

GreaterSpringfield  
Greater Possibilities

SPRINGFIELD  
LAND CORPORATION

# GREATER SPRINGFIELD

DOING BUSINESS. PLANNED FOR GREATNESS







Orion Lagoon, Springfield Central

# WELCOME

## MESSAGE FROM THE PREMIER OF QUEENSLAND



The Greater Springfield vision has grown to be a billion-dollar contributor to the Queensland economy over the last 20 years.

It is now a gateway to the Western Corridor of south-east Queensland and it is one of the fastest growing emerging cities in Australia.

Through the support of successive Queensland Governments over the last two decades, the project's master plan continues to attract strong private and public investment. Through this investment, Greater Springfield is generating new jobs and fostering new opportunities for Queensland.

My Government acknowledges the role Greater Springfield plays connecting health, education and technology, which are so important to our State's future prosperity and essential ingredients to the Advance Queensland agenda.

Greater Springfield's continued growth remains a showcase of what can be achieved through partnerships and long-term planning based on a vision.



**The Honourable  
Annastacia Palaszczuk MP**

Premier of Queensland and Minister for the Arts

## MESSAGE FROM THE CHAIRMAN



Greater Springfield continues to take its place on both the local and national stages as it expands as one of the most dynamic urban growth areas in Queensland. Across our total land area of 2,860 hectares, there are already over 32,000 people living in what is one of the fastest growing new cities in Australia.

We are well on the way to achieving the Government's objective of delivering a residential population of 86,000 and employment for some 52,000 workers with a CBD land area that is twice the size of Brisbane's.

Since inception in 1992, and with its own Act of Parliament, Greater Springfield has attracted significant private and public infrastructure including the AUD \$1.2 billion Springfield Rail and transit hub which opened in 2013. The world award-winning master plan for this city-to-be revolves around health, education and information technology and with \$12 billion invested so far it remains steadily on track to provide at least one job for every three residents.



**Maha Sinnathamby**  
Chairman, Springfield Land Corporation

# THE CENTRE OF GROWTH IN SOUTH EAST QUEENSLAND



Greater Springfield has experienced the largest population growth in Queensland over the past decade, and ranks in the Top 10 across the Country.

Greater Springfield, located in the heart of South East Queensland, is the largest planned city in Australia. It contains 2,860 hectares of urban release land with approval for over 2.6 million square metres of mixed-use space in Springfield Central. Greater Springfield already comprises six suburbs and when fully developed will have an equivalent population of 138,000 and a total investment of more than AUD \$85 billion.

## QUEENSLAND




Statistical Area 2 (SA2)	2004	2014	2004-14
Greater Springfield	11334	30904	19570
North Lakes - Mango Hill	6491	26035	19544
Upper Coomera - Willow Vale	10115	29470	19355
Deeragun	7961	20493	12532
Ormeau - Yatala	9099	18542	9443

## AUSTRALIA

Statistical Area 2 (SA2)	2004	2014	2004-14
South Morang	12121	55169	43048
Point Cook	8505	43991	35486
Tarneit	4036	31435	27399
Craigieburn - Mickleham	20173	45553	25380
Parklea - Kellyville Ridge	8909	31767	22858
Baldivis	4613	27030	22417
Ellenbrook	10288	31876	21588
Greater Springfield	11334	30904	19570
North Lakes - Mango Hill	6491	26035	19544
Upper Coomera - Willow Vale	10115	29470	19355





-  Springfield Train Line
-  Arterial Road
-  Waterbody

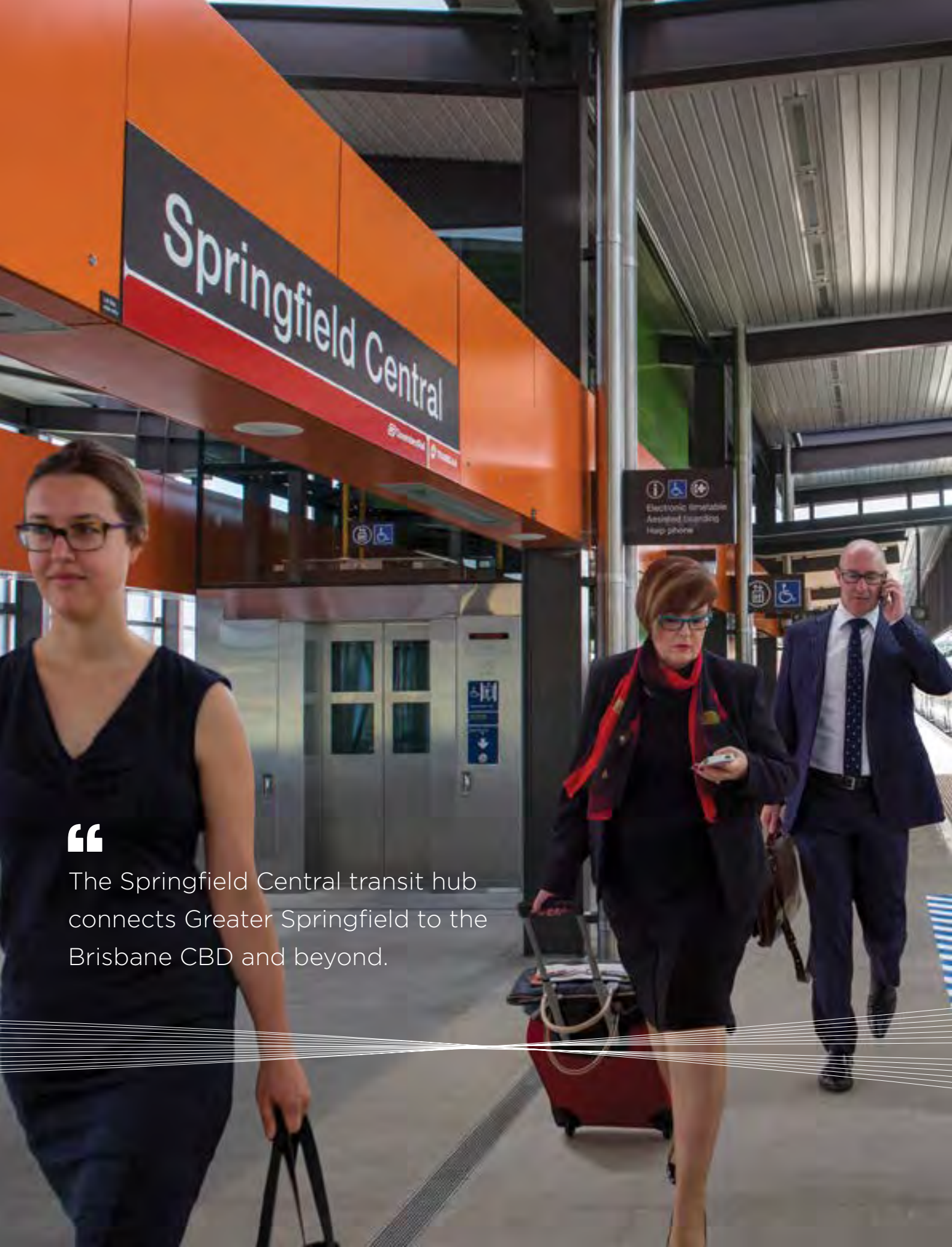
\*Estimated drive times and kilometres - Source: RACQ Trip Advisor

# Springfield Central

Electronic Braille  
Assisted Boarding  
Help phone

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The Springfield Central transit hub connects Greater Springfield to the Brisbane CBD and beyond.



# GREATER SPRINGFIELD THE ECONOMIC POWERHOUSE

## INVESTMENT

Project investment to date **\$12 billion**

Estimated cost on completion **\$85 billion**

As a principal activity centre servicing the surrounding region and accommodating significant employment generation, Greater Springfield is strategically placed to fulfil its designation as a major employment base with a projected 52,000 workers at completion.

## LAND AREA

Total land area **2,860 ha**

CBD land area (Springfield Central) **370ha**  
twice the land area of Brisbane CBD

These 52,000 direct full time jobs at Greater Springfield will also be the catalyst for indirect employment across the South East Queensland region.

## POPULATION

Current population approximately **32,000**

Future equivalent population approximately **138,000**

The capacity of Greater Springfield to generate jobs has already been illustrated by the fact that some 8,810 direct jobs were created in Greater Springfield between 2001 and 2015 (Source: Urbis 2015).

## EMPLOYMENT

**86%** Access to 86% of Brisbane's metropolitan workforce in a 32 minute drive

**16,801** Direct and indirect jobs between 2001 - 2015

**52,000** Job creation target for 2030

**3.3%** Unemployment rate\*



# DIGITAL INNOVATION

TECHNOLOGY IS ONE OF THE KEY PILLARS OF GREATER SPRINGFIELD – ONE OF THE FEW CITIES IN THE WORLD TO HAVE ITS OWN DIGITAL STRATEGY.

The digital master plan for Greater Springfield provides a guide for the city in terms of adaptation, creation and adoption of digital technologies and processes. The objective of the plan is to facilitate further innovation in Greater Springfield.

In doing so, it will improve the functioning of the city, making it a better place to live, work, study and visit. The digital master plan is designed to improve quality of life for the community, improve business process and attract commerce to Greater Springfield.



# BE CONNECTED

Your company can connect to the internet or interstate offices using high speed-bandwidth services via our dark-fibre network. The AUD \$230M Polaris Data Centre – Australia’s most advanced private ICT facility – offers high-security data storage, co-location hosting services and is the ICT hub in Greater Springfield.

# SUSTAINABILITY

The best environmental design has been incorporated into Greater Springfield. The first high-rise in Springfield Central, Springfield Tower, has a 4-Star Green Star Rating.

The GE HQ building, home to GE’s Queensland state headquarters, has been designed to achieve a 5 star Green Star As Built rating as well as the operating potential for a 4 star NABERS rating, all whilst meeting PCA ‘A’ Grade standards.

The Polaris Data Centre can assist businesses to lower their carbon footprint by outsourcing their IT requirements.

# ATTRACTING THE WORLD'S BEST

Greater Springfield is in its third decade of development with an enviable track record in delivering a sustainable urban outcome. It has enjoyed support from all levels of Government in Australia and several long-term commercial partnerships, many of which are household names in the Australian urban development business.

National and multi-national corporations as well as local, state and federal government agencies have established their presence in Greater Springfield to capitalise on the enormous growth in the region.





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It is no accident Greater Springfield has been a success. You can't develop a place for over 24 years if you don't have an aspirational vision for the future. Greater Springfield is the new global city for Queensland. That vision has underpinned the success of Greater Springfield over the past two decades and will continue to support the city's growth into the future.



**Mark Wallace**

Regional Technical Director – Economics  
RPS Australia Asia Pacific



Orion Springfield Central

# DOING BUSINESS

## SPRINGFIELD CENTRAL

Springfield Central, will provide employment for 52,000 workers within a CBD containing in excess of 2.6 million square metres of commercial, retail, educational, health and technology facilities as well as the award-winning Robelle Domain Parkland.

The Greater Springfield Town Centre Concept Plan also accommodates 22,855 residential dwellings in the CBD.



Greater Springfield and its CBD master plan is unparalleled and truly unique within Australia. Nowhere else is a city developing so quickly, yet with a firm plan for future jobs, growth, education, health and community lifestyle. We are designing a city for people. A place where people live where they work, people working where they live and streets for people not cars.



**Chris Isles**

Group Director, Place Design  
& 2015 Australian Planner of the Year



# GREATER SPRINGFIELD TOWN CENTRE CONCEPT PLAN

Overall Planned Supply  
(approved) Gross Floor Area

**Total** 2,685,600m<sup>2</sup>

Residential Dwellings

**Total** 22,855



Parklands and Open Space	HA
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Robelle Domain, Springfield Central	24
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Open space, Springfield Central	104
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Open space, Greater Springfield (approx)	924
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# HEALTH CITY

Health City Springfield Central is the designated central core of the health and wellness offering in Greater Springfield. It is a 52 hectare integrated health precinct which aims to deliver a health and wellness experience for the region through the provision of quality healthcare, medical education and research as well as aged and seniors living.

The development of health services within Health City has started with the delivery of Mater Private Hospital Springfield (MPHS). Stage One of MPHS provides a range of medical and surgical services as well as a combination of inpatient, day and chemotherapy beds supported by \$21.4 million investment from the Australian Government.

Aveo Group is constructing up to 2,500 dwellings as Australia's biggest and most modern, integrated seniors living precinct.





A photograph of a woman and a young girl smiling and looking up at the sky outdoors. The woman is in the foreground, and the girl is behind her. They are both looking upwards with joyful expressions. The background is a soft-focus green and yellow, suggesting a park or garden setting.

“

Health City Springfield Central sets the benchmark in health and integrated facilities providing Aveo with a platform to develop Australia's first integrated seniors living community which will redefine care in retirement in this world class development.



**Geoff Grady**

Executive Director & Chief Executive Officer  
Aveo Group

# EDUCATION CITY

Education is another key interconnecting pillar in the Greater Springfield master plan. The community has over 14,000 students enrolled from child care to post-graduate university level. Education City Springfield Central acts as the hub of learning, and is home to a major campus of the University of Southern Queensland, TAFE Queensland South West, a tavern, student accommodation and private providers including The Studio of Performing Arts Springfield.





# VICINITY

Vicinity Augustine Heights, is a 40-hectare mixed-use precinct with approval for 334,500 square metres of space including office, warehouse, showroom, automotive and service trade. The precinct is within one kilometre of the retail and transport hub of Springfield Central. Vicinity's first tenants include Veolia, Queensland Ambulance Services and SRS Confectionary and 15 businesses within a strata titled development. An AutoMall precinct is also being planned.





# PARKSIDE SPRINGFIELD CENTRAL IS GREATER SPRINGFIELD'S PREDOMINANT COMMERCIAL OFFICE PRECINCT

It adjoins the Robelle Domain Parklands and Orion Springfield Central and is a short walk to Springfield Central Station. Located in Springfield Central, Parkside offers a variety of land parcels that make up the 10 hectare precinct. Parkside is home to GE HQ, Springfield Tower, Polaris Date Centre and Park Avenue Apartments.



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Consolidating the majority of our Queensland office-based operations into a first ever state headquarters in Greater Springfield has been a success on many levels and has led to a raft of opportunities for GE and our employees. We are proud of our state-of-the art landmark building purposefully designed to increase motivation and collaboration through its agile workspace and the local CBD offers rapidly expanding first-class amenities. The 5 year journey from initial consideration of Springfield to our staff moving in in February 2015 has been a rewarding collaboration.



**Geoff Culbert**

President & CEO of GE Australia and New Zealand





# IDEA CITY

IDEA City will be an urban village setting where Innovation, Design, Entrepreneurship and the Arts meet and people and ideas connect, collaborate, and collide. This space is founded on interconnectivity and will provide the ideal place to live work and play. Greater Springfield is committed to encouraging developments of the future, and becoming the home of the social generation, where friends and family are just a few clicks away.



# CITY CENTRE NORTH

City Centre North is a 60 hectare precinct adjacent to Springfield Central Transit Hub and bordering Brookwater. It will offer a unique urban lifestyle community incorporating living, working, shopping, dining, recreation and nature all in a highly connected and transit orientated centre.



City Centre North is a completely unique opportunity surrounded by amenity and beautiful topography. The Greater Springfield project is on another level and one of the most exciting projects the global studios of Woods Bagot have been involved with.



**Mark Damant**

Principal, Woods Bagot Brisbane



## OPEN SPACE

One third of Greater Springfield is dedicated to open space. This includes a conservation corridor that links White Rock Conservation Park, Spring Mountain, Spring Lake and Discovery Lake. The Springfield Central Parklands contain more than 11 kilometres of boardwalks, walking and cycle tracks, sports fields and playgrounds and has the 24ha Robelle Domain at its core.

Robelle Domain Springfield Central Parklands thrives as the green lung of Greater Springfield's CBD. Snaking between Orion Springfield Central shopping centre is the Southbank style lagoon which in its first month attracted more than 55,000 visitors.





Orion Springfield Central

## SHOPPING AND RECREATION

Greater Springfield offers workers and their families a bonanza of places to eat, shop and relax, and as the population of Greater Springfield continues to expand, so too do the opportunities in the retail and hospitality sectors. Orion Springfield Central has Big W, Target, Woolworths, Coles, Aldi and over 190 speciality stores. The Event Cinemas complex is the largest in the region and, together with a range of shopping and dining options, Orion Springfield Central is now a major attraction complimenting Brookwater Village, Spring Lake Metro, The Corner, Spring Lake Village and Springfield Fair.

## A RESORT DESTINATION

The announcement of the \$550 million Dusit Thani Resort, complete with multiple restaurants and eateries, aquatic centre and sporting and conference facilities, adds yet another destination dimension to Greater Springfield. The luxury 5 star get-a-way will take full advantage of the local amenity including Queensland's number one public access golf course. Designed by Greg Norman and tested by some of the best in the business, Brookwater Golf and Country Club continues to promise a truly exceptional golfing experience and facilities for conferences, weddings and special occasions.



## CITY STYLE LIVING

Greater Springfield has a choice of residential addresses to suit a variety of tastes, budgets and lifestyle. Each address has easy access to schools, childcare, shopping, parks and sporting fields.

## CBD APARTMENTS

Park Avenue Apartments provide a rare opportunity to enjoy a brilliantly designed apartment lifestyle, with all the benefits of living in the heart of Greater Springfield's CBD, while being surrounded by world-class parklands. Park Avenue Apartments offer a choice of stunning one or two bedroom apartments skilfully designed to set a benchmark in innovative interior styling with quality appointments and fittings, and cutting edge European appliances that will impress even the most fastidious inner city buyer or investor. For exclusivity and style and boasting an exceptional position, Park Avenue Apartments are without doubt the preeminent address to enjoy the best of Springfield Central.

Artist Impression of Park Avenue  
Apartments, Springfield Central



## BROOKWATER

Brookwater is Greater Springfield's premier residential address. It offers an exclusive golf resort lifestyle coupled with Greater Springfield's extensive and integrated opportunities to work, learn and play. Homes at Brookwater surround a Greg Norman designed championship golf course, affording expansive views across sweeping fairways and undulating natural bushland.





# ABOUT SPRINGFIELD LAND CORPORATION

Springfield Land Corporation is the master developer of Greater Springfield and has been instrumental to the master planned community's outstanding success. Our vision for Greater Springfield is driven by innovation. We are also conscious of making a lasting and positive contribution to both Greater Springfield and the broader South East Queensland community. Philanthropy and promoting social and environmental sustainability are integral to the way we do business.

At Greater Springfield, this commitment is delivered through partnerships with highly respected corporations, the Federal Government, State Government and Ipswich City Council.

## **Embrace the opportunity**

Springfield Land Corporation has, for 24 years, partnered with the best. We will continue to seek out partnerships to progress this new city in areas of education, health care services, and other employment generating industries. We are also seeking partners to create an

inner-city residential living product to accommodate demographic changes as the community matures. Springfield Land Corporation looks forward to welcoming new partners into the ongoing development of Greater Springfield.

Artist Impression  
of City Centre North,  
Springfield Central





# AWARDS

Imbued with innovation and with so much on offer it is perhaps not surprising that Greater Springfield has received so many awards:

- Urban Development Institute of Australia (UDIA)  
National Awards for Excellence  
**Australia's Best Masterplanned Community 2015**
- Urban Development Institute of Australia (UDIA)  
Queensland Awards for Excellence  
**Queensland's Best Masterplanned Community 2014**
- International Real Estate Federation (FIABCI)  
PRix D'Excellence Award  
**World's Best Masterplanned Community 2010**
- Urban Development Institute of Australia (UDIA)  
National Awards for Excellence  
**Australia's Best Masterplanned Community 2010**
- Property Council of Australia (PCA) National Award  
**Australia's Best Masterplanned Community 2010**
- Urban Development Institute of Australia (UDIA)  
Queensland Awards for Excellence  
**Queensland's Best Masterplanned Community 2010**
- Golf Industry Publications including  
Golf Digest And Golf Australia Magazines  
**Queensland's No 1 Public Access Course 2005 – 2016  
(Brookwater Golf Course)**
- Urban Development Institute Of Australia (UDIA)  
Queensland Awards for Excellence  
**Best Masterplanned Development 2007  
(Springfield Lakes)**
- Property Council Of Australia  
**Shopping Centre of the Year Award 2007  
(Orion Springfield Central)**
- Urban Development Institute Of Australia (UDIA)  
National Awards for Excellence  
**Best Residential Subdivision 2006  
(Brookwater Residential)**
- Urban Development Institute Of Australia (UDIA)  
**Queensland Awards for Excellence  
President's 2005 (Brookwater Residential)**

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A SPRINGFIELD LAND CORPORATION INITIATIVE

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