

SPRINGFIELD'S POPULATION & ECONOMIC SIGNIFICANCE

SPRINGFIELD CITY 2025



RAPID SUSTAINED GROWTH

Over the last decade to 2023, the population of Springfield has grown by 6.0% per annum



CENTRAL LOCATION TO TRANSPORT



DYNAMIC BUSINESSES & INVESTMENT

Over \$30 billion in investment to date



ATTRACTIVE LIFESTYLE

With incredible residential communities



MAJOR TERTIARY ASSETS

SPRINGFIELD
CITY GROUP



Springfield's Population and Economic Significance

Springfield City continues to be one of the fastest-growing regions in Australia in population, employment, business registration and investment. This is a great contribution to the State's economy and has significant implications for government service delivery in the western corridor.

Over the last decade to 2023, the population of Springfield grew by 6.0% per annum – more than 4 times State and National averages. Over 55,000 people currently call the area home. This is expected to double in the next twenty years. This rapid population expansion, coupled with over \$30 billion in investment, is driving the development of incredible residential communities and first-class amenities. Its strategic location and diverse amenities make it an attractive destination for businesses, residents and visitors alike.

Springfield City is a vibrant place to live and a major hub of economic activity and innovation, with non-residential building approvals in the wider Growth Corridor reaching up to \$500 million per year. Springfield serves as a Regional Activity Centre (1 of 16 in SEQ), with a strong main street and mixed-use character.

Major community assets such as the railway-station, Robelle Domain parklands, and Orion Lagoon contribute to the vibrancy and attractiveness of the Town Centre. The region is well-connected by rail with two stations in Springfield providing direct access to Brisbane, with a train journey from Brisbane Central to Springfield Central taking only 41 minutes. Additionally, there is non-stop, direct access to Brisbane Airport and convenient access to the Port of Brisbane.

This business community is highly diverse and leverages a wide range of regional economic drivers. Springfield has seen a 50% increase in the number of businesses calling the city home since 2019.

Springfield's economic snapshot

Gross regional product of
\$13,733 million

6.8%

increase in previous 12 months

Springfield's economy is on an impressive growth trajectory, marked by a burgeoning job market and a diverse range of industries driving employment opportunities.

With a notable expansion in both the gross regional product and job availability, the city is rapidly becoming a hub of economic activity and development. The low unemployment rate further underscores the region's success in creating a robust workforce. This economic vigour is complemented by a workforce that boasts higher-than-average household incomes, indicating a prosperous community with strong financial health.

Springfield City is a region that is not only growing economically but is also strategically nurturing key industries to fuel its continued sustainable development and ensure long-term stability.



EMPLOYMENT

52,000

Job target

Growth opportunities in Springfield City

Top Job Vacancies advertised by industry Jan 2022-Jan 2025 (Total 3,300 jobs advertised)



Source: Springfield Regional Jobs Committee – Jobs Portal

Employment and business profile



Economically engaged workforce

Household incomes in Springfield's statistical areas have historically exceeded national averages over the past decade. Growth has been strongest in the five years to 2021.

IN 2021

median weekly household incomes were

30-69%

higher than the national average, depending on the location.

Adapted from Econisis 'Drivers of Springfield's growth' report (Feb 2023)



Defence exposure



Sports and Olympics investment



Health investment



Proximity to major markets



Capital of the region



Housing choice

Competitive Advantages of Springfield City

Springfield's current population is young, with 34% of residents under the age of 19 – compared to 24% in Queensland.

The labour force of Springfield grew by almost 45 per cent in the six years to June 2022, and is home to over 1,200 engineering, scientific and ICT professionals.

Springfield's amenity and facilities help to attract and retain skilled workers needed to support the region's nationally significant cluster of professional services, defence and health-related businesses.

Household incomes range from 30-70% above national averages due to higher levels of workforce participation, above average tertiary qualifications and skills and structurally low unemployment.

Over the 5 years to 2021, employment in Springfield grew by 35% to exceed 11,000 local jobs. This is matched by a 49% growth in local business registrations between 2019 and 2023 – almost 4 times the national growth rate.

This business community is highly diverse and leverages a wide range of regional economic drivers including:

- Major public and private investment in tertiary health services, including the expansion of the Mater Springfield Hospital – creating 1000 new jobs.
- Regionally significant retail and entertainment precinct, including a 77,000sqm shopping centre attracting over 8 million visits per year.
- 12 schools (including above average shares of private school enrolments) supported by the University of Southern Queensland Springfield campus and TAFE Qld.
- Proximity to the RAAF Amberley Superbase – one of the largest defence bases in Australia with over 5,000 employees and on-base global Defence contractor representation.
- Cluster of professional services and technology businesses, anchored by the Polaris Data Centre, a Tier 3+ carrier neutral 100% Australian owned data centre over 14,500sqm and with direct access to a 140km 720core fibre ring into the Brisbane CBD via diverse paths.
- Regionally significant sporting facilities including the new Brighton Arena, a 10,000 seat stadium, high performance centre and home of the Brisbane Lions AFL club and nominated as a future Olympics 2032 event location.



YOUNG POPULATION

34% of residents under the age of 19

Compared to 24% in Queensland.



RETAIL PRECINCT

Major shopping centre attracting over **8 million visits per year**



GROWING LABOUR FORCE

45% growth

In the labour force in the six years to June 2022.



POLARIS DATA CENTRE

Tier 3+ carrier neutral data centre with direct access to fibre ring network



PUBLIC & PRIVATE INVESTMENT

1,000 new jobs

Major investment in tertiary health services and hospital expansion creating new jobs



EDUCATION

12 schools

supported by the University of Southern Queensland Springfield campus & TAFE Qld



SPORTING FACILITIES

10,000 seat stadium

high performance centre and home of the Brisbane Lions AFL club



Greater Springfield



Destination Greater Springfield



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Springfield City Group



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**GREATER
SPRINGFIELD**

greaterpringfield.com.au

*As approved in the Town Centre Concept Plan (TCCP). ** SA2 defined as Springfield, Springfield Lakes, Bellbird Park, Brookwater. SA2s based on the ABS2017 Australian Statistical Geography Standard (ASGS) *** Urbis Report 2017. **** RACQ Trip Advisor estimated drive times.

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