



CREATING

GREAT

AUSTRALIAN CITIES

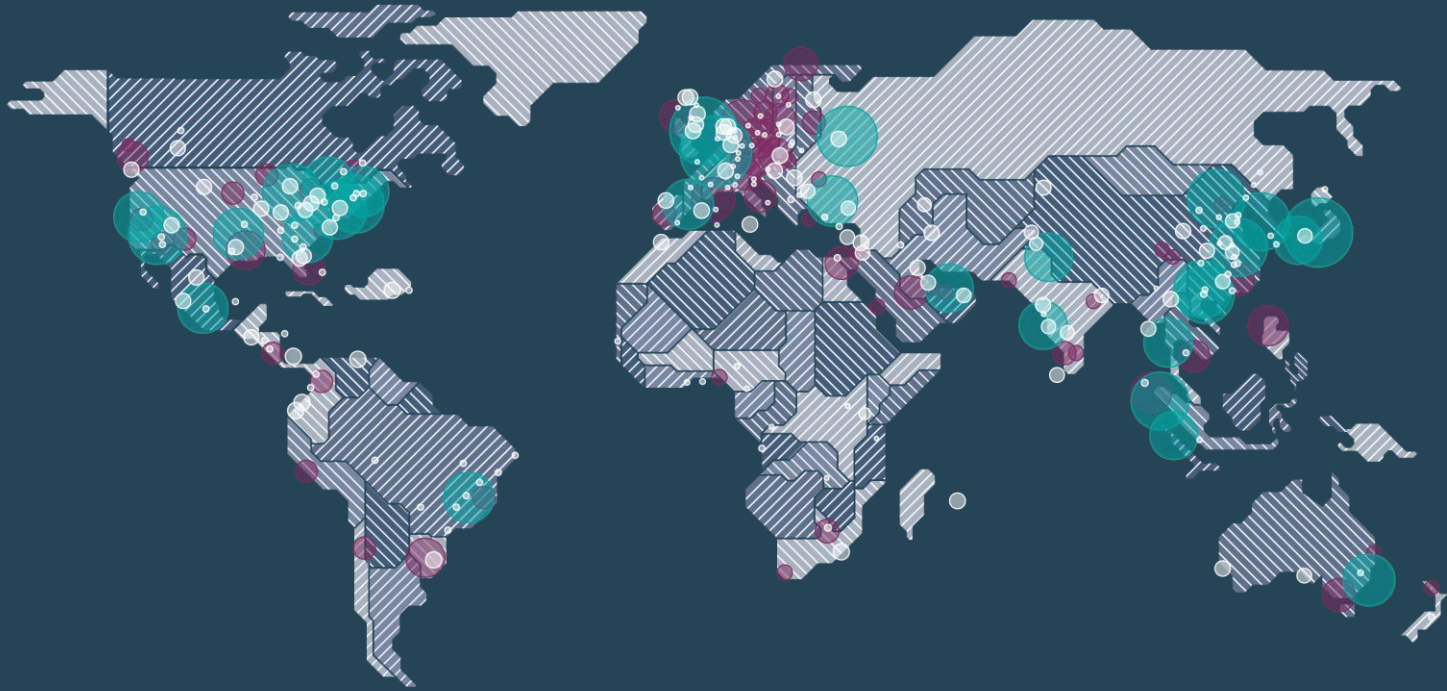



PROPERTY
COUNCIL
of Australia


The BUSINESS of CITIES


URBIS

The twin drivers of globalization & urbanisation, now mean the future is all about the metropolitan area. It is the metropolitan century.



10 Megatrends define the Metropolitan Century

Urbanisation and
metropolitan growth

Aging population

Re-urbanisation of jobs
and capital

Economic transition
and the rise of the
innovation economy

Exponential technology
change

Globalisation of trade,
supply and value
chains

The rise of Asia

Resource scarcity and
energy convergence

Intensifying climate
change

Rising infrastructure
and governance gaps

For cities this means:

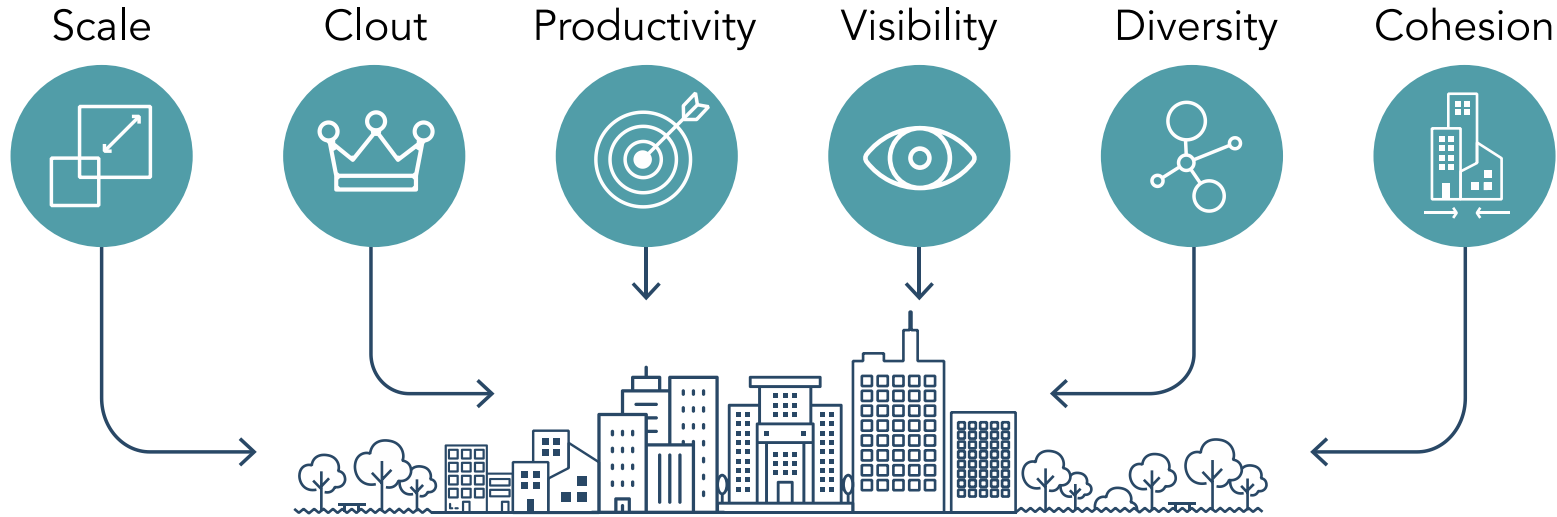
1. Opportunities of soaring demand for urban goods, services, places, and experiences.
2. Rising needs and expectations of multiple demographic groups
3. Large scale re-urbanisation of business and jobs, and urbanisation of capital
4. High returns for urban innovation.
5. Higher risk of 'side-effects' and 'lock-in', and popular opposition to urban change.
6. Greater scale of real and reputational risks.
7. More policy and tactical interventions needed to 'get cities right'.
8. National and State policies to shape and manage urbanisation become critical.

A focus on people and place



1. Competition for talent – **create places for people**
2. Urbanising economies – **city growth zones**
3. Build to Rent housing – **a new way to live**
4. Affordability as a crucial driver of **innovation**
5. Pushing the boundaries of sustainability – **social sustainability**

Metropolitan Dividends



But only if metros well organised.

Growth management or growth mis-management.

Good Growth or Bad Growth

The background is a collage of three grayscale photographs. The left side shows a cafe interior with a server in an apron interacting with customers at a table. The top right shows a close-up of a smiling middle-aged couple. The bottom right shows a wide-angle view of a busy city street with many pedestrians crossing a crosswalk.

**CITIES ARE FOR PEOPLE, SO HOW DO WE
MAKE THEM GREAT?**