

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 km²



2024 resident
population
1.36 million



Average
household size
2.5 persons



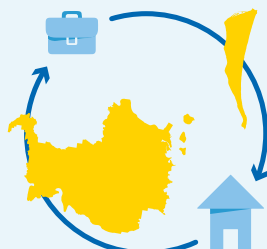
Gross Regional Product
\$225 billion
in 2022-23



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)

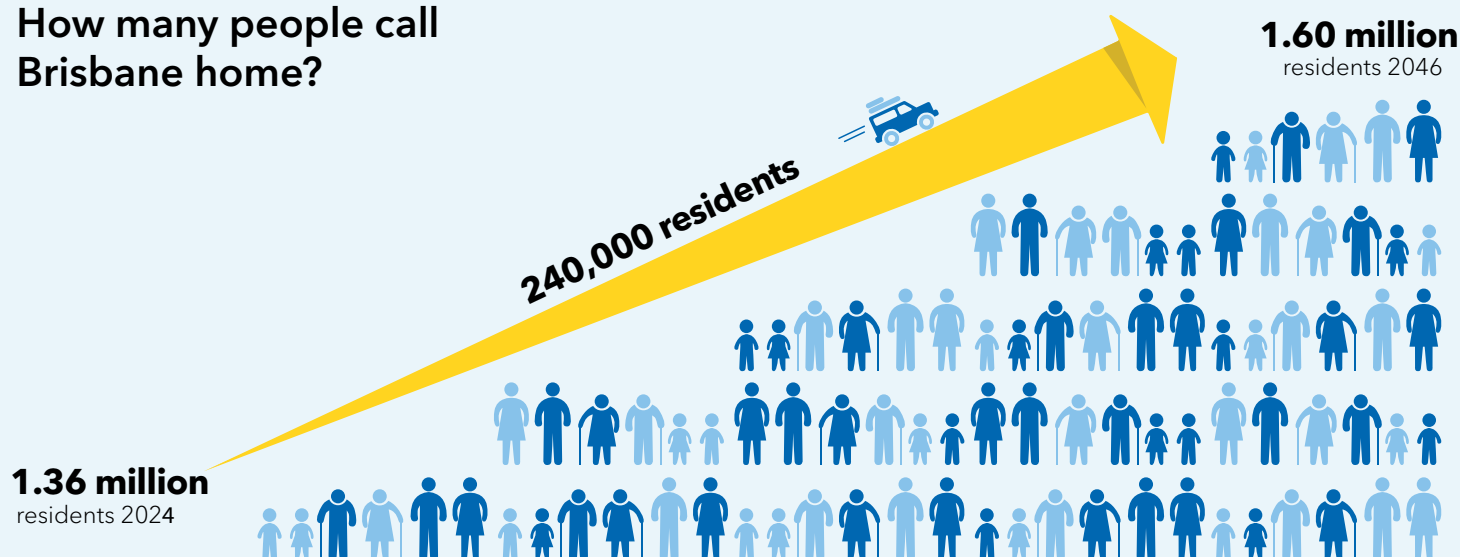


1.3 million international visitors	9.1 million domestic overnight visitors
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Brisbane's resident population

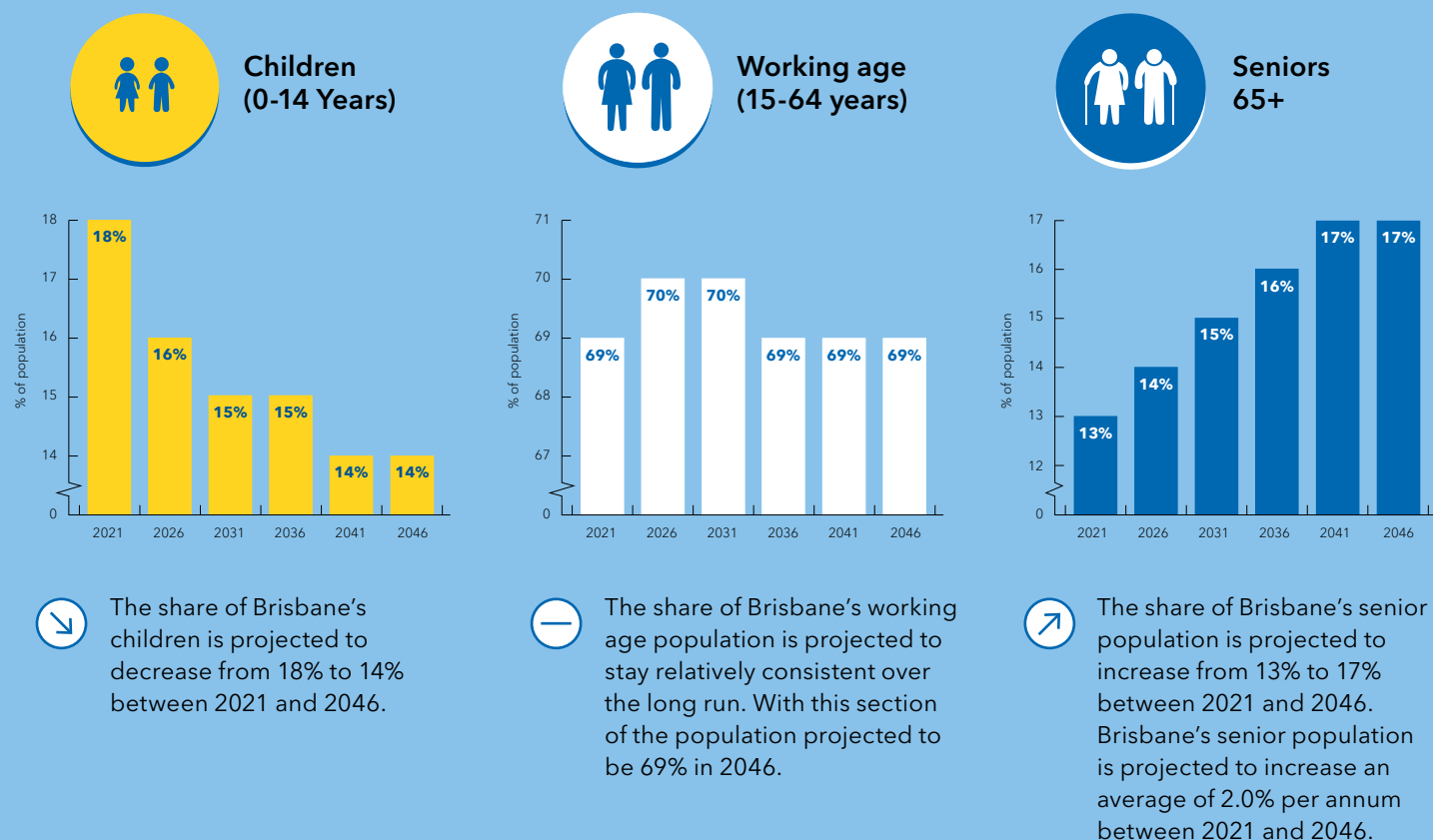


How many people call Brisbane home?



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

How is Brisbane's population projected to change?



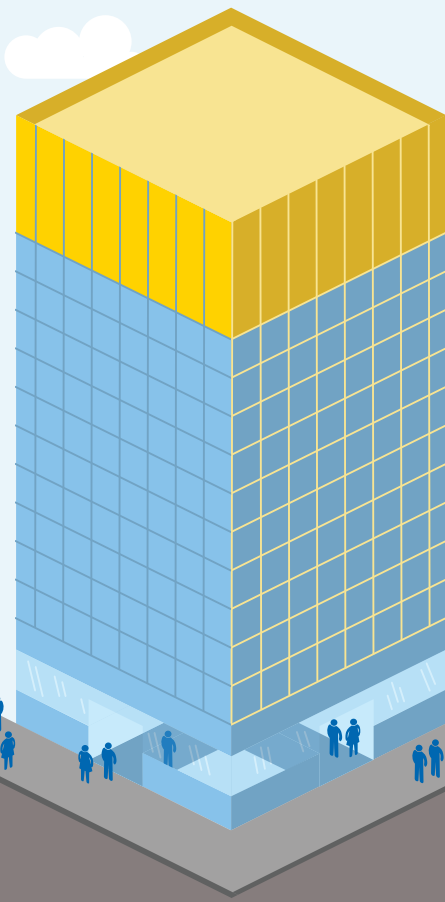
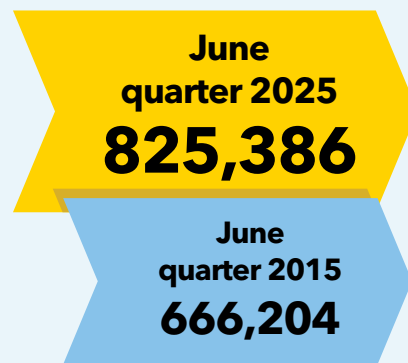
Source: Australian Bureau of Statistics, Regional Population by Age and Sex, 2024.
Queensland Government Population Projections, 2023 edition (medium series).

Brisbane's resident labour force



How large is Brisbane's resident labour force?

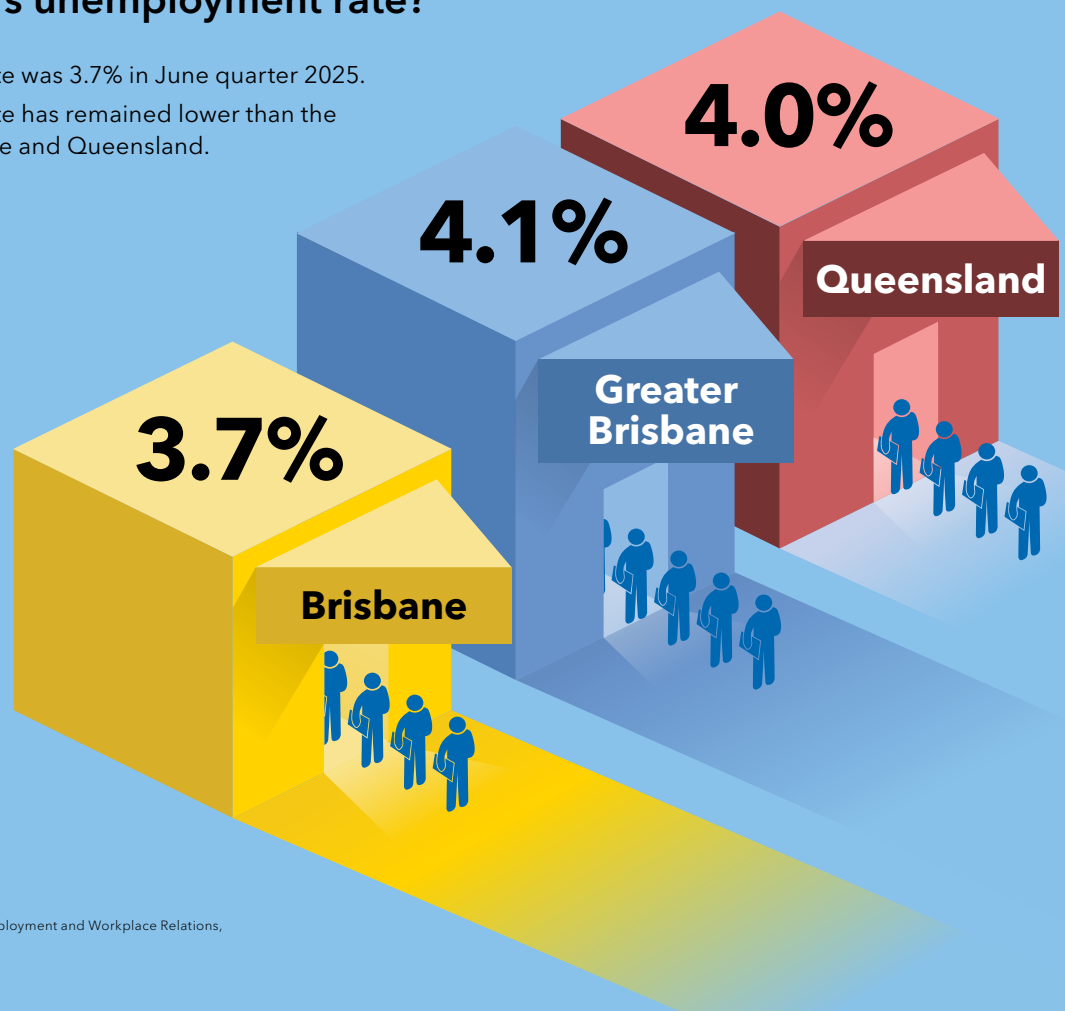
Brisbane's labour force increased from 666,204 persons in June quarter 2015 to 825,386 persons in June quarter 2025.



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



75%
Female
employees



25%
Male
employees



Registered businesses*
15,180

Key employment locations include:

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



Professional, scientific,
and technical services
89,605 jobs



57%
Male
employees



43%
Female
employees



Registered businesses*
26,208

Key employment locations include:

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



Education and
training
70,042 jobs



69%
Female
employees



31%
Male
employees



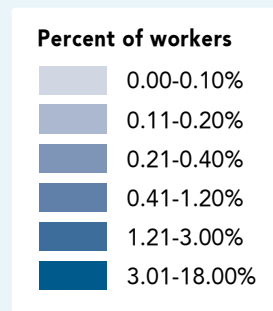
Registered businesses*
2,697

Key employment locations include:

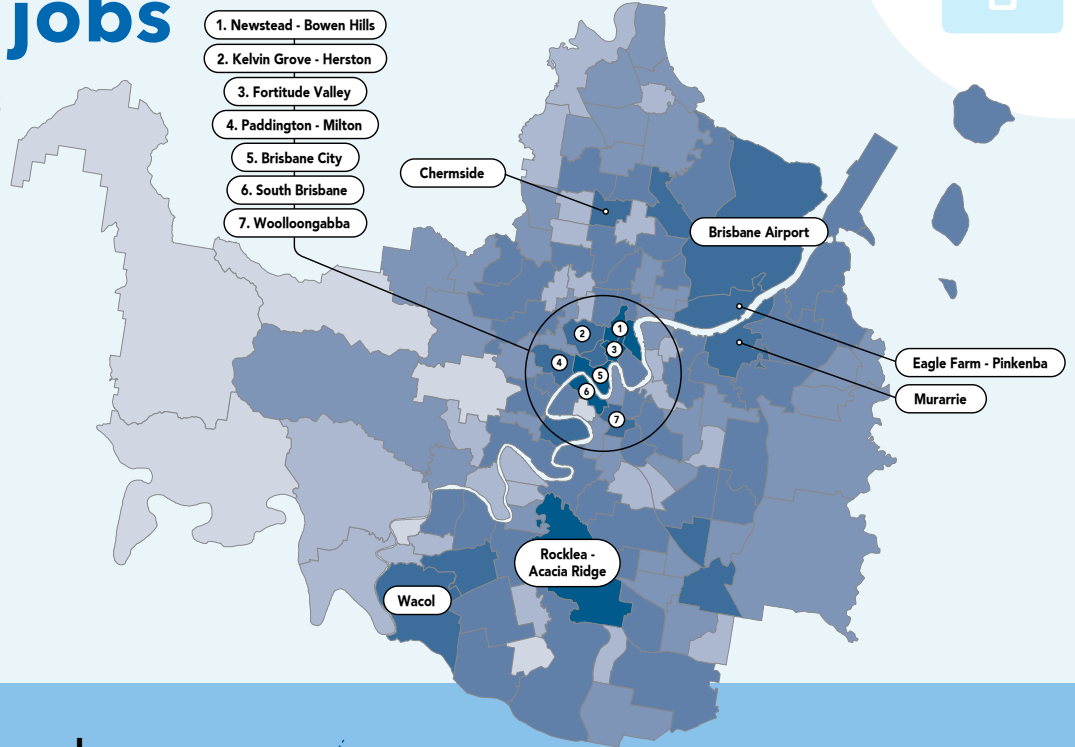
- St Lucia
- Brisbane City
- Kelvin Grove - Herston
- South Brisbane
- Salisbury - Nathan.

Brisbane's jobs

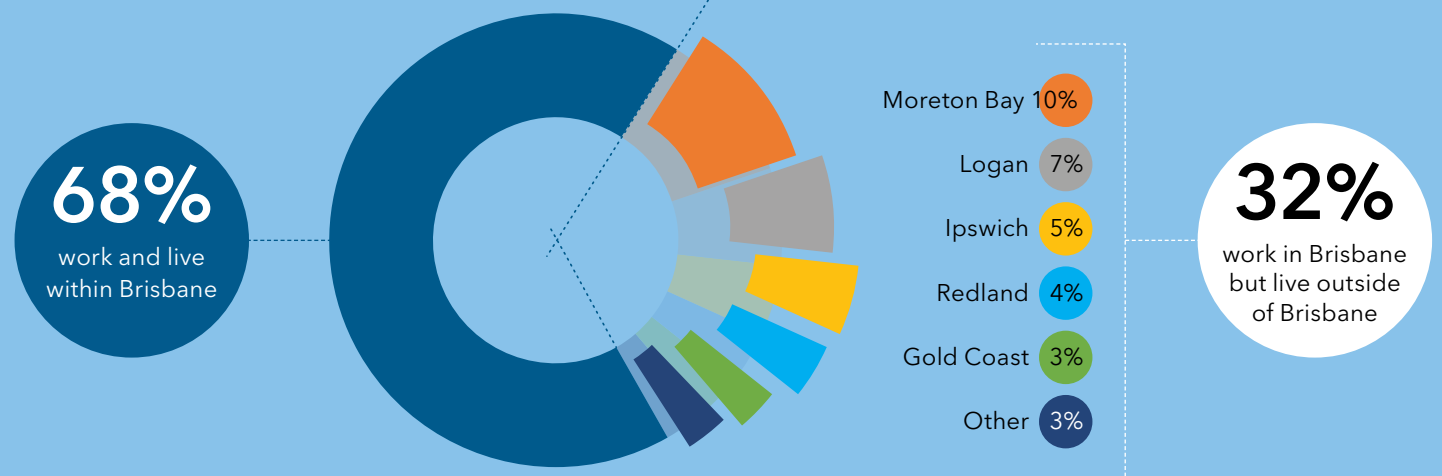
Where are Brisbane's jobs concentrated?



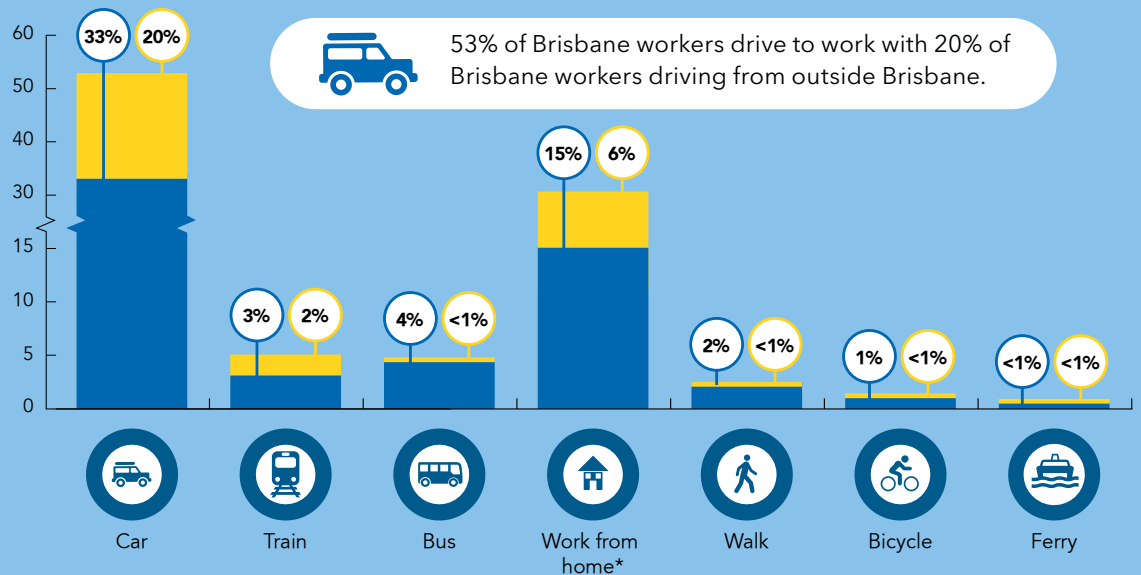
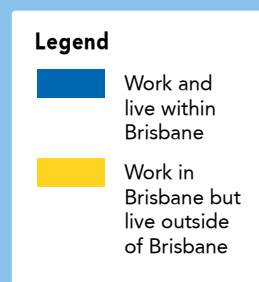
Source: Australian Bureau of Statistics, Census of Population and Housing, 2021, Table Builder based on Place of Work.



Where do Brisbane's workers commute from?



How do Brisbane's workers commute?*



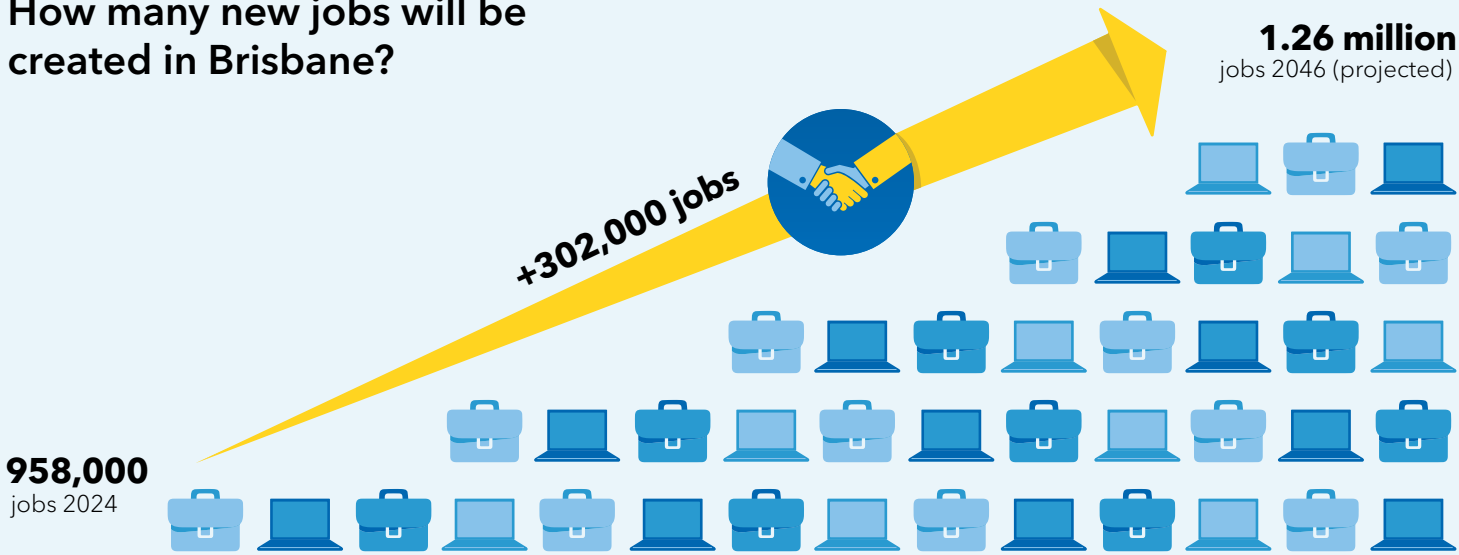
Source: Australian Bureau of Statistics, Census of Population and Housing, 2021, TableBuilder, based on Place of Work.

*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.



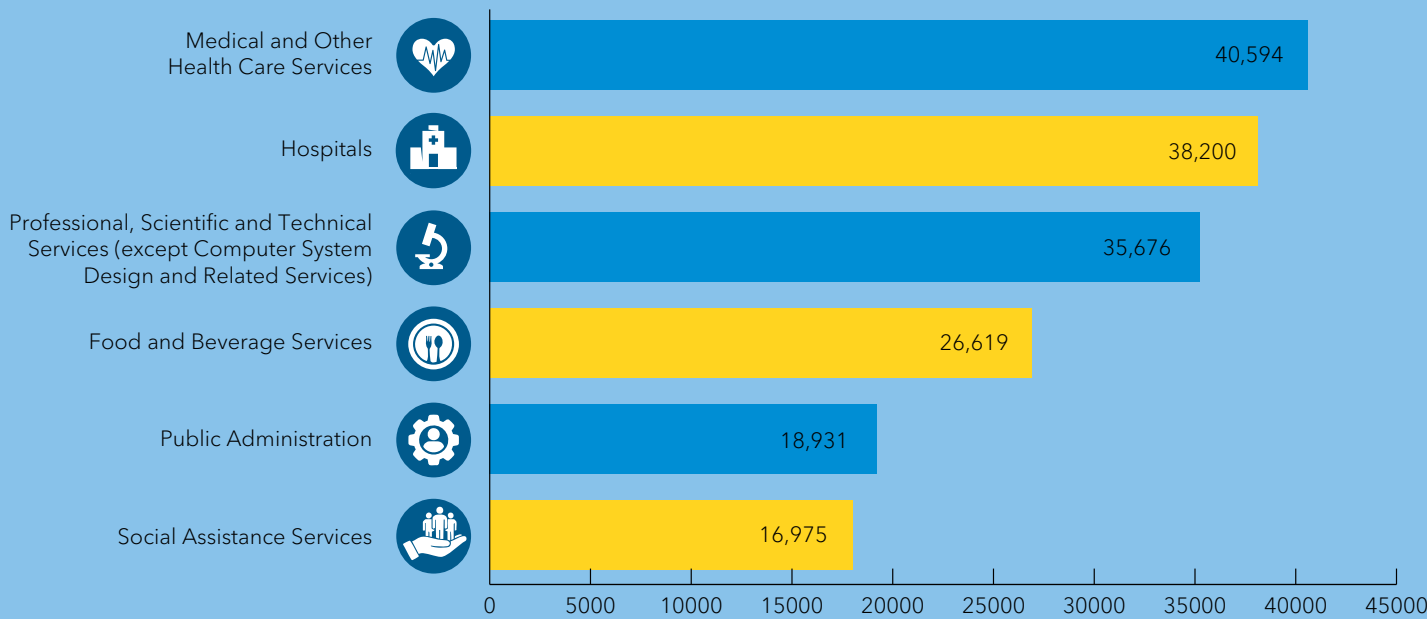
Brisbane's projected jobs growth

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

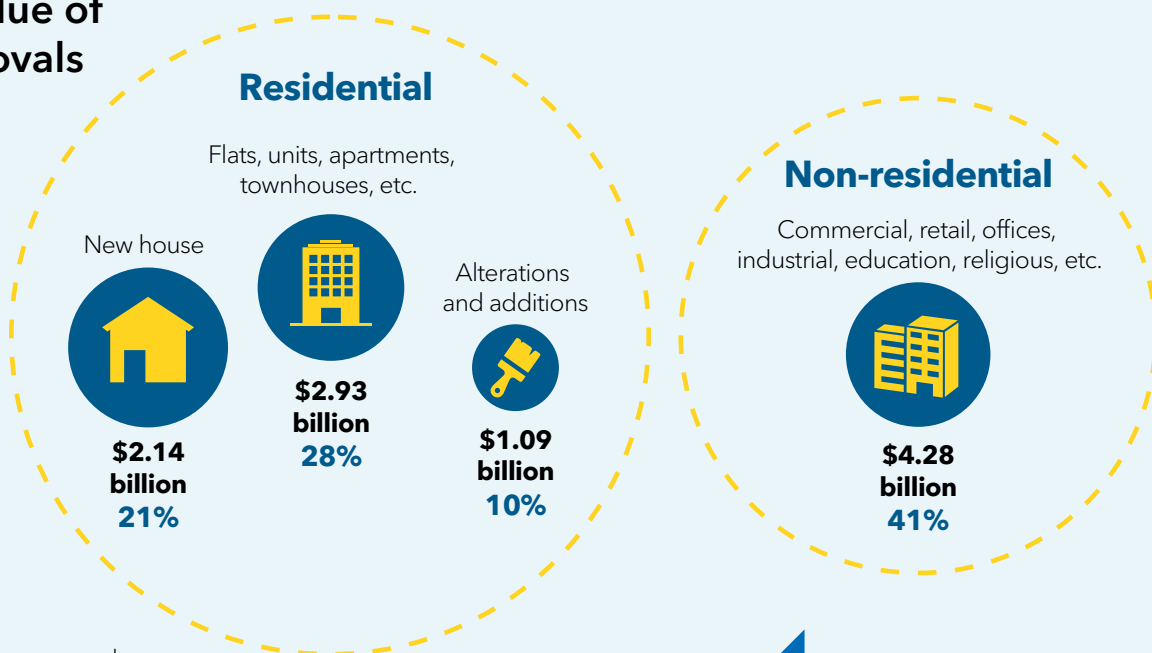
Medical and Other Health Care Services is estimated to experience the largest increase in the number of workers between 2024 to 2046.

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?



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.



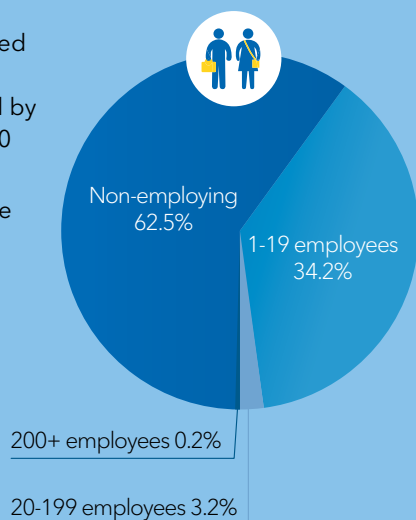
Business in Brisbane



How many registered businesses does Brisbane have?

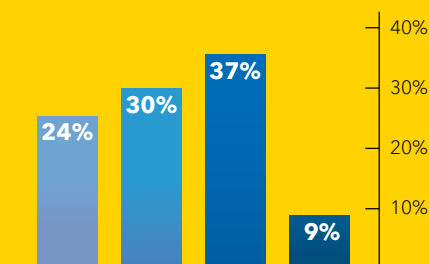
The number of registered businesses within the Brisbane LGA increased by 15% between June 2020 and June 2025.

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



Source: Australian Bureau of Statistics Counts of Australian Businesses, June 2025.

How much do Brisbane businesses turnover?

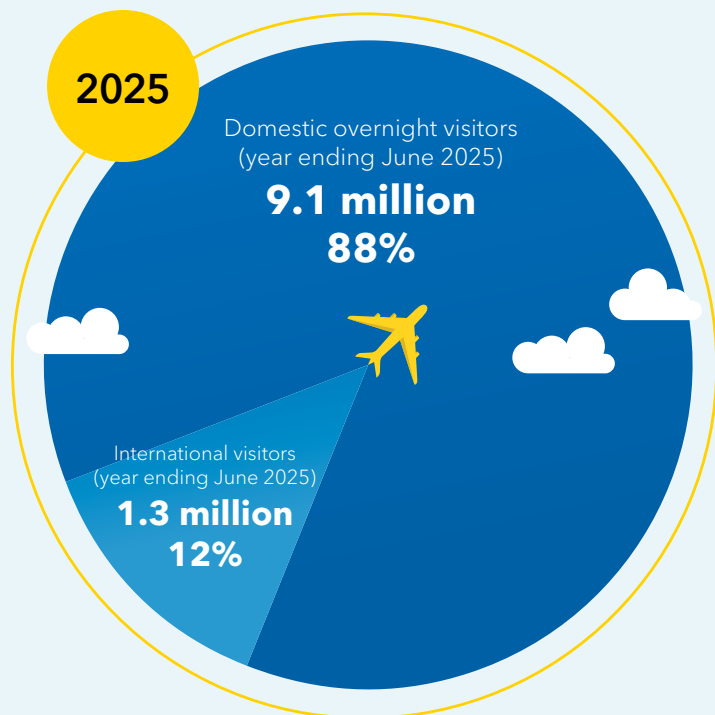


Source: Australian Bureau of Statistics Counts of Australian Businesses, June 2025.

Brisbane's tourism

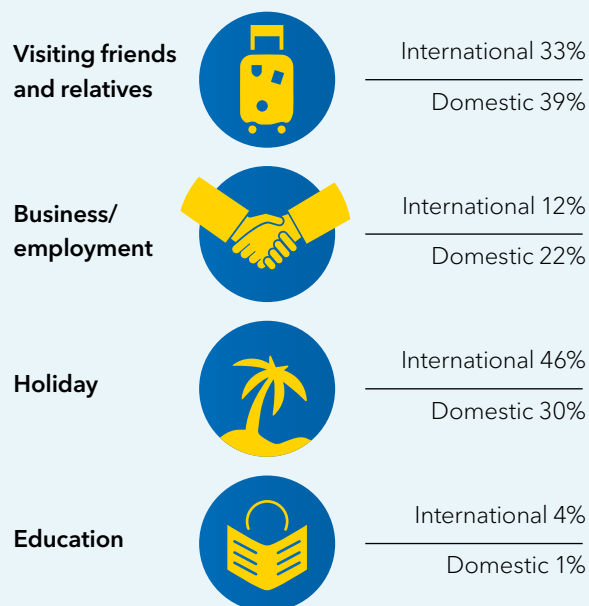


How many visitors come to Brisbane?



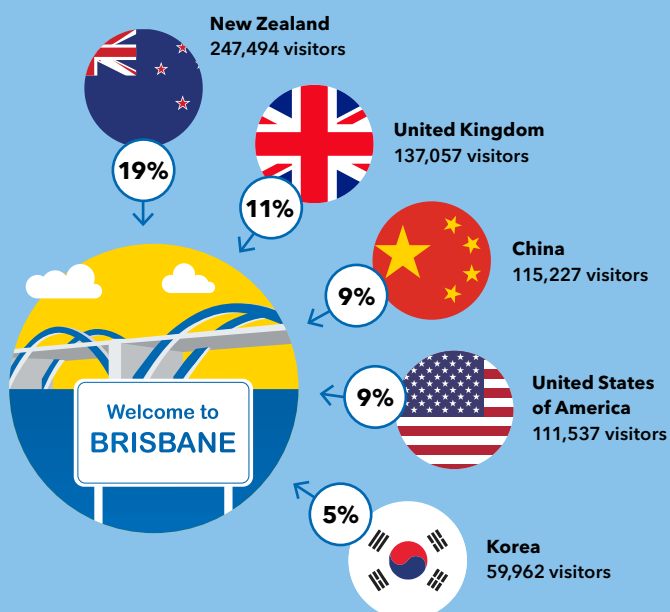
Source: Tourism Research Australia, National Visitor Survey, International Visitor Survey, Domestic Tourism Statistics, Year ending June 2025.

What are visitors' main reasons for visiting Brisbane?



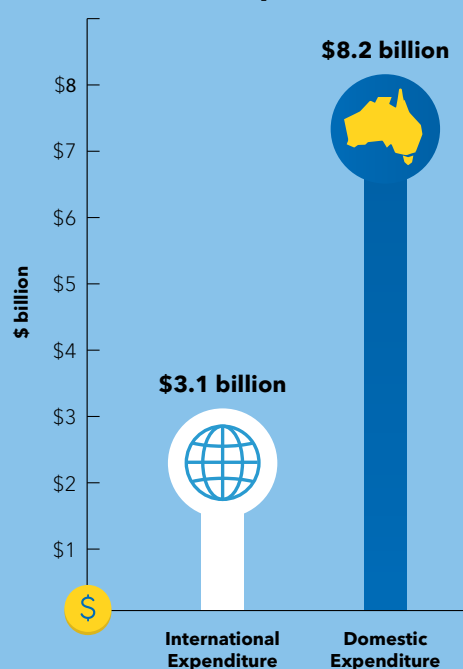
Source: Tourism Research Australia, National Visitor Survey, International Visitor Survey, Domestic Tourism Statistics, Year ending June 2025.

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.

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Every effort is made to ensure that
information is correct at time of publishing

CA19-348910-07-6562
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