



## The purpose of place Reconsidered

At Deloitte, we believe that an effective way of ensuring Australia's future prosperity is through collaborating to make our cities and regions more liveable and more productive.

So, to help reconsider the potential of place, we've developed a detailed framework.

### Ten dimensions

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

Our ten dimensions represent the building blocks of prosperity in place, and the things that people most care about.



### Five types of place

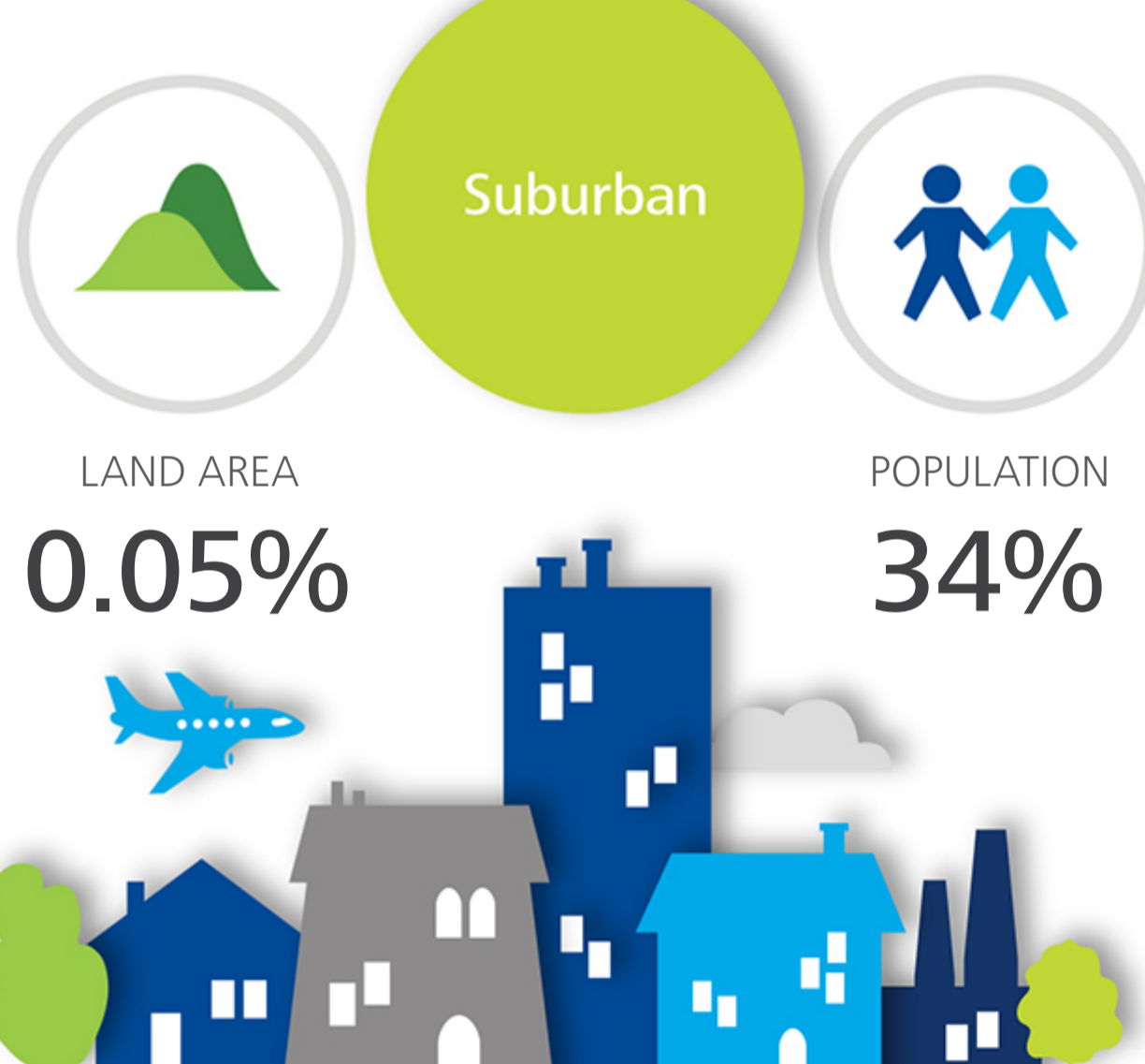
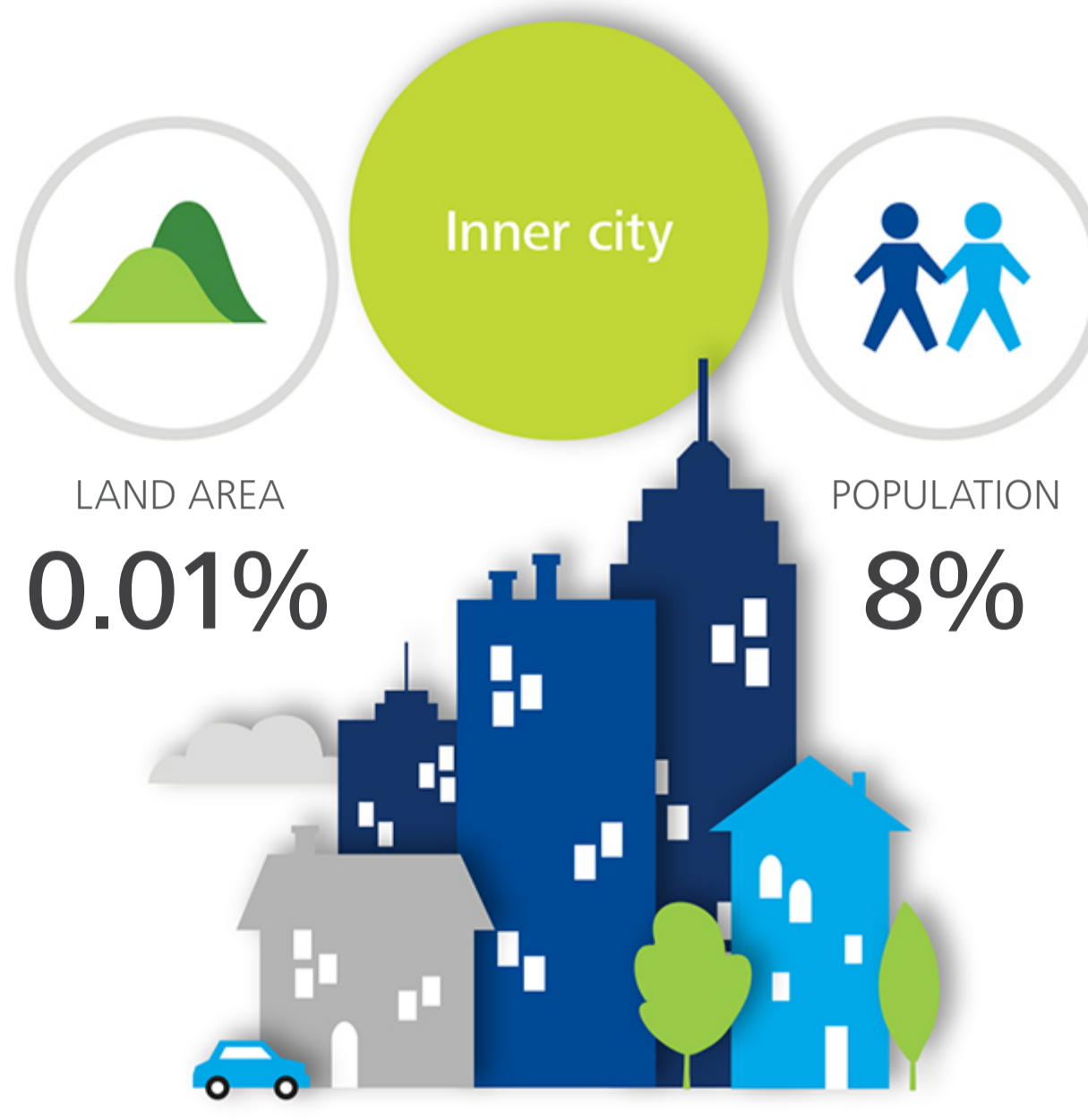
We use a five-way classification of place – from our cities to our remote regions.

#### Inner city

CBDs and adjoining inner metropolitan areas.

##### Dimensions of prosperity

Rank highly on Human Resources, Local Amenities, Physical Capital, Material Standards, and Innovation and Entrepreneurship.



#### Suburban

Metropolitan areas that lie between inner city and outer urban areas.

##### Dimensions of prosperity

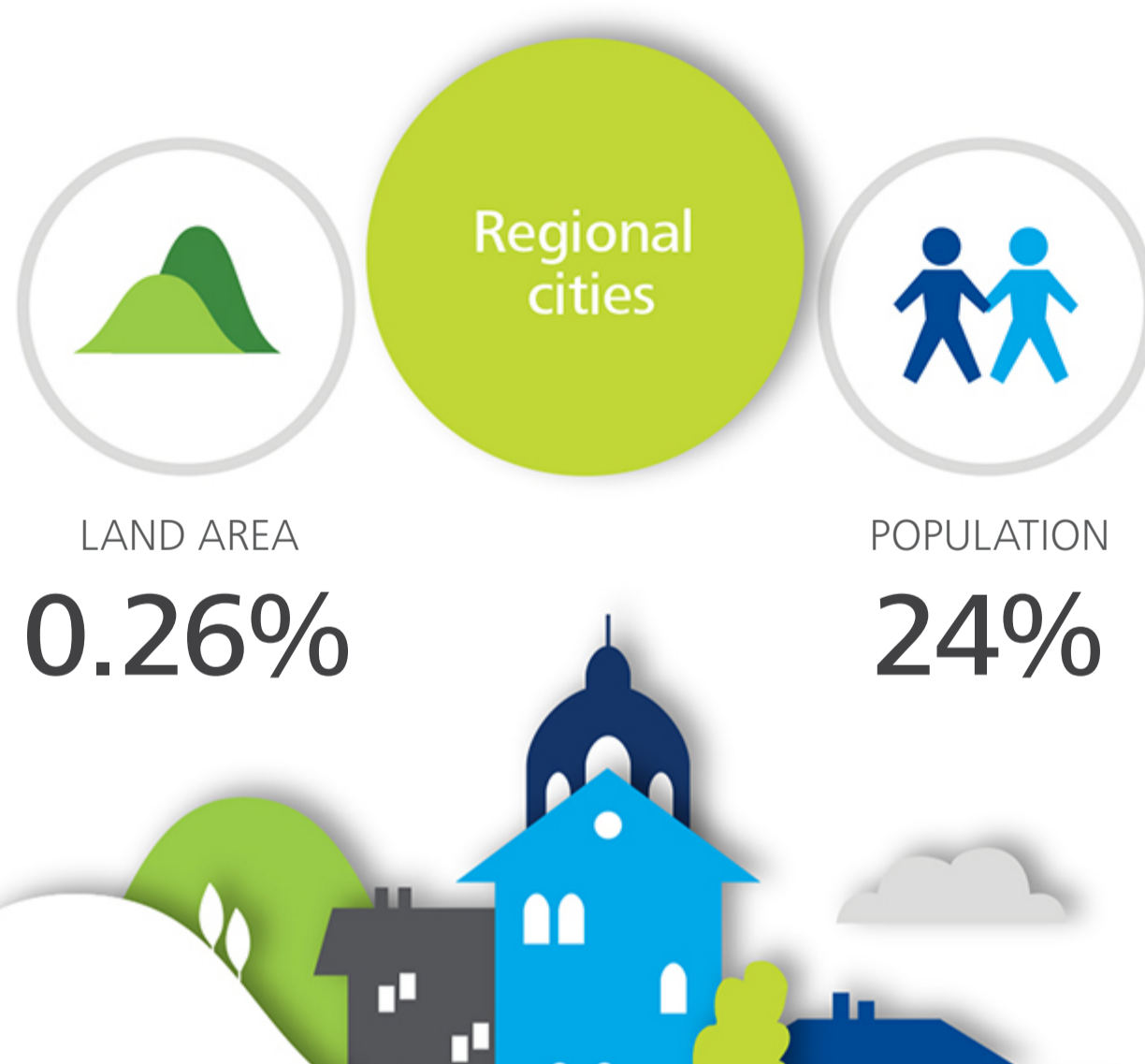
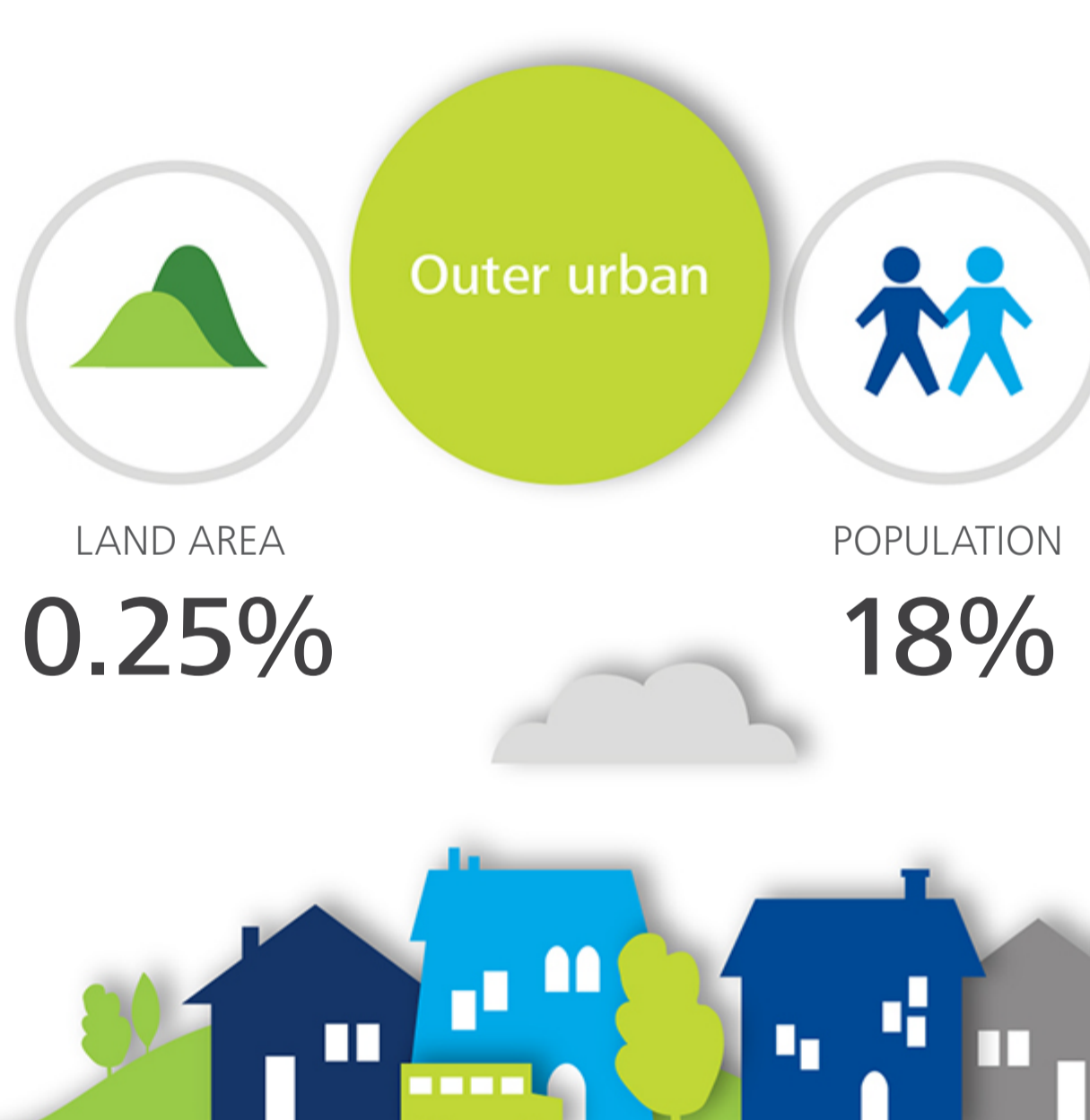
Strong on Local Amenities, Physical Capital and Social Capital.

#### Outer urban

The interface between metropolitan areas and non-metropolitan areas.

##### Dimensions of prosperity

Rank highly on Natural Amenity and Human Resources.



#### Regional cities

Non-metropolitan agglomerations of at least 10,000 people.

##### Dimensions of prosperity

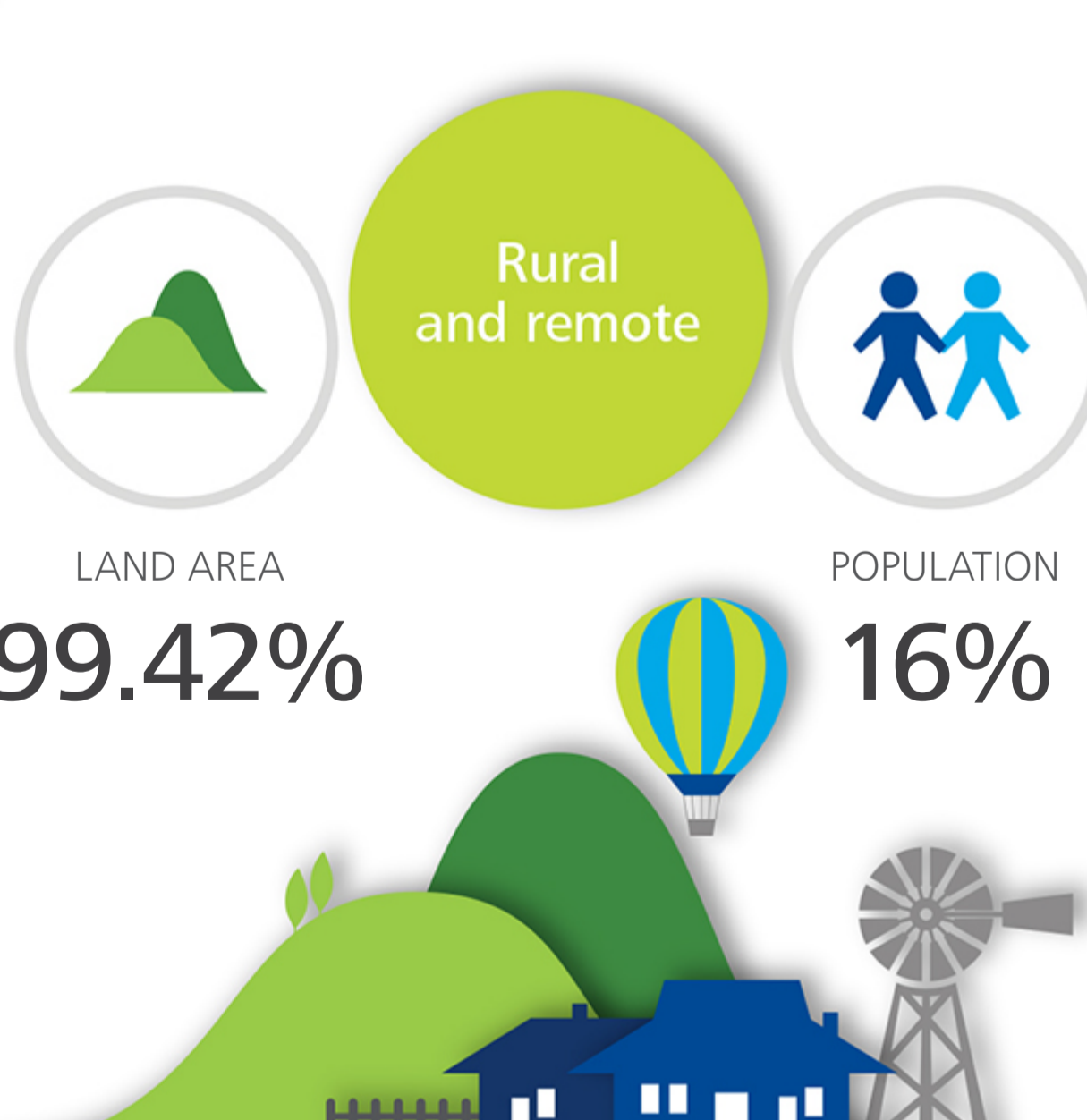
Strong on Health and Safety and Natural Amenity.

#### Rural and remote

The rest of Australia.

##### Dimensions of prosperity

Rank highly in Natural Resources, Leadership and Contribution, Innovation and Entrepreneurship.



### Four dynamic forces

These dynamic forces interact in different ways to catalyse flourishing in place.

- People** – the basic ingredient of prosperity in place
- Community** – people need to feel they are more than just a crowd
- Technology** – connecting people, governments and business
- Governance** – individual and collective decision making with the consent of the governed



### Four actors

Collaboration is the key to spurring our creativity and driving prosperity – and four 'actors' have much to contribute and, collectively, much to gain.

- Individuals
- Businesses
- Communities
- Governments

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