

# The purpose of place Reconsidered

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Building the Lucky Country  
Business imperatives for a prosperous Australia

#5

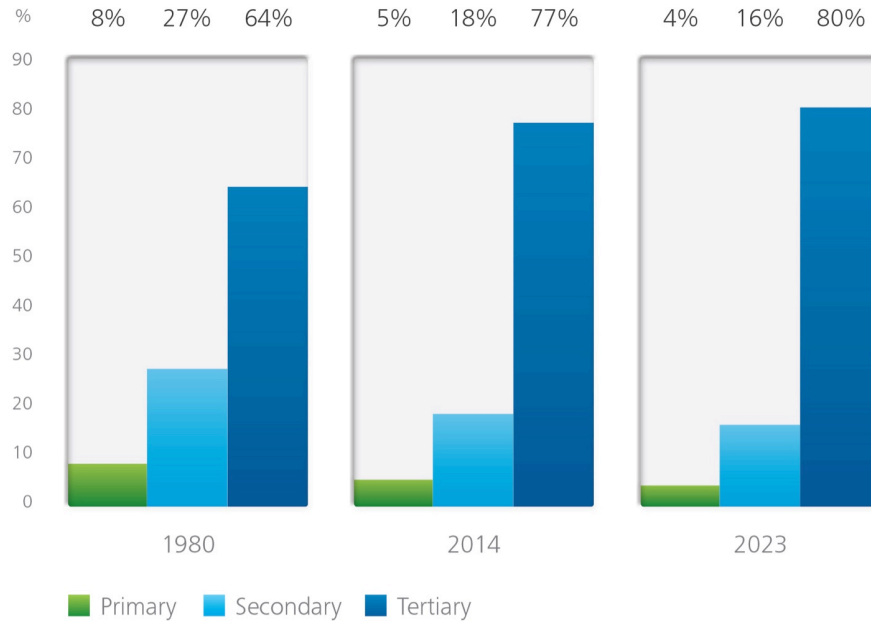




**Place matters for prosperity**

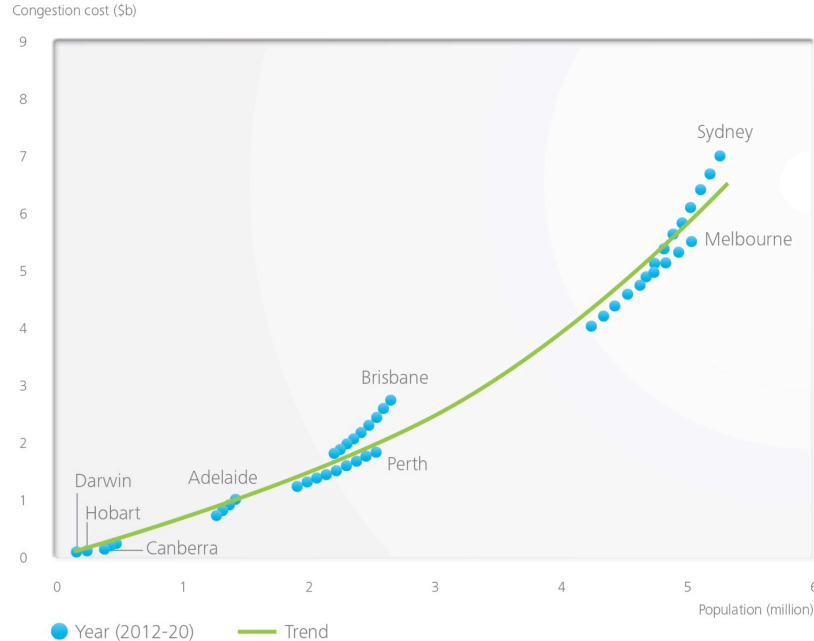
# Place in a knowledge economy

**Chart 1.1: Proportion of workers employed in primary, secondary and tertiary industries (actual and forecast, Australia)**



# There's a tension here

**Chart 1.2: Congestion cost and city population (2012–20)**



Source: Bureau of Infrastructure, Transport and Regional Economics (2007)<sup>7</sup>

# 10 measures of prosperity

Place contributes more to human welfare than just material goods and services – place is where people live their lives.

Our ten dimensions are the building blocks of prosperity in place and the things people care about.

## INPUTS



Human Resources



Natural Resources



Physical Capital

## BOOSTERS



Social Capital



Innovation and Entrepreneurship



Leadership and Contribution

## OUTPUTS



Health and Safety



Material Standards



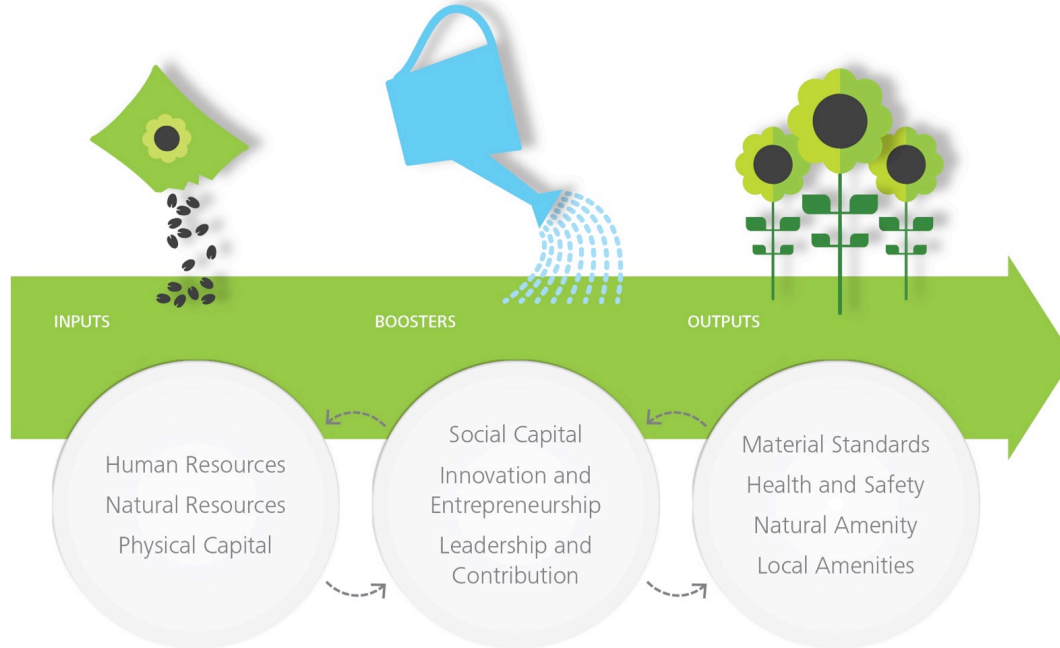
Natural Amenities



Local Amenities

# Prosperity production function

Figure 3.1: The Prosperity Production Function



# How prosperous are we?

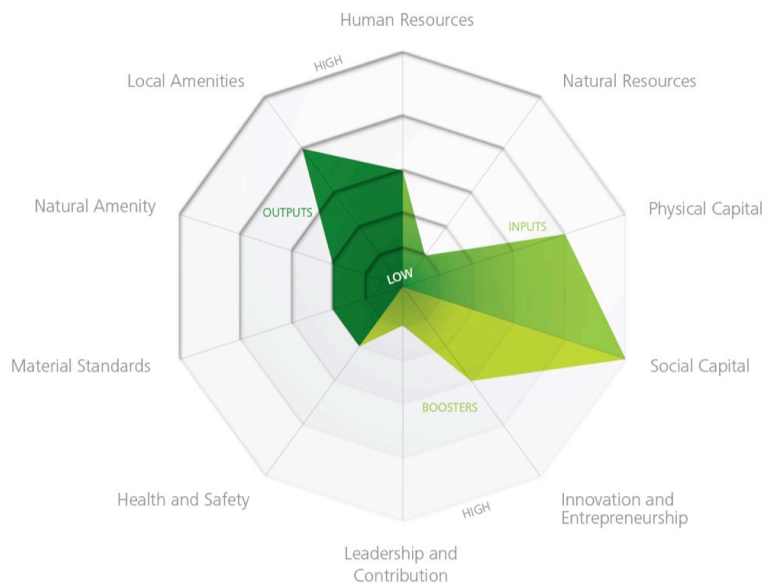
## Inner city and suburban

Chart 3.1: Inner city



Source: Deloitte Access Economics 2015

Chart 3.2: Suburban

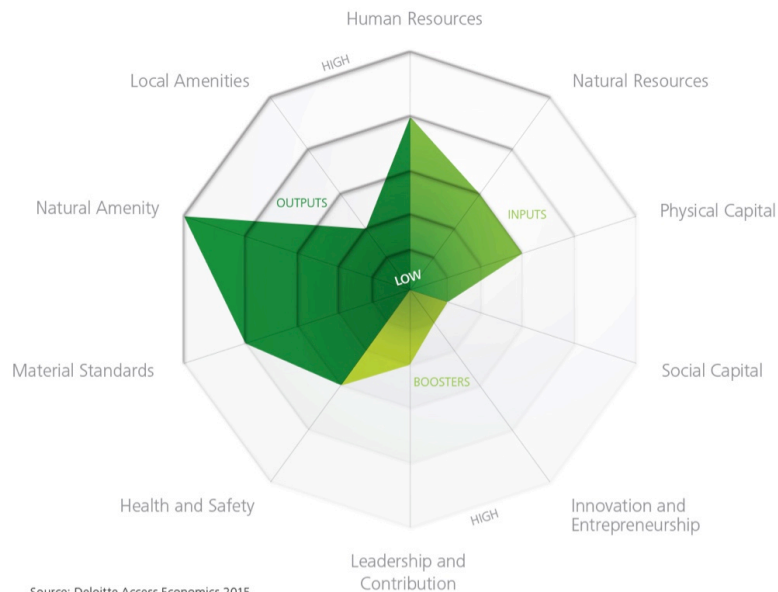


Source: Deloitte Access Economics 2015

# How prosperous are we?

## Outer urban and regional

Chart 3.3: Outer urban



Source: Deloitte Access Economics 2015

Chart 3.4: Regional cities



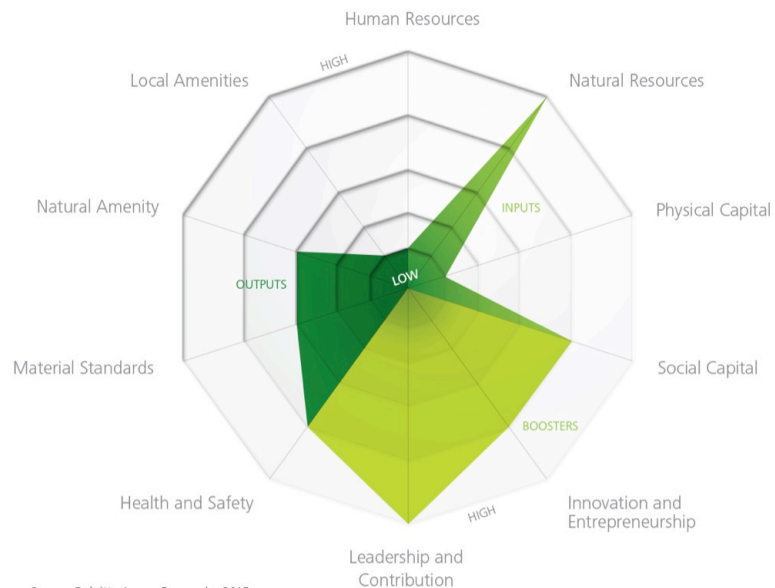
Source: Deloitte Access Economics 2015



# How prosperous are we?

## Rural and remote

Chart 3.5: Rural and remote



Source: Deloitte Access Economics 2015

# Flourish or languish?

Chart 5.1: The flourishing place

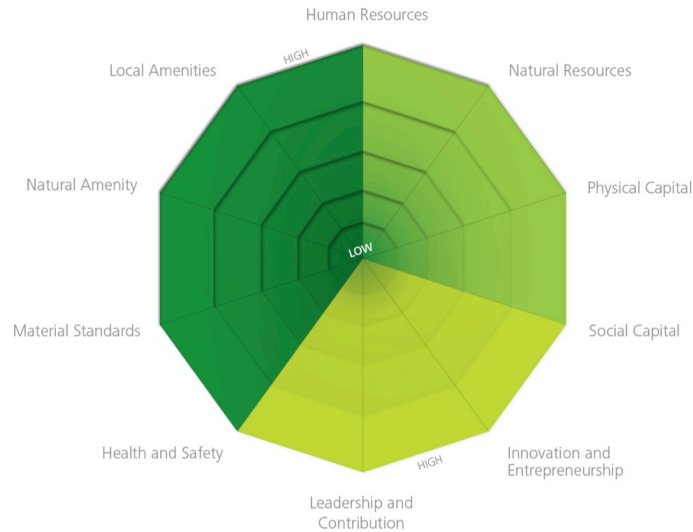
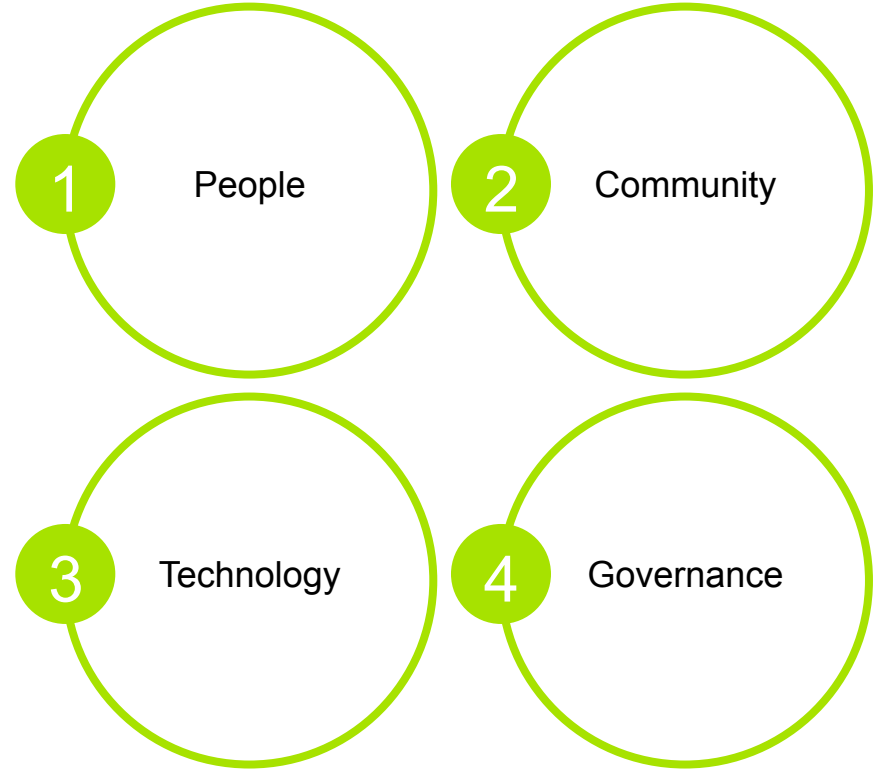


Chart 5.2: The languishing place



# Four dynamic forces



# Taking action



# Who can act?

1

Individuals

2

Businesses

3

Communities

4

Governments



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