The Future of Regional Workspace

The DIGITAL WORKHUB Project
This project aims to provide the research that will enable a network of Digital Work Hubs to be developed in South East Queensland.
What is a Digital Work Hub?

- Generically known as a “Smart Work Centre”
- An ‘office’ away from your normal office or 3rd office (O3)
- Digitally enabled
  - Tele-presence – Video conferencing facilities
  - High-speed broadband (access to ‘Cloud’)
  - Meeting spaces (rooms, coffee shop, open space)
- Desirable location
- Flexible layout
- Good car parking facilities
- Etc..
Restaurant
A restaurant that engages with the footpath creates a gathering space for people and attracts attention to the building and the businesses that use it.

Coffee Shop & Bar
A cafe & bar becomes an important gathering space for informal meetings and attracts attention to the building and the businesses that use it.

Gallery Lobby Lounge
The main entrance can be used to showcase the innovation and creativity generated by the individuals and businesses that use the space.

Casual Meeting Space
Meeting spaces with audiovisual presentation capabilities.

Telepresence
Facilities that create the effect of people in different geographical locations being in the same room through videoconferencing technologies to enable greater collaboration.

Business Incubator
Managed programs and shared support facilities that enable the growth of start up and entrepreneurial businesses. Tenancies usually less than 12 months.

Meeting Room
Meeting rooms with audiovisual presentation capabilities. This proposed facility will have a variety of meeting room types and sizes to accommodate different meeting situations.

Coworker Area
Shared working environment targeted to entrepreneurs, freelancers work-at-home professionals, contractors or traveling professionals. Opportunities to develop healthy working synergies between independent professionals and contractors.

Public Sector Telework Stations
Enables government employees (who traditionally travel to separate regions for work) access to high quality and secure facilities within their own regional areas.

Games
Games room to build relationships & team work.

Kitchen
Shared kitchen facilities

Private Sector Telework Stations
Enables private sector employees (who traditionally travel to separate regions for work) access to high quality and secure facilities within their own regional areas.
Benefits of the Digital Work Hub concept?

- Utilises “High-Speed” Broadband - Digital Innovation opportunity
- Enables better work/life balance opportunities
- Creates ‘innovation’ centres in regional communities
- Increases productivity in regional areas through greater regional employment and less travel related stress
- Reduces road congestion through fewer vehicles travelling to and from city centres
- Enhances environmental outcomes through reduced vehicle traffic
THE FUTURE OF REGIONAL WORKSPACE

The Digital Work Hub concept is part of an international shift in work styles.

Response to:
• High-Speed Broadband & the rapid deployment of a range of cloud based services
• Regional development, infrastructure and transport planning
• Population growth
• Employment participation and distribution
• The digital economy and new “Disruptive Innovation” style business models

Deloitte Access Economics research paper – “Digital disruption: Short Fuse, Big Bang!”

“digital economy isn’t just about speeding up communication across boarders or changing the skills workers need; its about changing the very nature of consumption, competition and how markets work”.

The DIGITAL WORKHUB Project
Living in one city, working in another

Road paved in gold for coast workers

The largest intercity flows of workers in Australia apply to capital cities in each state and attendant lifestyle and industrial cities within an 80-110km zone.

These include Newcastle and Wollongong outside Sydney, the Sunshine Coast and Gold Coast outside Brisbane, Geelong near Melbourne and Mandurah near Perth.

Commuter origin cities need to be close enough to facilitate easy travelling (say, 60 to 80 minutes) but not too close that they are subsumed within the greater urban mass of the capital city. In fact, this is exactly what happened to the West's Mandurah at the 2011 census.
Case Study – The Netherlands

Started in 2008 as part of Amsterdam’s connected and sustainable work policy framework

- More than 120 centers across Netherlands (26 around Amsterdam)
- Reduced commuting time
- Addressing job deficit in regional cities
- Providing flexibility for employees
- Lead to higher productivity
- Opportunity for workplace collaboration across multiple organisations
- Operated and funded privately
- Enabled building sales in CBD
Almere Smart Work Center
A Proof of Concept by the cities of Amsterdam and Almere

Technology Components:
- Flexible work places and conference rooms
- High speed Internet connectivity
- Wireless
- TelePresence
- IP Telephony

Social Components:
- Close to residential community
- Close to highways
- Flexible meeting space
- Restaurant
- Child day care
- Financial services: e.g. ATM
- Employment agency services

Cisco, 2010
Case Study – South Korea

Started in 2010 by the Seoul Metropolitan Government Smart Work Centre for local government employees

• Aims:
  – Uses Korea’s High-speed Broadband systems (Phone and IT)
  – Enabling employees to reduce commuting time
  – Female employees to remain in workforce after having children (near Child Care Centres)
  – Increase productivity
  – Currently 12 centers in operation – Occupancy around 50-55% (15 seats per center)

• Owned and operated by Seoul Metropolitan Government
Seoul - Smart Work Centres
Case Study – South Korea

Extended by Seoul Government in 2011

- Smart Work Centre for all government employees (and private sector employees)
- **Aims:**
  - Enabling employees to reduce commuting time
  - Reducing costs for employees
  - Enabling female employees to remain in workforce after having children (Encouraging females to have children – Low population growth)
  - Increase productivity
  - 14 centers in operation – Target is 50 centers by 2017 (Currently in evaluation period)
- Owned by Korean Government but operated by private company (TOZ)
Digital Work Hubs support the public and private sector move towards an Active Work Model in which employees choose their work locations based on tasks.

The **Active Work Model** encourages employees to choose their work locations, which includes dividing the working week between a central office base, a ‘smart work centre’, and at home.
Stage 1 - demand data

ABS Census (2011) data has been collected to examine commuting rates across SEQ.

This data will be used to determine the areas of highest need in regards to teleworking support, and the areas of greatest potential for the development of Digital Work Hubs.

The findings outlined represent the secondary data collected from the Demand Research phase 1 by Economic and Market Development Advisors (EMDA), Melbourne - Michael Emerson.
REGIONAL WORK COMMUTERS
From Sunshine Coast

Total 8,647
- Australian Gov: 362
- State Gov: 1,461
- Local Gov: 108
- Private Sector: 6,716

BRISBANE
Total 5,188
- Australian Gov: 316
- State Gov: 755
- Local Gov: 43
- Private Sector: 4,074

MORETON BAY
Total 2,910
- Australian Gov: 32
- State Gov: 666
- Local Gov: 59
- Private Sector: 2,153

LOGAN
Total 201
- Australian Gov: 3
- State Gov: 12
- Local Gov: 3
- Private Sector: 183

REDLAND
Total 69
- Australian Gov: 0
- State Gov: 5
- Local Gov: 0
- Private Sector: 64

IPSWICH
Total 104
- Australian Gov: 11
- State Gov: 10
- Local Gov: 0
- Private Sector: 83

GOLD COAST
Total 175
- Australian Gov: 0
- State Gov: 13
- Local Gov: 0
- Private Sector: 3
- Private Sector: 159
REGIONAL WORK COMMUTERS
From Moreton Bay

**Total**: 73,984

**Break Down**:
- Australian Gov: 4,229
- State Gov: 12,404
- Local Gov: 1,023
- Private Sector: 56,328

**Brisbane**
- Total: 70,631
- Australian Gov: 4,165
- State Gov: 12,116
- Local Gov: 21
- Private Sector: 53,375

**Logan**
- Total: 706
- Australian Gov: 15
- State Gov: 32
- Local Gov: 12
- Private Sector: 647

**Sunshine Coast**
- Total: 1,565
- Australian Gov: 23
- State Gov: 180
- Local Gov: 8
- Private Sector: 292

**Ipswich**
- Total: 456
- Australian Gov: 23
- State Gov: 48
- Local Gov: 8
- Private Sector: 292

**Gold Coast**
- Total: 456
- Australian Gov: 3
- State Gov: 12
- Local Gov: 3
- Private Sector: 438
REGIONAL WORK COMMUTERS
From Redland

**Total 31,021**
- Australian Gov: 1,161
- State Gov: 4,126
- Local Gov: 370
- Private Sector: 25,364

**Brisbane**
- Total 26,379
- Australian Gov: 1,045
- State Gov: 3,673
- Local Gov: 300
- Private Sector: 21,361

**Logan**
- Total 2,987
- Australian Gov: 88
- State Gov: 351
- Local Gov: 51
- Private Sector: 2,497

**Sunshine Coast**
- Total 47
- Australian Gov: 0
- State Gov: 6
- Local Gov: 0
- Private Sector: 41

**Moreton Bay**
- Total 231
- Australian Gov: 0
- State Gov: 14
- Local Gov: 0
- Private Sector: 217

**Ipswich**
- Total 401
- Australian Gov: 11
- State Gov: 34
- Local Gov: 6
- Private Sector: 350

**Gold Coast**
- Total 976
- Australian Gov: 17
- State Gov: 48
- Local Gov: 13
- Private Sector: 898
REGIONAL WORK COMMUTERS
From Logan

**Total 58,098**

**BREAK DOWN:**
- Australian Gov: 1,813
- State Gov: 6,218
- Local Gov: 675
- Private Sector: 49,392

**BRISBANE**

**Total 46,977**

**BREAK DOWN:**
- Australian Gov: 1,659
- State Gov: 5,458
- Local Gov: 536
- Private Sector: 39,324

**MORETON BAY**

**Total 387**

- Australian Gov: 0
- State Gov: 6
- Local Gov: 0
- Private Sector: 381

**SUNSHINE COAST**

**Total 58**

- Australian Gov: 0
- State Gov: 3
- Local Gov: 0
- Private Sector: 55

**REDLAND**

**Total 1,848**

- Australian Gov: 13
- State Gov: 171
- Local Gov: 39
- Private Sector: 1,625

**IPSWICH**

**Total 2,531**

- Australian Gov: 51
- State Gov: 206
- Local Gov: 34
- Private Sector: 2,240

**GOLD COAST**

**Total 6,297**

- Australian Gov: 90
- State Gov: 374
- Local Gov: 66
- Private Sector: 5,767
REGIONAL WORK COMMUTERS
From Gold Coast

Total 23,686

BREAK DOWN:
Australian Gov: 840
State Gov: 2,689
Local Gov: 227
Private Sector: 19,930

BRISBANE
Total 15,447
BREAK DOWN:
Australian Gov: 685
State Gov: 1,658
Local Gov: 92
Private Sector: 13,012

LOGAN
Total 6,581
BREAK DOWN:
Australian Gov: 101
State Gov: 912
Local Gov: 116
Private Sector: 5,452

MORETON BAY
Total 264
BREAK DOWN:
Australian Gov: 4
State Gov: 0
Local Gov: 9
Private Sector: 251

REDLAND
Total 594
BREAK DOWN:
Australian Gov: 4
State Gov: 52
Local Gov: 15
Private Sector: 523

IPSWICH
Total 666
BREAK DOWN:
Australian Gov: 41
State Gov: 53
Local Gov: 0
Private Sector: 568

SUNSHINE COAST
Total 134
BREAK DOWN:
Australian Gov: 5
State Gov: 0
Local Gov: 0
Private Sector: 124
REGIONAL WORK COMMUTERS
From Brisbane

**Break Down:**
- **Total:** 43,563
- **Australian Gov:** 1,367
- **State Gov:** 6,330
- **Local Gov:** 777
- **Private Sector:** 35,089

**Locations and Breakdowns:**
- **Sunshine Coast:**
  - Total: 752
  - Australian Gov: 37
  - State Gov: 66
  - Local Gov: 10
  - Private Sector: 639
- **Logan:**
  - Total: 14,224
  - Australian Gov: 390
  - State Gov: 2,099
  - Local Gov: 276
  - Private Sector: 11,459
- **Moreton Bay:**
  - Total: 11,076
  - Australian Gov: 92
  - State Gov: 1,641
  - Local Gov: 183
  - Private Sector: 9,160
- **Redland:**
  - Total: 5,016
  - Australian Gov: 56
  - State Gov: 779
  - Local Gov: 113
  - Private Sector: 4,068
- **Ipswich:**
  - Total: 8,802
  - Australian Gov: 673
  - State Gov: 1,509
  - Local Gov: 140
  - Private Sector: 6,480
- **Gold Coast:**
  - Total: 3,693
  - Australian Gov: 119
  - State Gov: 236
  - Local Gov: 55
  - Private Sector: 3,283
Demand Steam 2:
Residents in region (LGA) who might find working in a Digital Work Hub appealing, including people who work from home

Working from home data is included in the totals for ‘live and work’ in Local Government area. However we have a separate graph total that illustrates the number of people working from home (below).

Gold and Sunshine Coast have the highest numbers of people working from home.

Overall, the numbers are significant as a % of each areas total workforce.
## Preliminary Summary Table

<table>
<thead>
<tr>
<th>LOCAL GOVT AREAS</th>
<th>Stream 1 HIGH Potential commuter to Brisbane LGA</th>
<th>Stream 1 MEDIUM Potential commuter to Brisbane LGA</th>
<th>Stream 2 Live and work in LGA</th>
<th>Stream 2: Live and work in LGA</th>
<th>MED. Potential</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Gold Coast</td>
<td>726</td>
<td>1741</td>
<td>3140</td>
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<tr>
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<td>2945</td>
<td>570</td>
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</table>
Potential contributors, beneficiaries and stakeholders include:

- Potential investors in/providers of Digital Work Hub services, who need access to decision making information on both the supply-side and demand-side.
- Commercial, institutional and public sector employers
- Town and city planners, developers and transportation services planners
- Skilled and talented workers
- Property owners / builders with or expecting vacant space looking for new ways to commercialise their real estate assets.
- Sustainability centric organisations and personnel interested in finding ways to reduce non-renewable energy use in a commuting context.
- Those seeking ways to maximise returns on the nation’s investment in broadband infrastructure and capability.
Conclusions

The development of Digital Work Hubs through the provision of subsidised telework in the Australian context is currently untested.

This project is providing demand, regional and local site typologies and analysis data for the private and public sector business cases.

The development of a regional network of Work Hubs is likely to meet a number of policy objectives for all levels of government, as well as provide local communities with a new interaction space for building relationships, resilience and economic capital.

Ongoing research data will be made available via www.digitalworkhub.com.au