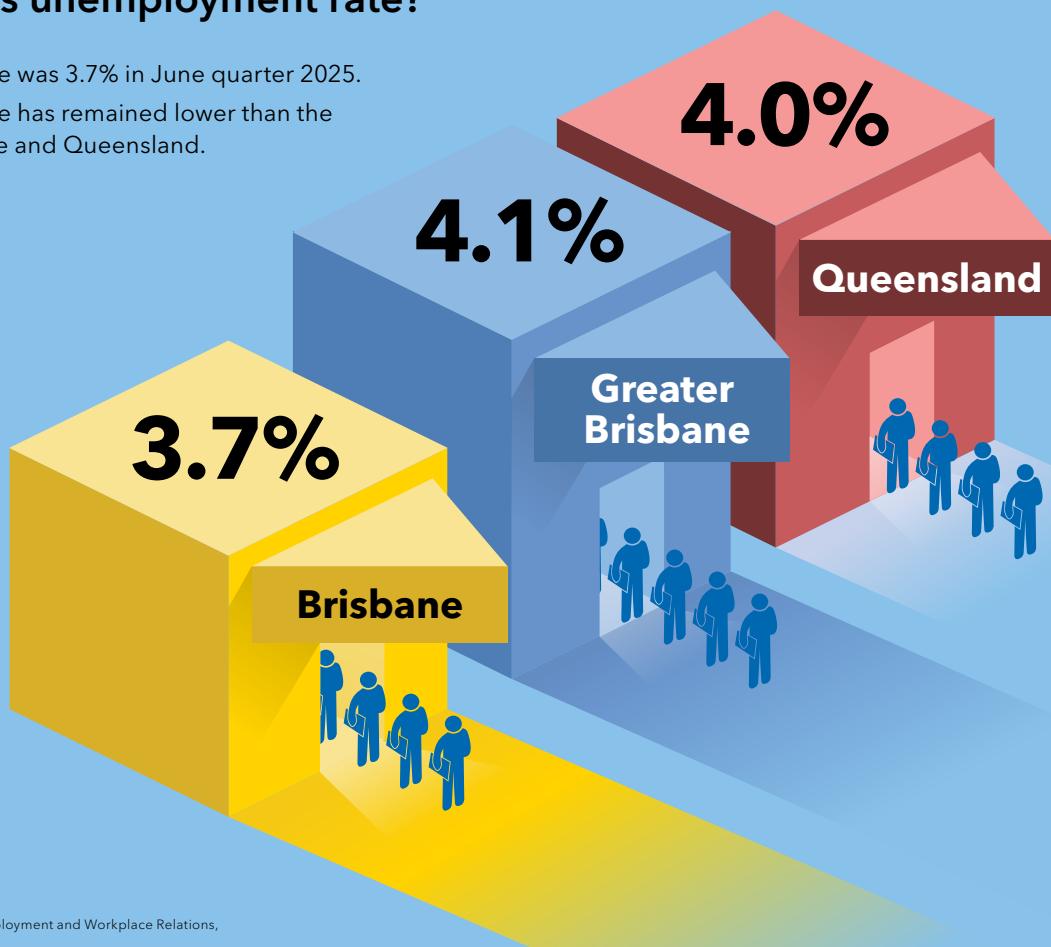


**Source:** Australian Government Department of Employment and Workplace Relations, Small Area Labour Markets, 2025.

## What is Brisbane's unemployment rate?

Brisbane's unemployment rate was 3.7% in June quarter 2025.

Brisbane's unemployment rate has remained lower than the rates of both Greater Brisbane and Queensland.



**Source:** Australian Government Department of Employment and Workplace Relations, Small Area Labour Markets, 2025.



# Brisbane's jobs

## Which industries employ the most workers in Brisbane?

In 2021, the top three industries in Brisbane were health care and social assistance, professional, scientific and technical services, and education and training.

These industries employed a total of 281,221 workers in 2021 accounting for 35% of total jobs within the Brisbane Local Government Area (LGA).

**Source:** Australian Bureau of Statistics Census of Population and Housing, 2021, Working Population Profile, based on Place of Work at ANZSIC 1 digit level.



### Health care and social assistance

121,574 jobs



### Professional, scientific, and technical services

89,605 jobs



### Education and training

70,042 jobs



75%  
Female  
employees



25%  
Male  
employees



Registered businesses\*  
15,180



57%  
Male  
employees



43%  
Female  
employees



Registered businesses\*  
26,208



69%  
Female  
employees



31%  
Male  
employees



Registered businesses\*  
2,697

#### Key employment locations include:

- Kelvin Grove - Herston
- South Brisbane
- Woolloongabba
- Chermside
- Brisbane City.

#### Key employment locations include:

- Brisbane City
- Fortitude Valley
- Newstead - Bowen Hills
- Paddington - Milton
- South Brisbane.

#### Key employment locations include:

- St Lucia
- Brisbane City
- Kelvin Grove - Herston
- South Brisbane
- Salisbury - Nathan.

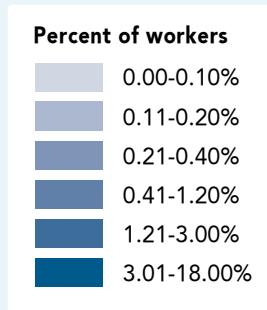
**Source:** Australian Bureau of Statistics Census of Population and Housing, 2021, Working Population Profile, based on Place of Work at ANZSIC 1 digit level.

\*Australian Bureau of Statistics Counts of Australian Businesses, June 2025.



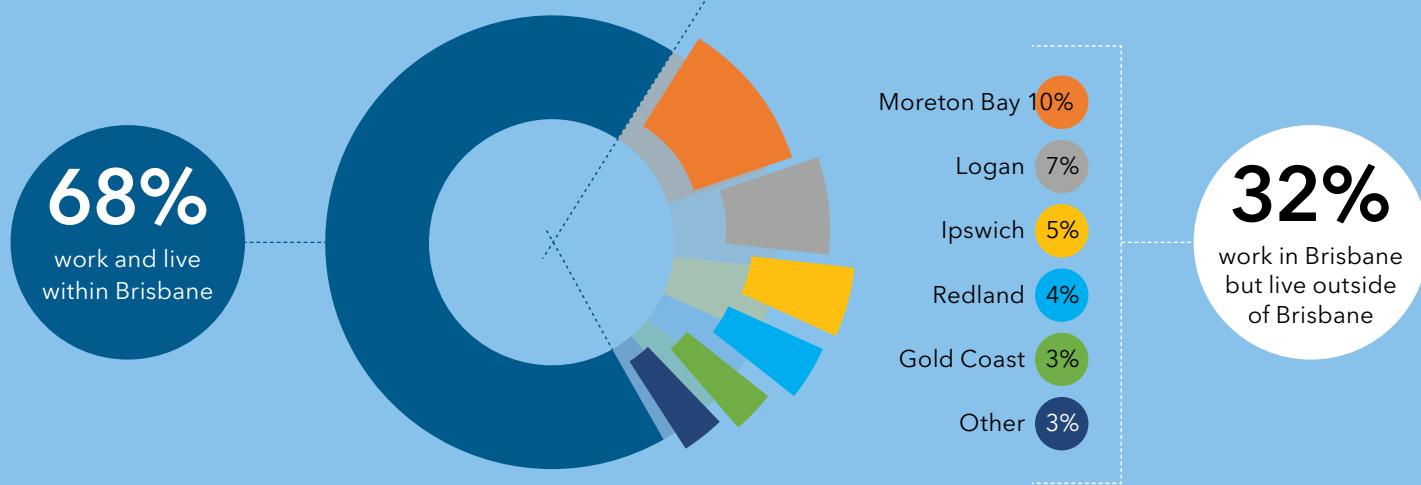
# Brisbane's jobs

Where are Brisbane's jobs concentrated?

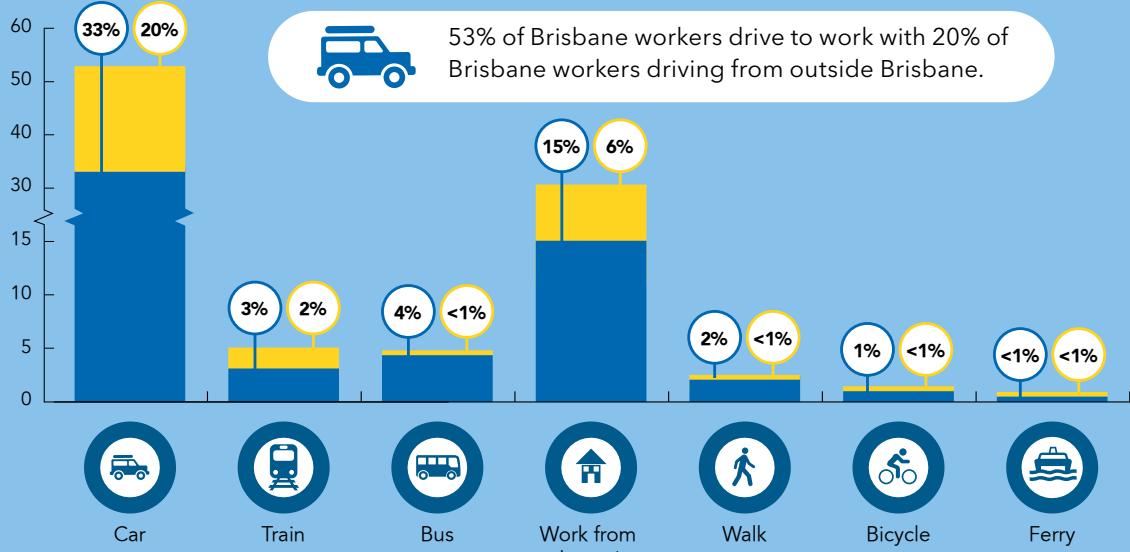


**Source:** Australian Bureau of Statistics, Census of Population and Housing, 2021, TableBuilder based on Place of Work.

Where do Brisbane's workers commute from?



How do Brisbane's workers commute?\*



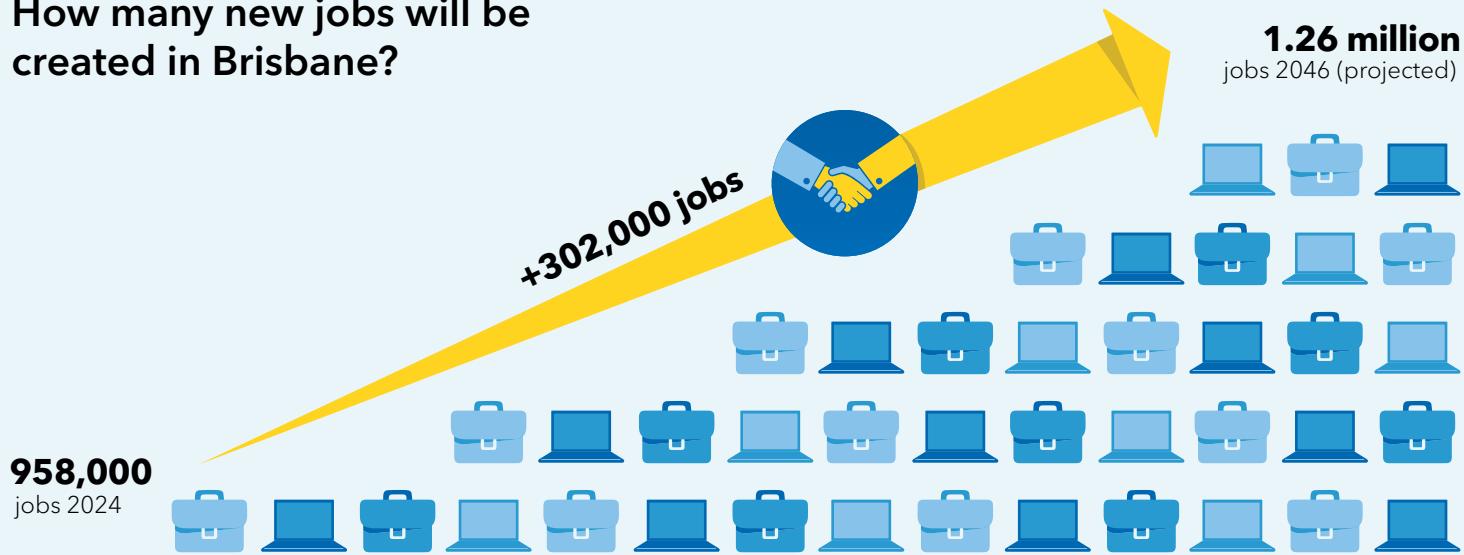
**Source:** Australian Bureau of Statistics, Census of Population and Housing, 2021, TableBuilder, based on Place of Work.

\*Figures based on 2021 Census of Population and Housing, which was conducted on 10th August 2021. At this time various COVID-19 lockdown restrictions were in place throughout the Brisbane LGA which prevented people from attending their regular workplace, likely resulting in a larger proportion of people working from home than usual.



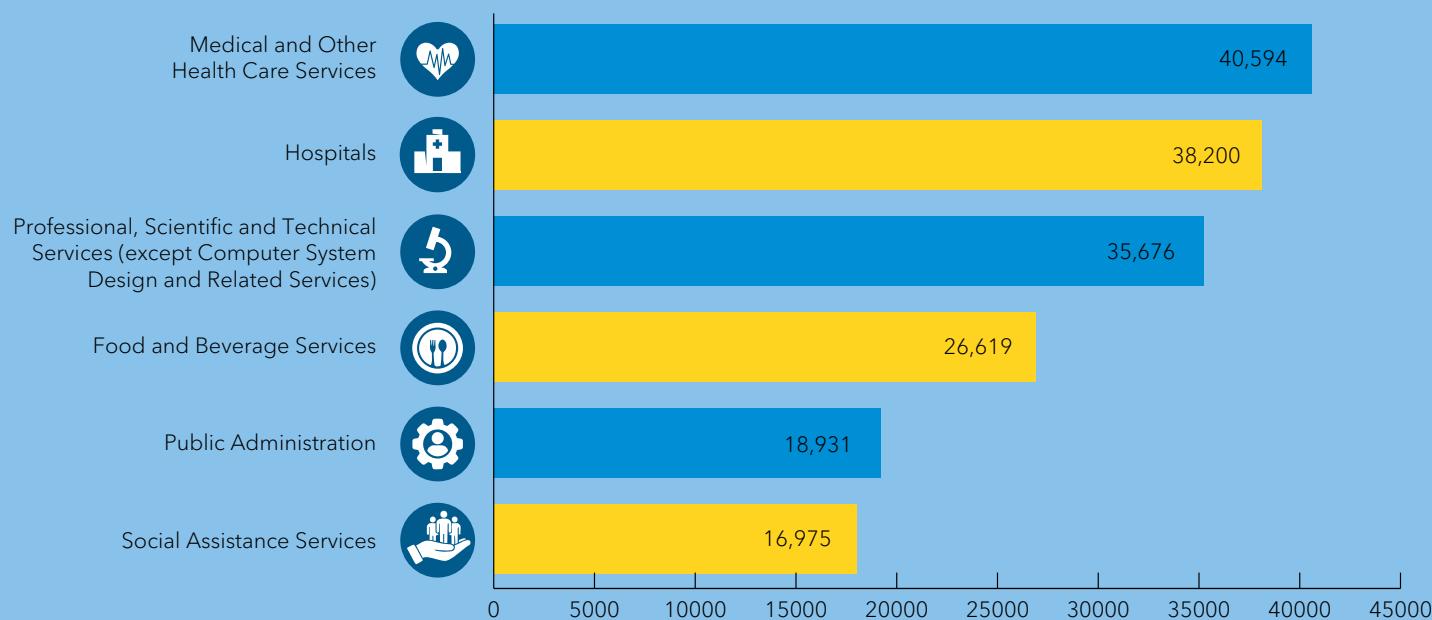
# Brisbane's projected jobs growth

How many new jobs will be created in Brisbane?



**Source:** National Institute of Economic and Industry Research (NIEIR), 2024.

Which industries will have the largest increase in workers in the next 20 years?



**Brisbane 2024 to 2046**

Medical and Other Health Care Services is estimated to experience the largest increase in the number of workers between 2024 to 2046.

**Source:** National Institute of Economic and Industry Research (NIEIR) 2024 Based on ANZSIC 2-digit classification.

# Brisbane's building approvals



What is the value of building approvals in Brisbane?

## Residential

Flats, units, apartments, townhouses, etc.

New house



\$2.14 billion  
21%



\$2.93 billion  
28%

Alterations and additions



\$1.09 billion  
10%

## Non-residential

Commercial, retail, offices, industrial, education, religious, etc.



\$4.28 billion  
41%

The total value of building approvals within the Brisbane LGA in 2024/25 was \$10.44 billion.

Source: Australian Bureau of Statistics, Building Approvals, Australia, 2024/25.

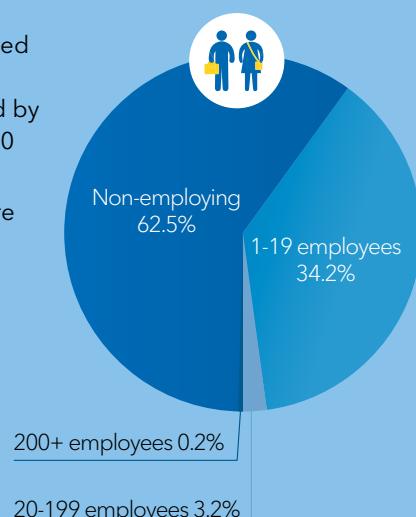


# Business in Brisbane

How many registered businesses does Brisbane have?

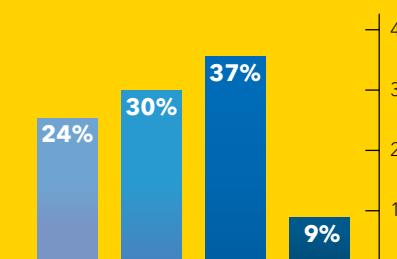
The number of registered businesses within the Brisbane LGA increased by 15% between June 2020 and June 2025.

In June 2020, there were 126,452 registered businesses within the Brisbane LGA increasing to 145,916 registered businesses in June 2025.



How much do Brisbane businesses turnover?

Zero to less than \$50k  
\$50k to less than \$200k  
\$200k to less than \$2m  
\$2m or more



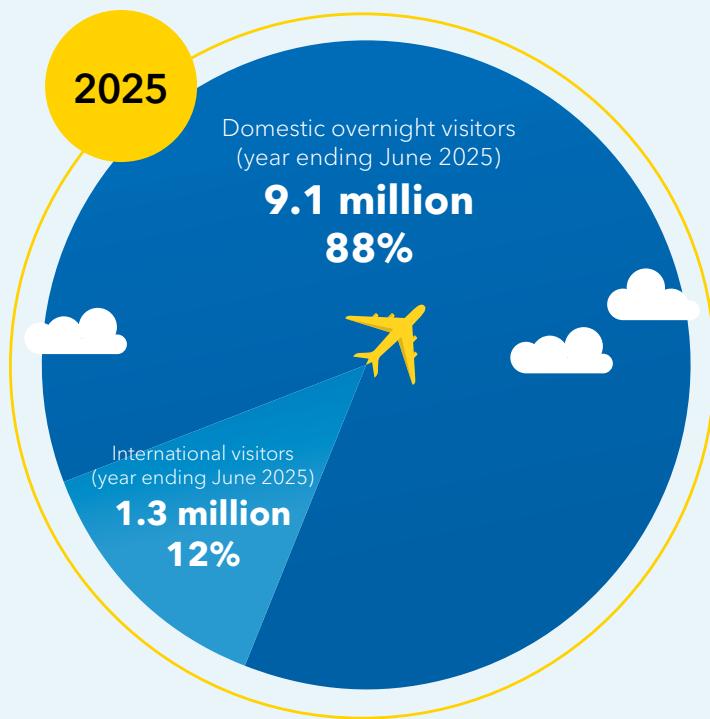
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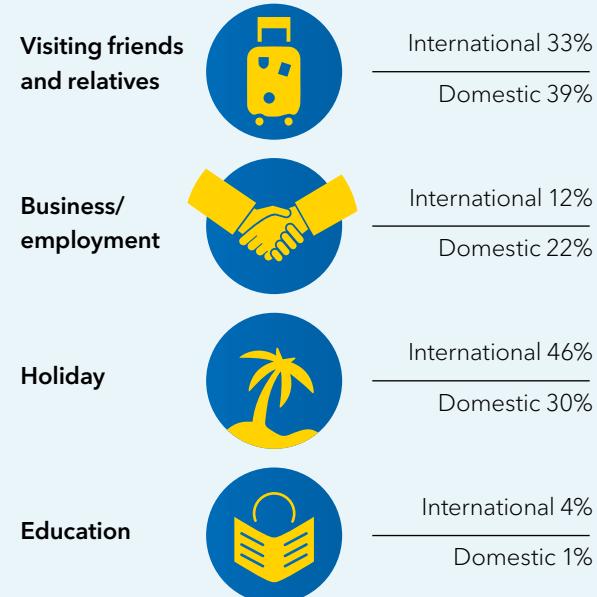
# Brisbane's tourism

## How many visitors come to Brisbane?



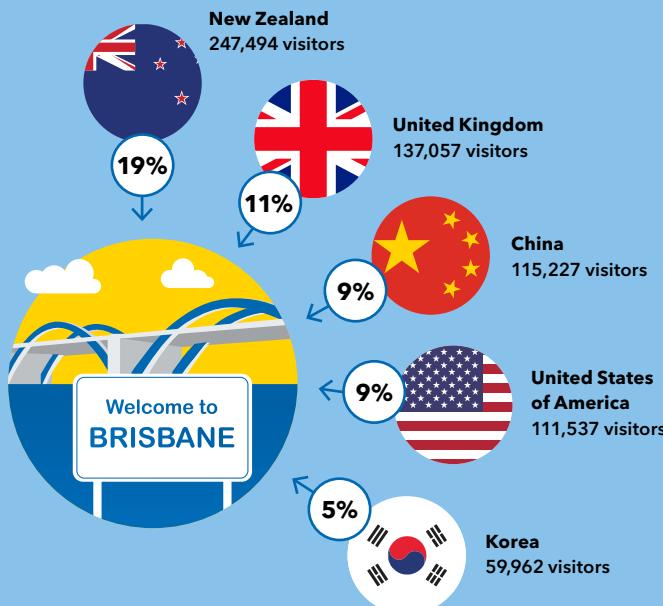
**Source:** Tourism Research Australia, National Visitor Survey, International Visitor Survey, Domestic Tourism Statistics, Year ending June 2025.

## What are visitors' main reasons for visiting Brisbane?



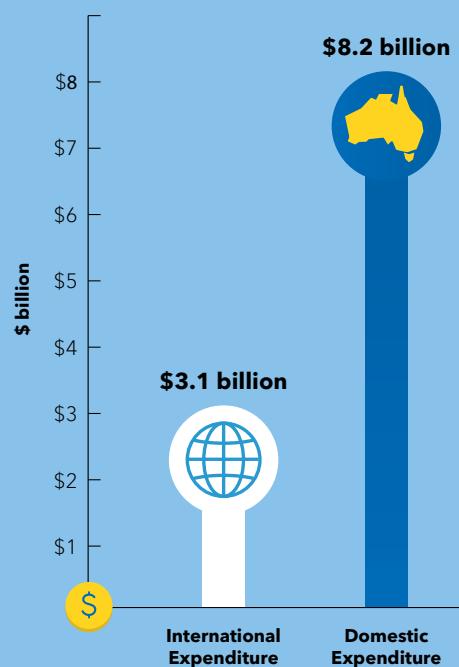
**Source:** Tourism Research Australia, National Visitor Survey, International Visitor Survey, Domestic Tourism Statistics, Year ending June 2025.

## What are the top five countries Brisbane's visitors come from?



**Source:** Tourism Research Australia, International Visitor Survey, Year ending June 2025.

## How much do visitors to Brisbane spend?



**Source:** Tourism Research Australia, National Visitor Survey, International Visitor Survey, Year ending December 2024.

# Where can I find out more?

**Call our business hotline 133 BNE (133 263)  
24 hours a day, seven days a week. Or visit  
brisbane.qld.gov.au/business to find the  
below resources.**

## **Brisbane's suburb data profiles**

Brisbane Community Profiles make it easy to find and analyse data; businesses can use the profiles to understand their market. Using the latest demographic, social and economic data, businesses can generate profiles about:

- the people who live in an area (resident profile)
- workers and businesses operating in an area (workforce profile)
- how an area has changed over time (time series profile).

## **Brisbane's key economic facts**

Brisbane City Council regularly collects information on Brisbane's economic performance including key statistics and research.

## **Brisbane Open Data**

Brisbane City Council releases open data to the public free of charge. Council has more than 430 datasets, containing information such as spatial data, community trends, public transport, employment projections and more.

## **Doing business in Brisbane**

Brisbane City Council is building our local economy by supporting small business and nurturing innovation. Council provides business customers with access to a wide range of resources and opportunities such as data to help you understand your customers, free events, grants as well as support from our dedicated business hotline.

**Disclaimer:** Brisbane City Council has used a range of data sources to compile this information including the Australian Bureau of Statistics, Queensland Government Statistician's Office, Tourism Research Australia, and the National Institute of Economic and Industry Research. While every care has been taken to ensure the content is accurate, there may be errors or omissions in it and no legal responsibility is accepted for the information.