Incentives to promote desired development outcomes in the city centre include financial incentives and advice to encourage both specific land uses (hotels and student accommodation) and to facilitate viable re-use of existing heritage buildings.
4.1 HOTELS INCENTIVES

Council recognises the importance of delivering additional luxury hotels in Brisbane to cater for growing and emerging markets. To encourage new development, since 2012, Council offered a reduction on infrastructure charges for four and five star hotel development approvals. This initiative was highly successful with more than 900 additional hotel rooms and 11 hotels approved under the program. Prior to this initiative, there had not been a new four or five star hotel built in the city for a decade.

In addition to offering reduced infrastructure charges for hotels, Council and Brisbane Marketing encouraged this type of development through other initiatives. New hotel developments completed or under construction in the city centre include Four Points by Sheraton (246 rooms), the Ibis Hotel (368 rooms), 300 George Street (305 rooms), and Brisbane Skytower. Conversion projects include Next Hotel converting 10 storeys of office space into 130 hotel rooms, Toga Hotel converting and extending the former Family Services Building into 201 hotel rooms and Frasers Capri converting office space into 225 hotel rooms.

Brisbane’s visitor economy is growing strongly, particularly in key segments such as leisure, events travel and Asian tourism. The strength of Brisbane’s visitor economy is evident in the $5.34 billion spent by 6.8 million visitors in Brisbane in 2015-16. The number of visitors from China also increased by 33% as did the number of international travellers staying in hotels which increased by 8% in 2015-16.

(Tourism and Events Queensland, Brisbane Regional Snapshot year ending March 2016)

In 2015-16, overnight hotel occupancy in Brisbane increased by 8% for international visitors, with international visitors accounting for up to 58% of overnight occupancy in Brisbane. The city has also been successful in increasing the supply of rooms available with 10 completed hotel projects adding 1520 rooms. There are also 12 projects under construction which will produce a further 2783 rooms.

Growth in hotel capacity has enabled the market to grow demand and attract new visitors to the city. Brisbane’s hotel market needs to keep pace - creating opportunities for investors, developers and operators to plant a flag here.

New branded hotel supply in Brisbane is crucial to satisfy growth markets being driven by business and events, leisure visitors and developing markets such as China. These growth markets are seeking full service and internationally branded hotels.

(Brisbane Marketing)
4.2 STUDENT ACCOMMODATION INCENTIVES

Brisbane has more than 77,000 international student enrolments per annum, generating an estimated $3.77 billion in revenue and 20,000 jobs in Brisbane. In a similar manner to the hotels incentives, Council has reduced infrastructure charges for eligible student accommodation developments. By improving the financial viability of these projects, this incentive aims to increase accommodation available for students through both new developments and the conversion of some of the approximately 300,000 square metres of vacant office space. This approach is one that could potentially be extended to residential and retirement living in the future.

Successful student accommodation developments in the city centre include the conversion of Boeing House, at 363 Adelaide Street into Student One which has 579 bedrooms.

4.3 HERITAGE INCENTIVES

Council has been operating the Heritage Incentives Scheme since 2005. The scheme offers professional advice and financial assistance in the form of grants to owners of heritage-listed places to undertake both building conservation work and to prepare conservation documents. Currently applications can be made for:

- up to $3000 for small projects ($1000-$15,000 in conservation costs)
- up to $10,000 for large projects (more than $15,000 in conservation costs)
- up to $15,000 for not-for-profit organisations.

International education is the largest single service export sector in Brisbane, bringing about $203 billion of spending into the region each year (based on approximately 75,000 international student enrolments in university, VET and pre-university language courses).

(Brisbane 2022 New World City Action Plan, 2015)
4.4 PARKING

In June 2014, Council established the independent Brisbane Parking Taskforce to advise Council how to respond to parking issues and to best manage on-street parking in the future. In December 2014, the taskforce recommended a number of changes to Council’s policies and practices related to parking. Council is now taking the following actions:

• 15 minute free parking is available every week day in 1100 off-street car spaces at King George Square and Wickham Terrace carparks to improve access to local CBD businesses. A discounted $5 flat fee off-peak parking rate also applies for weekday evening and weekend parking at these Council carparks.

• Optimising the use of highly sought after CBD kerbside space by carrying out a full review of kerbside allocation. Parking prioritisation will then guide the allocation of kerbside space based on key priorities such as safety, support for sustainable transport modes and facilitation of short-term parking in high-demand areas.

• Investment in new technologies that will improve customer experience, improve efficiency and increase the use of parking data in decision-making.

• Improved parking signage for traffic areas and loading zones and a trial of parking schedule signage to make it easier for motorists to identify on-street parking spaces.

• A trial of cycling clearways (peak/off-peak sharing of on-street parking and cycle lanes).
  - Developed new standards for enhanced kerb ramps at loading zones which provided better facilities for people with a disability, to date these have been constructed at over 50 high-use locations throughout the city centre.
  - A new CellOPark mobile phone based payment method is now available for all Council managed on and off-street metered parking.
  - Developing a bicycle parking strategy for the city centre.
Brisbane city centre – an open city

Business promotion, advice and data
5.1 BRISBANE CITY COUNCIL

(a) Market intelligence
The Brisbane Inner City Investment Prospectus is a six to 12 monthly publication for investors and businesses looking to establish, expand or relocate to Brisbane. It provides information on population and growth projections, business information, employment forecasts, development and building activity and floor-space forecasts for both the inner city and its individual statistical areas, including for the city centre.

The Lord Mayor's Brisbane Economic Snapshot is a quarterly economic snapshot of Brisbane, with each electronic edition focusing on a particular theme. This snapshot includes:

- Innovative Brisbane - a paper that showcases a selection of the city’s innovative capabilities, competitive strengths, research capabilities and a range of cutting-edge companies
- Benchmarking Brisbane - summarising Brisbane’s ranking across a range of international benchmarks and indicators
- Brisbane’s key economic facts - a quarterly summary of key economic facts about Brisbane including the value of the economy, population and dwellings, employment and businesses.

(b) Economic development
Council hosts a wide range of initiatives to support businesses and economic development in the city centre. These range from promoting major events to supporting small businesses. Brisbane hosts over 50,000 delegate days per month and more than six major events a year. Initiatives to support small to medium businesses include Creat3d Brisbane, a 3D printer hub located in Spring Hill and run in conjunction with the Chamber of Commerce and Industry Queensland. Creat3d Brisbane enables small to medium businesses to access 3D printing at no or minimal cost.

(c) Asia Pacific Cities Summit (APCS)
The APCS hosted by the Lord Mayor’s International Relations program plays a key role in positioning Brisbane and drives economic growth for Brisbane, south-east Queensland, Australia and the wider Asia Pacific region. The summit aims to connect business with enterprise, facilitate business opportunities and promote global best practice in sustaining and governing growing cities. The event was initiated by Council and first held in 1996. In 2015 more than 1000 delegates from 100 cities across the Asia Pacific and beyond attended the event. This presented a unique opportunity for businesses interested in establishing or expanding their footprint in the Asia Pacific region.

(d) Business Hotline
Council is committed to supporting businesses and making it easy to do business in Brisbane. 133 BNE (133 263) is Council’s dedicated business hotline available 24 hours a day, seven days a week. Businesses can access information on a range of topics, including food licensing, advertising and upcoming business events, through to planning and development applications, procurement, and business opportunities. The hotline received more than 43,000 calls in 2015, with more than 12,000 of these being escalated to a case-manager to progress.
5.2 BRISBANE MARKETING

Brisbane Marketing is Council’s economic development agency, creating economic and social value for the city. Key functions of Brisbane Marketing include:

- investment attraction
- marketing and activation for the CBD and South Bank
- promotion of Brisbane as a destination for major events, conventions, tourism and study.

(a) Brisbane 2022 New World City Action Plan

In May 2015, Brisbane Marketing delivered the Brisbane 2022 New World City Action Plan identifying the priorities that will drive the city’s economic growth for the next seven years and beyond. The report highlighted seven key economic priorities and over 100 recommended actions focused towards Brisbane becoming the leader of the New World City formula for urban success. Many of these priorities and actions will contribute to revitalisation of the CBD.

Central to the plan is the identification of eight specific industry sectors that will have the biggest impact transitioning Brisbane’s current economic profile. These are referenced in the Brisbane 2022 Plan and are linked to a number of major initiatives focused on attracting foreign investment, including the following:

- The Asia Pacific Headquarters Strategy focuses on attracting headquarters and centres of excellence linked to the eight key growth sectors.
- The Brisbane Student Accommodation Strategy is focused on attracting investment in purpose-built student accommodation to support the attraction of international students to Brisbane. While critical to the city developing its talent pool and diversifying its workforce, international student alumni are increasingly responsible for future foreign direct investment (FDI) either via their employer or directly through private family wealth.
- The Tourism Infrastructure and Hotel Investment Strategy focuses on FDI that builds the tourism and visitation economy by attracting FDI into tourism infrastructure such as cruise ship terminals, major tourist attractions and four and five-star hotels.
- The Talent and Skills Strategy focuses on attracting and retaining skilled people to the region through establishing Brisbane as the leading Asia Pacific education, enterprise and career hub. This includes the establishment of a Global Student Internship Program and an international talent repatriation program.
- The Start-Up Ecosystem Strategy, which identifies the creation of a Brisbane start-up hub through a joint venture, special purpose vehicle as well as the creation of an Asia Pacific entrepreneur attraction and exchange program.
(b) Investment attraction

Brisbane Marketing’s investment attraction team engages in strategic lead generation through a range of different means. The team targets investment from key source markets in Western Europe, North America and Asia, and focuses on major cities within those locations. This is achieved through:

• dedicated business development missions to meet key investors face-to-face
• dedicated after-care and reinvestment programs
• leveraging major national and international business conferences
• developing key sister city relationships and government-to-government relationships
• targeted communications and thought leadership pieces such as the Guide to Hotel Investment in Brisbane
• developing corporate partners who refer opportunities from their international networks.

Supporting strategies include:

• identifying and developing key sites within the Brisbane CBD as hotel, tourism infrastructure and student accommodation opportunities and then promoting these directly to active investors
• global media and brand-building in key markets utilising the Choose Brisbane and Brisbane, Australia’s New World City brand
• targeting international capital flows through hubs such as Toronto, Houston, London, Singapore and Hong Kong.

Additionally, the breadth of Brisbane Marketing’s economic development activities ensures that the Investment Attraction team can develop strategies where the city has a role in both the supply and demand of the sector. This was instrumental in the success of the Hotel Investment program and has been expanded to include Purpose Built Student Accommodation and Tourism Attractions.

(c) CBD programs

Brisbane Marketing works closely with Council, the CBD Economic Development Board, retailers and building owners to market and activate Brisbane’s CBD as Queensland’s premier retail and lifestyle destination. With a major focus on CBD retail businesses, Brisbane Marketing produces regular campaigns to drive visitation, increase retail spend and activate the CBD, with over 1000 events each year. Events include The City Sounds live music performances, an extensive Christmas program, major event showcases, retail promotions, sporting team appearances, fresh produce markets and community events. Brisbane Marketing is also involved with strategic precinct development including key projects in and around the CBD.
(d) Other programs

As Brisbane’s economic development agency, Brisbane Marketing is focused on driving long-term economic benefits for local residents and business and has a particular focus on the city centre, promoting activities, attractions, events and accommodation via visitor information services and delivery of major events.

Brisbane Marketing promotes Brisbane to intrastate, national and international markets and is the Regional Tourism Organisation for Brisbane and seven surrounding regions. Destination information for business clients is provided in the Industry Toolbox, which includes an Industry Directory, Industry FAQs and an International Product Guide – a directory designed for local and international trade to find the best contacts across attractions, accommodation, tours, markets, arts, culture and sport.

Brisbane Greeters comprises a team of 200 greeters who have welcomed over 25,000 visitors to Brisbane since the program launched in early 2012. Since that time, the greeters have secured over $30 million in publicity for Brisbane. The overarching purpose of Brisbane Greeters is to influence perceptions of Brisbane and to enrich both resident and visitor satisfaction and participate in market activation for the city including major conferences, meetings and industry events.

Study Brisbane is the city’s initiative focused on destination brand awareness for the international education sector. Through the Study Brisbane program, Brisbane Marketing monitors the sustainability of international student education in Brisbane, collaborates with private and government sectors to help plan for support in social inclusion, accommodation, transport, safety and graduate employment; and works with peak industry bodies and all levels of government to ensure Brisbane is consistently profiled as the pre-eminent location for international students in Australia.
ACTIVATION EXAMPLES
6.1 STREETSCAPE AND LANEWAY UPGRADES

Council is continuing an extensive and ongoing program of streetscape and laneway upgrades throughout the city centre. These upgrades cover a range of enhancements including pedestrian space expansion and improvement, street tree planting and landscaping, seating, signage, lighting and artworks. Visions and master planning are integrated and coordinated across projects to provide an overall framework for change. In addition to streetscape improvements, the planning process addresses place-making and activation initiatives. Concept planning and design for streets and spaces is undertaken in collaboration with property and business owners and interest groups.

Completed projects include King George Square revitalisation, Queen Street revitalisation and Market Street upgrade. More recently completed or commenced projects are listed below.

(a) Mooney Fountain Plaza revitalisation

Council has transformed the historic Mooney Fountain Plaza located on the corner of Queen, Wharf and Eagle streets. The revitalisation has improved safety, created an attractive entrance to the city centre and highlighted the city’s heritage. Upgrades include new feature and footpath lighting, upgraded and widened footpaths, more accessible recreational seating and a new timber deck beneath the historic fig tree that provides public seating and outdoor dining. Council installed feature lighting to transform Mooney Fountain Plaza into an illuminated entry gateway between the Brisbane River and the City’s retail heart.
(b) Fish Lane upgrade
Fish Lane is currently undergoing significant change through the redevelopment of low scale commercial buildings into high density residential towers. Ground floor commercial tenancies at the base of these towers will, over time, bring activation and life to the lane. A series of light boxes herald the start of Fish Lane at its northern end.

(c) Gardens Point Road upgrade
Council has worked in partnership with the Queensland University of Technology (QUT) to upgrade Gardens Point Road at QUT between the Goodwill Bridge and the historic Botanic Gardens Caretakers Residence. The upgrade has created an attractive series of seating spaces with improved pedestrian and cycle links between the Goodwill Bridge, City Botanic Gardens, Riverstage, QUT and the city centre.

(d) Jacob’s Ladder upgrade
Jacob’s Ladder located between King Edward Park, Wickham Terrace and Edward Street, provides a critical pedestrian link between the city centre and Spring Hill. Its transformation has seen the creation of a new plaza that includes the Arnaldo Pomodoro’s Forme del Mitro sculptures that were previously located in King George Square. Other enhancements include widened footpaths, lighting and landscaping.
6.2 ART AND CREATIVE LIGHTING

Council is a strong advocate for the delivery of public art and creative lighting, recognising the economic benefits inherent in a visually dynamic city. The benefits of the combination of art and lighting are wide ranging - it enriches the cultural life of the city centre, activates the city centre 24/7, contributes to cultural tourism and investment, instills civic pride, creates landmarks, enhances visual interest and more.

A range of Council policies guide the provision of new artworks and an ongoing art restoration program. Examples of initiatives include the following:

(a) City Artworks Project

Council’s City Artworks Project is an initiative to deliver a new dimension to the city centre experience with ‘postcard moments’ created around the city. Recent artworks are located at high-profile ‘CBD gateway’ and city street locations to make our busiest public thoroughfares more vibrant and engaging, while providing points of interest for residents, visitors, commuters and workers.

(b) Public art trails

Council’s public art trails are focused predominantly in and around the city centre.

The Contemporary Art and Architecture Public Art Trail showcases the significant artworks provided as part of private development within the CBD. In many of these developments the artwork is closely linked to, or integrated with, the building design and located in building foyers, facades or laneways.

The Cultural Heritage Public Art Trail through the city’s historic plazas and squares focuses on artworks and memorials that commemorate Brisbane’s history. The trail commences at King George Square and finishes at St Stephen’s Cathedral on Elizabeth Street. It is a mix of historic, heritage-listed and contemporary artworks and monuments, each contributing to Brisbane’s story.

To celebrate the 25th anniversary of World Expo ‘88, Council developed the World Expo ‘88 Public Art Trail, showcasing artwork pieces that were commissioned for the event. Eleven of the 13 artworks are located within the city centre and immediate surrounds.
(c) Brisbane Canvas

“Brisbane will be the canvas for innovation and imaginative street art that will contribute to the city’s distinctive and memorable identity”.

The Brisbane Canvas project has been developed to bring high end street art outcomes to Brisbane. The project seeks to appropriate and humanise existing civic, utilitarian infrastructure such as retaining walls, bridge abutments, pillars and the like. The objectives of the initiatives include:

- promoting Council as a keen supporter of the creative arts and a growing creative economy
- stimulating interest and debate in the creative arts within Brisbane
- promoting Brisbane as a New World City that places a high value on culture and arts, driving an increase in cultural tourism
- expanding the diversity of artists and artworks across the city.

(d) Vibrant Laneways Outdoor Gallery

The Outdoor Gallery initiative expands the diversity of artists, artworks and experiences within the city centre by installing infrastructure such as light boxes and large wall banners that support the display of two-dimensional works. The city centres laneways were seen as the perfect location to host a gallery of works usually unseen in the public realm. Pedestrians can take a tour of the outdoor gallery while at the same time experiencing hidden and forgotten spaces within the city. This in turn assists in encouraging revitalisation of these spaces, contributing to our vision of Brisbane as a New World City. The works within the gallery are temporary and as such there is an ongoing program of exhibitions of artworks produced by both locally, and nationally-recognised artists.

Examples include the following:

- King George Square Student Gallery - The project has involved repurposing an area of the Council-owned King George Square underground carpark (Level B) as a student gallery. Nine lightboxes were installed 2015.
- Hutton Lane art - Visible from Adelaide Street by passing pedestrians, the artworks are updated regularly, drawing attention to this previously forgotten space in our city.
- Eagle Lane upgrade - The lane has been transformed into a new public space featuring dynamic public art displays in wall-mounted lightboxes as well as new seating and paving. The revitalisation of Eagle Lane has enhanced pedestrian linkages between Queen and Eagle streets via the laneway and helped to encourage pedestrians to enjoy the space and the changing art displays. The laneway improvement also offers space for outdoor dining and events.
- Edison Lane upgrade - The laneway hosts a large wall banner to display temporary artwork. Council also enlivened the road surface of the laneway with an intriguing design representing the Edison light bulb circuit diagram.
- Burnett Lane upgrade - Revitalised with creative lighting and public artwork, Burnett Lane now includes an artwork embedded in the roadway spanning the entire length of the lane. Council’s vision is to support the laneway as a mixture of commercial and cultural opportunities. The lamp shades sleeved over the 11 lights, suspended above the lane, are temporary artworks in their own right that can be swapped for new works over time. This allows even the lighting in the laneway to evolve over the years. The laneway has proved a fashionable setting for outdoor events, new bars and restaurants.
(e) City of Lights

Following the success of the Colour Me Brisbane initiative, the City of Lights project is about using decorative lighting to highlight our city and its features to create exciting light displays in the heart of the city for residents and visitors to enjoy. Projects focus on lighting key buildings for identity, lighting key areas of public activity and lighting key assets to create a new dimension to the city centre entry gateways and features. As an example, the William Jolly Bridge creative lighting project delivers a visual centrepiece for the city.

Council’s assets in the city centre, including the Story Bridge and Reddacliff Place, are available to light up for both not-for-profit and commercial awareness campaigns. Council also supports the installation of bud lighting in street trees across the city centre to create exciting and attractive night-time streetscapes. Business owners, tenants and business associations can apply for bud lighting in street trees through a simple application process. For more information call (07) 3403 8888.
6.3 EVENTS
A diverse range of activation events and strategies bring life to the city centre. These events cater to visitors, workers and residents. Some are one-off events, while others are ongoing initiatives. Examples of activation initiatives and events include the following:

(a) Free public Wi-Fi
Brisbane City Council now offers free wireless internet (Wi-Fi) access in 22 parks and public spaces across Brisbane, as well as the Queen Street Mall, Reddacliff Place, Victoria Bridge, South Bank Parklands, Valley Malls, Mt Coot-tha Summit Lookout, Brisbane Libraries and on CityCats.

Council has expanded its free Wi-Fi service across the Brisbane Central Business District (CBD) and into the popular James Street precinct in Newstead, Caxton Street/Given Terrace in Paddington, and Roma Street Parkland.

Throughout the CBD, Council’s free Wi-Fi is available from Turbot Street to Alice Street to Eagle Street, and incorporates landmarks such as King George Square, Post Office Square and City Botanic Gardens.

The CBD Wi-Fi service is available 24 hours a day, seven days a week. Anyone can access it with a Wi-Fi enabled device, and a hotline is available to assist users in the Wi-Fi-enabled public spaces. Access to this Wi-Fi can assist the productivity of Brisbane’s economy by:

- enhancing the visitor experience by allowing visitors to easily access information about what to see and do in Brisbane
- enabling remote working for off-site workers and travellers
- providing a marketing channel between businesses and visitors to the city
- enabling more efficient management of the city by providing a platform for sensor-based technologies.

(b) PARK(ing) Day
Council was proud to support PARK(ing) Day in Brisbane for the first time in 2015. PARK(ing) Day is an annual worldwide event where teams of creative people transform on-street car parking spots into temporary public parks and other spaces for people to enjoy on the third Friday in September. On Friday 18 September 2015, 22 teams transformed 32 parking spaces across inner-city Brisbane into engaging, creative and people-friendly spaces for the day. Brisbane PARK(ing) Day 2015 celebrated our vibrant, creative and people-friendly city.
(c) Brisbane Open House
Council is the government partner of Brisbane Open House. This free event provides residents and visitors with the rare opportunity to discover the hidden wealth of architecture, engineering and history in buildings and places around the Brisbane CBD.

Launched in 2010 and attracting more than 12,500 visits, Brisbane Open House has continued to grow each year. Held annually in conjunction with World Architecture Day, selected buildings are opened for the public with guided and self-guided tours to encourage them to explore, re-examine and engage with Brisbane’s built environment. The event promotes both the contemporary and historical architectural and design attractions of the city and the urban spaces that occur between our buildings.

(d) Albert Street temporary event space
Council has completed works in Albert Street between Charlotte and Mary streets to create a new temporary event space in the city that can be booked online to host events and other activities. The project includes:

- bollards that can be used to temporarily close off the event space area to vehicle traffic
- traffic closure signage to redirect traffic during event times
- power outlets to support event activities
- footpath build-outs to shorten the crossing distances between some of the key street crossings.

Find out more about the Albert Street temporary event space and other completed Vibrant Laneways projects.

(e) Wickham Park reservoirs activation
During the UR(BNE) Festival in April 2015, lighting and art were projected onto the outside of the Old Windmill to create activity and interpret some of the structure’s historical stories. A series of opera performances in the Spring Hill Reservoirs has also been facilitated by Council in partnership with the private sector, using temporary infrastructure to gain access to and service the events. The rich historic value of the Old Windmill, the Spring Hill Reservoirs and Wickham Park is now being revealed and activated via ongoing programming and adaptive re-use, with an events management plan and booking system now established.
The Queen Street Mall Precinct is the retail heart of the city centre and generates significant economic value through the attraction of residents, workers and visitors. Council’s activation, governance and asset maintenance ensures this economic value is maximised. Working closely with Brisbane Marketing, Council develops and implements place-making initiatives that enhance the precinct and support investment, particularly in the retail, commercial and hotel sectors. Globally recognised and respected brands such as Burberry, Cartier, Bulgari, Paspaley and Forever 21 have selected the precinct as the premier location to position their extension in the Australian market.
7.1 ACTIVATION
Council activates the Queen Street Mall throughout the year, and delivered more than 1157 events and 3439 performances during 2015. These events are widely promoted via Brisbane Marketing’s events calendar and Council’s calendar on the corporate website. Campaigns are designed to increase visitors within target demographics in specific periods to help maximise retailer business throughout the year. Highlights include the following events:

- **City Sounds** - an innovative music program running 155 days a year with more than 2200 performances
- **Easter program** - including 14 children’s shows over seven days attracting more than 10,000 children to the Queen Street Mall
- **Christmas program** - including more than 200 free performances delivering an economic contribution of $3.4 million per day and more than 284,000 people into the city centre over 14 nights.

7.2 COMMERCIAL LEASING
Council promotes economic activity in the Queen Street Mall via commercial leasing and outdoor dining permits. In addition to newsagents and juice outlets, refurbished and expanded café and restaurant tenancies have enhanced dining experiences and further extended the hours of activation of the mall.

7.3 GOVERNANCE AND ASSET MAINTENANCE
Council is responsible for the governance and maintenance of the Queen Street Mall to ensure the space exhibits and operates to the standard expected from one of the most utilised public spaces in the Brisbane. These activities include:

- landscaping (including nine changeovers of the gardens beds per annum) and streetscape maintenance
- local laws and vehicle access management
- management of hoarding activities
- 24/7 cleaning
- building audits.

7.4 SAFETY
To support the day and night time activation of key public spaces, 53 ‘City Safe’ Closed Circuit Television cameras, monitored by security guards 24 hours a day, operate in the Queen Street Mall, together with two rapid deployment cameras. Additional cameras also operate in the City Botanic Gardens.
TRANSPORT EXAMPLES
8.1 CITYHOPPER

The CityHopper service allows you to rediscover Brisbane for free with ferries running every 30 minutes between 6am and midnight, seven days a week. The CityHopper service started in 1 July 2012 and travels along the Brisbane River, stopping at North Quay, South Bank 3, Maritime Museum, Thornton Street, Eagle Street Pier, Holman Street, Dockside and Sydney Street terminals.

8.2 FREE CITY LOOPS

The free City Loop provides high frequency public transport access within the Brisbane CBD linking QUT Gardens Point campus, Botanic Gardens, Queen Street Mall, City Hall, Central Station, Riverside and Eagle Street Pier. Similarly, the Spring Hill Loop operates on a continuous loop between the CBD and Spring Hill precincts connecting Post Office Square, St Andrew’s War Memorial Hospital, Brisbane Private Hospital and Central Station. Both routes utilise distinctive coloured bus stops and buses.
8.3 CITYCAT TERMINAL UPGRADES

Terminal upgrades have been undertaken or are underway at 11 inner-city ferry terminals. For example, the new QUT Gardens Point ferry terminal opened in April 2015 to replace the temporary terminal which was installed after the January 2011 flood event. The new terminal has greater flood resilience and an accessible pedestrian path from the ferry terminal to the main QUT campus level. Its increased capacity allows two CityCats to berth at the same time, helping improve efficiency across the network.

The North Quay ferry terminal was also upgraded, and involved the construction of a 50 metre pathway link from Queens Wharf Road as well as a lift to reduce journey time. Simple journey maps, additional seating and rest zones in the waiting area, and improved terminal lighting have also been installed.

8.4 CITYCYCLE

CityCycle, Brisbane’s public bike share scheme, encourages more people to cycle around the inner city, with the added benefits of reducing traffic congestion and easing parking pressures in central Brisbane. The network now includes 150 CityCycle bike stations with up to 2000 bikes available (with courtesy helmets also provided). Stations are located across the inner city, from the University of Queensland at St Lucia to New Farm. In response to subscriber feedback, CityCycle is now available 24 hours a day, seven days a week. The extended operating hours make CityCycle more accessible and encourage subscribers to take more trips across the network more often.

To find out more, visit www.citycycle.com.au or call 1300 CCYCLE (1300 229 253).