



# CO-WORKING AND INNOVATION HUBS OVERVIEW



Prepared for the Shire of Serpentine Jarrahdale  
February 2021

# INTRODUCTION

## REPORT PURPOSE

Urbis was engaged to prepare an overview of co-working spaces and innovation hubs for the Shire of Serpentine Jarrahdale, with a view to the Shire exploring an opportunity to locate a co-working and innovation hub within the Byford Town Hall in the short term and in the new Library and Multi-Agency Centre in the medium-to-long term.

This report provides high level insights into:

- **What a coworking space is;**
- **How it differs from a traditional office space;**
- **Key factors driving the use of coworking spaces; and**
- **Key current and future trends for coworking spaces.**

Four case studies of coworking spaces across Perth have been provided for a more detailed insight into the types of locations, spaces, services and amenities provided in coworking spaces.



# DEFINING CO-WORKING SPACES

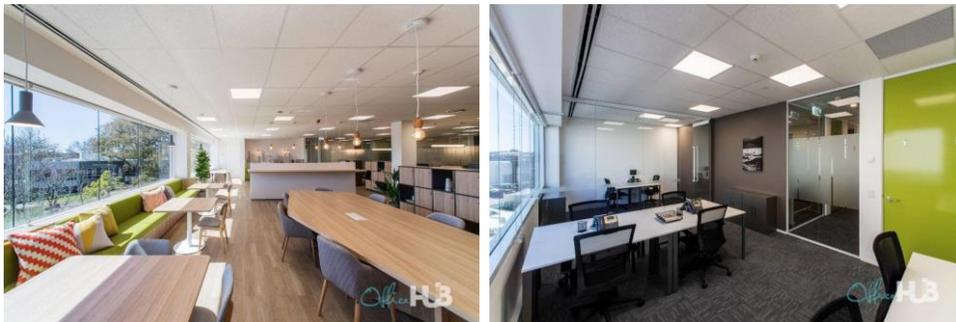
## Co-Working Spaces

**Co-working** can be defined as *“an arrangement by which freelancers or remote employees working for various companies share an office or other workspace”*.

Some co-working spaces are set up to be simply a workspace for hire under more flexible arrangement than a typical office lease, while others offer a range of other benefits and services. Co-working spaces are generally intended to reduce worker isolation, provide a range of formal and informal support services, provide a collaborative and upbeat work environment, and encourage knowledge sharing between individuals and businesses. Some spaces are targeted at particular industries, such as design or technology.

Co-working spaces have a significant range of different types and formats. For example, these space can:

- Focus on providing support to start-up businesses / sole traders or as overflow space for established businesses;
- Have a range of different types of collaborative and private work spaces;
- Offer services to create an enjoyable environment or save time for co-workers (e.g. free coffee, close to public transit, childcare, reception, virtual office services); and
- Be located in a range of locations such as CBDs, outer suburbs and hotels.



Sources: <https://www.dictionary.com/>, <https://www.office-hub.com/au>, <https://www.rubberdesk.com.au/>, <https://www.commercialrealestate.com.au/news/peer-to-peer-coworking-gives-businesses-flexibility-to-grow-at-their-own-pace-63894/>, <https://www.hubaustralia.com>

## Types of Co-Working Spaces



### COWORKING DESK

Allow working alongside other businesses in open communal offices.



### PRIVATE OFFICE

Lockable room within a shared facility for one person or multiple people



### VIRTUAL OFFICE

Provides the services of a managed office without the physical space. Provides a business address, call-handling and reception services, and a mail address. Can include meeting room hire or desk hire.



### ENTERPRISE SUITE

Larger managed office space customisable for larger teams.

## Types of Offices



### SERVICED OFFICE

Office space managed and supported by an onsite service team, including reception, PA and secretary services, office and communal space cleaning and maintenance. Billing arrangements are typically more flexible than traditional office leasing.



### SUBLET

Sublet a portion of office space from a lead tenant. This could be arranged directly with the lead tenant or owner.



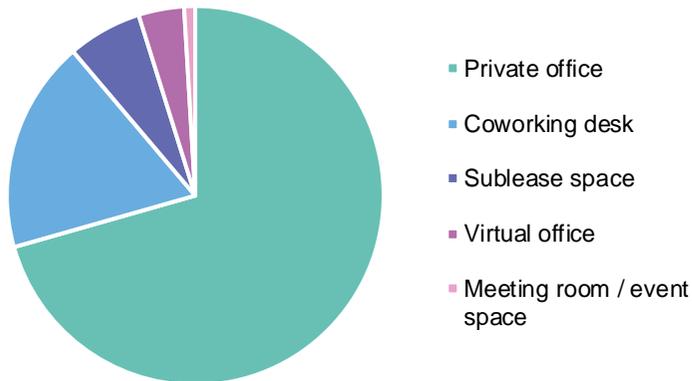
### SHARED SPACE

Two or more businesses sharing a commercially leased office, usually privately leased. Rents, bills and overheads are shared.

# CO-WORKING SPACES TRENDS IN PERTH

## Preferred Co-Working Office Type

In 2018/19, the preferred type of office in the Perth co-working market was a private office followed by a co-working desk. A noticeable shift away from open plan spaces to lockable spaces was seen over several years.



Sources: *The Australian Coworking Market Report 2018-2019, Office Hub.*

## Typical Amenity Needs



- Access to public transport
- End of trip facilities
- Energy efficient buildings
- In-building green initiatives
- Sit-stand desks and ergonomic furniture
- Access to gyms / health centres
- Community focus
- Breakout and collaborative spaces
- Meeting rooms
- Social and networking events
- Conferencing technology
- Fast internet
- 24/7 access
- Electronic / fingerprint access

Sources: *The Australian Coworking Market Report 2018-2019, Office Hub.*

## Expected Future Trends

Co-working spaces have continued to increase their penetration of the office market in Australia, with predictions that by 2030 they will account for 30% of the office market. This follows global trends.

Key drivers for demand in co-working spaces are:

- Enterprise-level demand for flexibility in terms of location and scale;
- Choice of offerings; and
- Increase in employee desire and company support for flexible working arrangements.

Sources: <https://info.propertycouncil.com.au/property-australia-blog/how-will-covid-19-change-coworking>



Sources: <https://www.office-hub.com/>

# CASE STUDY

## BUSINESS STATION

### KEY ATTRIBUTES

**Locations:** 200 Adelaide Tce, Perth; 2232B Albany Hwy, Gosnells & 15 Barron Pde, Joondalup (ECU)

**Space:**

- |               |                 |                 |
|---------------|-----------------|-----------------|
| Hot desks     | Permanent desks | Private offices |
| Training room | Meeting spaces  | Board room      |

**Amenities / Services:**

- |                    |                       |                  |
|--------------------|-----------------------|------------------|
| Parking nearby     | Public transit access | Reception        |
| Wifi               | Kitchen               | Cleaning         |
| Coffee machine     | Business advisory     | Training courses |
| Peer group program |                       |                  |

### KEY SUCCESS DRIVERS

- 1 Membership model designed to provide support for start-up businesses
- 2 Variety of locations in CBD and outer suburbs
- 3 Several working space options available

### BUSINESS STATION

Business Station is a non-profit provider of enterprise development services to businesses across Western Australia and Queensland. With a focus on business incubation as well as co-working spaces, their aim is to assist small businesses to build growth and capacity by providing affordable and easily accessible training and business support. They provide a number of programs and run regular group workshops, interactive webinars and face-to-face consultations.

Benefits of membership include business health checks, business coaching, and access to coworking and meeting spaces.

In WA, they have premises in Perth CBD, Gosnells and Joondalup.



Sources: <https://www.businessstation.com.au/>

## CASE STUDY

# STUDIO 64

### KEY ATTRIBUTES

**Location:** 64 Mill Point Rd, South Perth

**Opened:** 2017

#### Space:

Hot desks	Private offices	Meeting spaces
Interview room	Board room / training room	Private phone room

#### Amenities:

Tea / coffee	Kitchen	Virtual office services
Car detailing	Onsite parking	Internet access
Print / scan	Public transit access	Storage units
Childcare / Kindy	Park'n'ride	Hair and beauty
Nanny service	Ironing service	Grocery drop-off

#### Cost:

Coworking desk \$42/day	Coworking bar space \$33/day
Boardroom/training room \$227/day	Virtual office \$50/month
Furnished office \$45/day	Parking \$6/day

### KEY SUCCESS DRIVERS

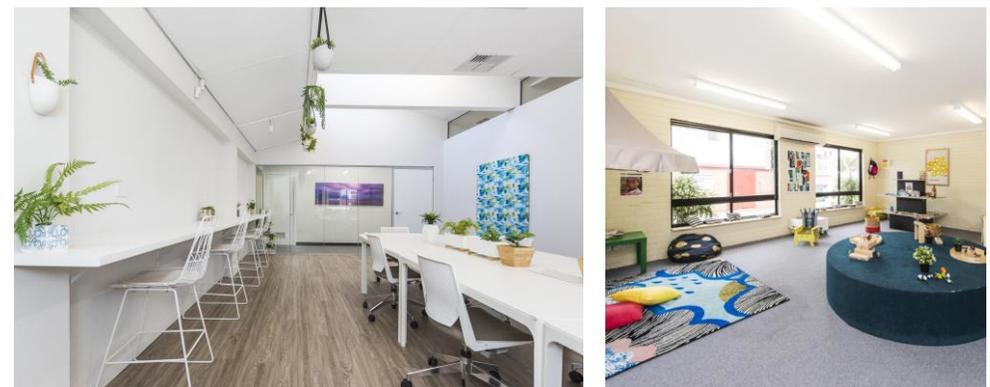
- 1 Designed to support working parents with a range of services
- 2 Location near CBD, with close public transit access to CBD
- 3 Range of working space options available and flexible lease options

### STUDIO 64

Studio 64 offers co-working and meeting spaces, co-located with a fully licenced early learning centre, and a range of additional convenience services onsite including supermarket shop delivery, onsite mobile hair, massage and beauty, mobile ironing, car detailing, and 'park n ride' facilities.

Co-location of services aim to allow people to increase their productivity and reduce time spent travelling to different locations.

A range of different types of furnished work spaces provides a professional office environment, with leasing options highly flexible.



Sources: <https://www.studio64.org.au/>

## CASE STUDY

# FLOW SPACE

### KEY ATTRIBUTES

**Location:** 2/103 Flora Tce, North Beach

#### Space:

Hot desks	Muffle pods	Meeting room
Permanent desks + lockable storage	Café (standing) desks	Boardroom

#### Amenities:

Fast wifi	24/7 access	Ergonomic chairs
Walk to beach	Co-located with cafes	Tea / coffee
Scanning / shredding / printing	Noise-isolating earphones	Business address / PO Box

#### Cost:

Resident membership: \$890/month	Permanent desk, lockable drawer 24/7 access
Full-time membership: \$780/month	Coworking space 24/7 access
Part-time membership: \$165+/month	Coworking space
Community membership: \$50+/month	Casual access to coworking space

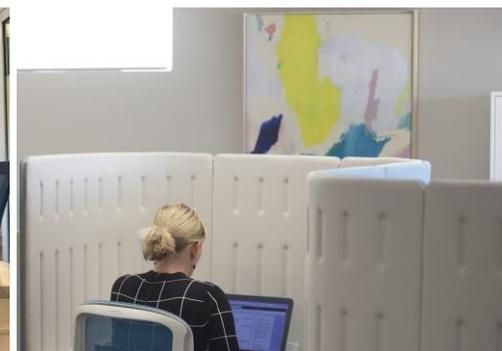
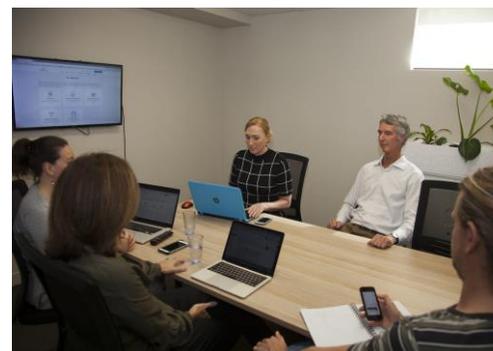
### KEY SUCCESS DRIVERS

- 1 Designed to provide a non-CBD location to reduce commute time
- 2 Range of working space options available and flexible lease options
- 3 Co-located with amenities including cafes, restaurant and physio

### STUDIO 64

Flowspace is a coworking space located in North Beach to save business owners in Perth's northern suburbs from having to commute all the way to the CBD in traffic for a quality flexible work space.

Spaces can be booked casually or via a membership model, with permanent desks or hot desks available. Private offices are not offered.



Sources: <https://flowspace.com.au/>

## CASE STUDY

# CLAISEBROOK DESIGN COMMUNITY

### KEY ATTRIBUTES

**Location:** 25 Gladstone St, Perth

**Opened:** 2016

#### Space:

Hot desks                      Private offices                      Meeting spaces

Events space  
(stage/screen)                      Engineering area

#### Amenities:

Free public transit zone                      Free bike hire                      Mailbox

Function centre                      Printing                      Coffee discounts

Lockers                      Meeting rooms                      Kitchen

Cafe                      Storage options                      High speed internet

Showers                      Boardroom

#### Cost:

Desk \$400/month                      House \$825/month                      Office \$1,300/month

Meeting \$50/hr                      Event \$100/hr

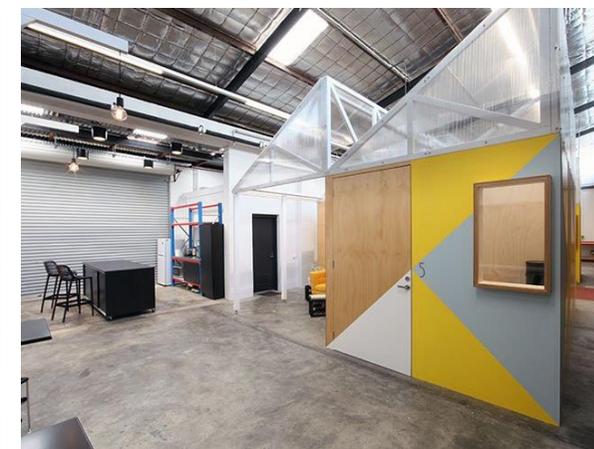
### KEY SUCCESS DRIVERS

- 1 Space focused on design industry with appropriate amenities
- 2 Location near CBD, within free transit zone
- 3 Range of working space options available

### CLAISEBROOK DESIGN COMMUNITY

*“Claisebrook Design Community believes that good design is at the heart of every successful business. Our coworking space is designed to accommodate and support people with ideas and energy. So come think, create, gather and eat with us at CBDC.”*

CBDC offers a design-industry focused workspace that provides a range of different types of workspace and encourages knowledge-sharing between co-workers.



Sources: <https://cbdc.co/>, <https://startupnews.com.au/2016/07/28/claisebrook-design-community/>, <https://www.theurbanlist.com/perth/a-list/best-co-working-spaces-perth>

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