



Business Transformation and Workplace Change

Making the change to activity settings

***-The 14 Hour City
-Macquarie Group, Shelley Street***

***James Calder
Director of Research
Woods Bagot***

***Anthony Henry
Head of Workplace Design
Macquarie Group***

***CoreNet Brisbane
6 May 2009***



14TH LARGEST PRACTICE

1000 PEOPLE
14 STUDIOS

5 REGIONS

3 SECTORS

1 GLOBAL STUDIO

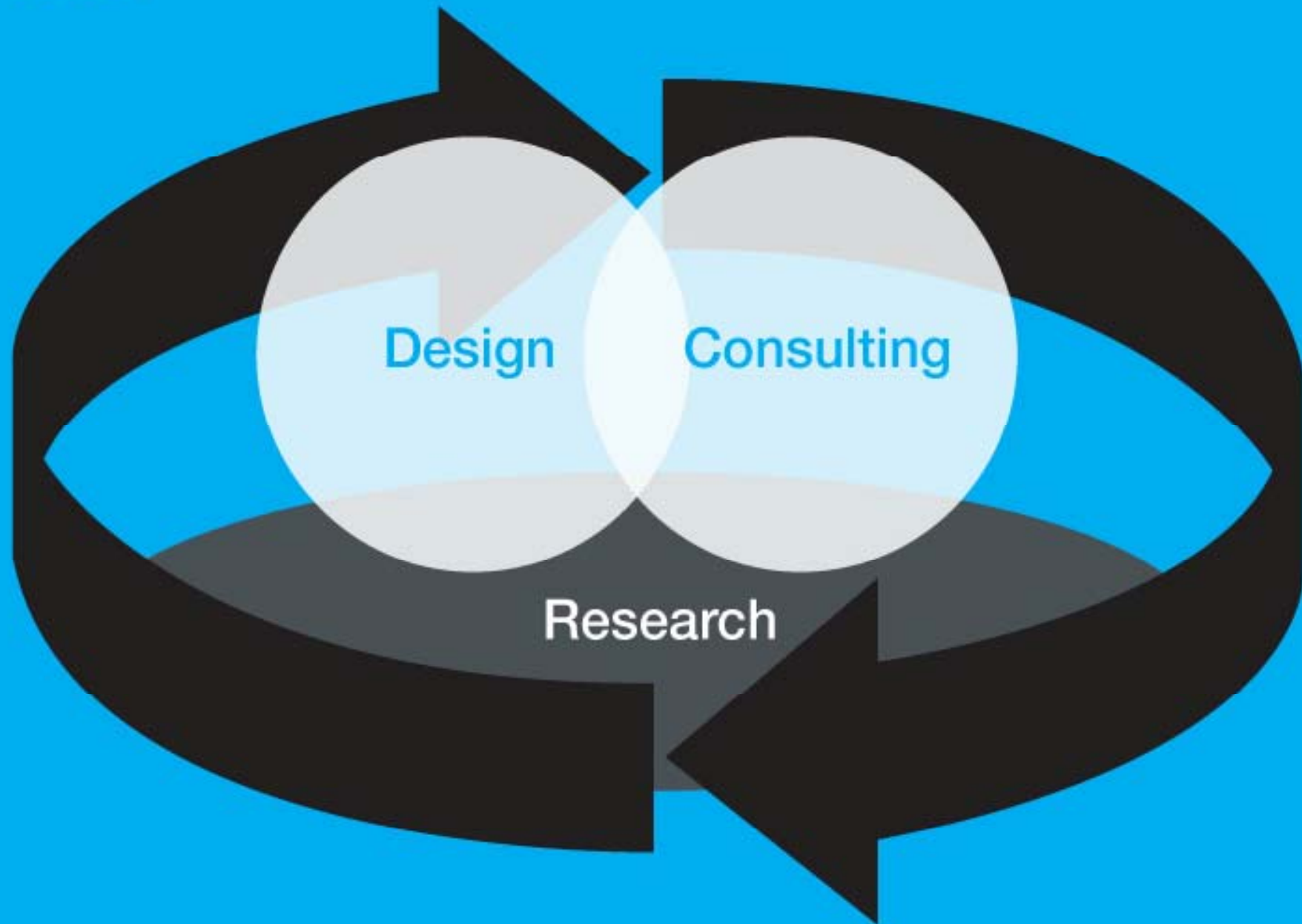
ABU DHABI
ADELAIDE
BANGKOK
BEIJING
BRISBANE
CANBERRA
DUBAI
HONG KONG
KUALA LUMPUR
LONDON
MELBOURNE
NEW YORK
PERTH
SAN FRANCISCO
SYDNEY₂

“

Woods Bagot are global
leaders in design and
consulting underpinned by
research

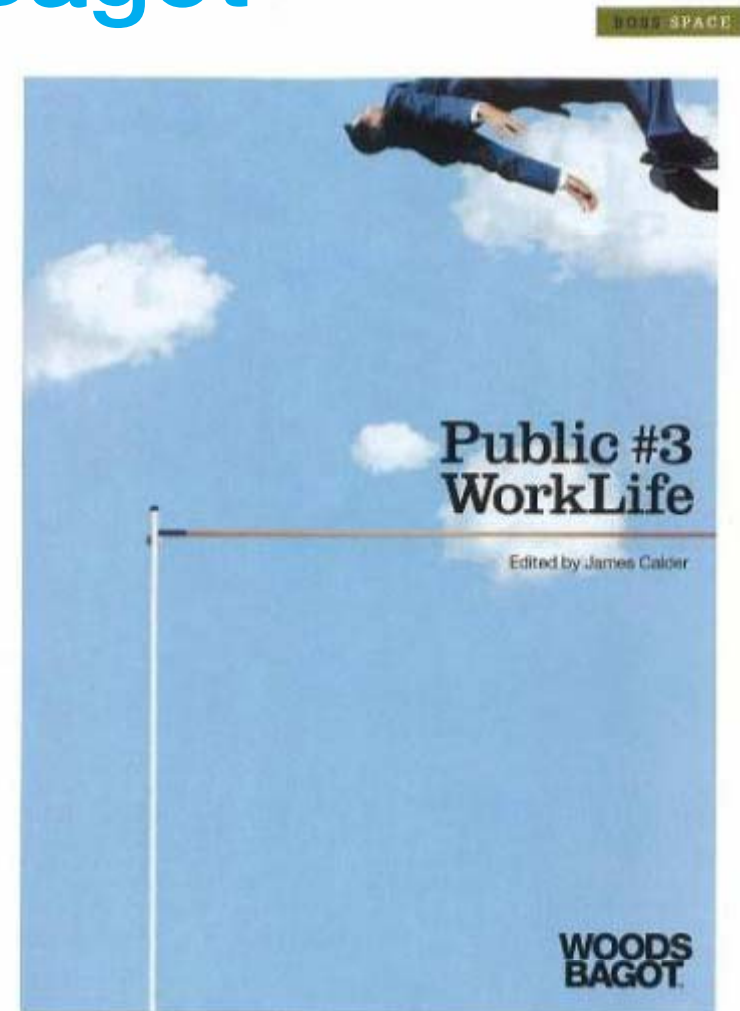
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Vision



Workplace at Woods Bagot

- Over 1,000,000 sqm of offices in design or construction
- Over 250,000 sqm of fitout in design or under construction
- Workplace strategy consulting to leading global corporates, e.g.
 - HSBC
 - Cisco
 - Bloomberg
 - Macquarie Bank
 - Baker & McKenzie
- US\$2m allocated to research.



20.Books

Chronicles of office design are popping up everywhere. Three favourites are Rem Koolhaas/OMA, by Roberto Galgani (Laterza, 2006), an in-depth look at the work of Koolhaas, one of the world's most cited architects; Woods Bagot's Public #3 WorkLife (WBI Research Press, 2007), an exploration of workplace design; and Images, by Ilka Ruby, Andreas Ruby and Philip Ursprung (Prestel Publishing, 2004), an exciting large-format volume documenting the shift from the building as structure to the building as image.

Strategies for now

- Time and place in the information revolution
- Sustainability
- Case studies
 - Eversheds Lawyers (London)
 - Macquarie Bank (Sydney)

Idea #1

Activity

worksettings

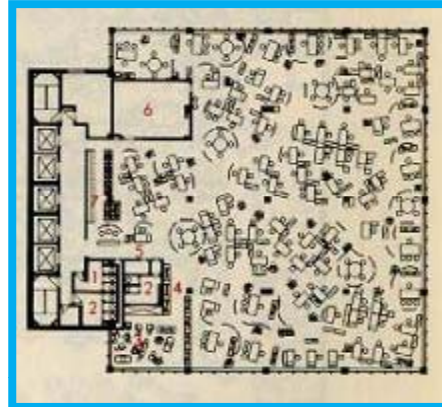
Workplace

The evolution of the office

Bank of England - UK



Workflows and open plan - Burolandschaft



New ways of working - Campus MLC



1850

1950

1990

2030

1900

1970

1980

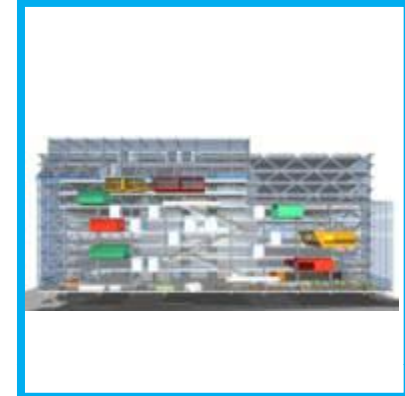
2010



Inventing the office - Larkin Building Systems Furniture



Facility management



Activity settings – Macquarie Bank

WOODSBAGOT.COM

HBR, 1985

Your office is where you are
Philip Stone and Bob Luchetti

Activity Settings

Phase 1

telecommuting, hot desking

Phase 2

hotelling, new ways of working

Phase 3

activity settings, flexible working

Idea #2

The 14 Hour City

- Time and place in the information revolution



“Buildings represent 40% of global energy consumption, of which 33% is in commercial property and 67% in residential.”

OECD (<http://www.eeb-blog.org>)

The sustainable city

Vertical cities

**Higher density,
efficient land use**

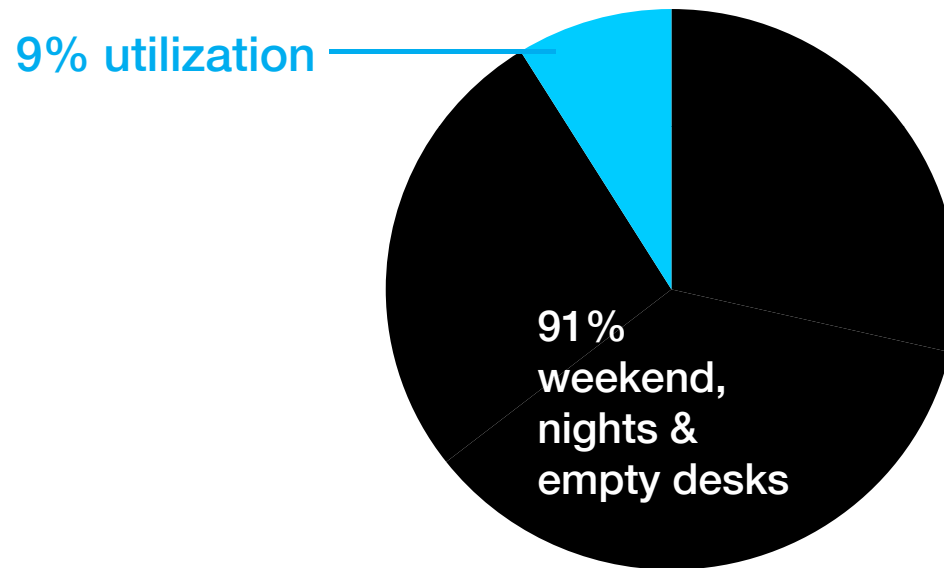
**Reduced travelling time
and carbon emissions
(assuming efficient
public transport
systems)**

**Integrated parkland
(green lungs of the city)**



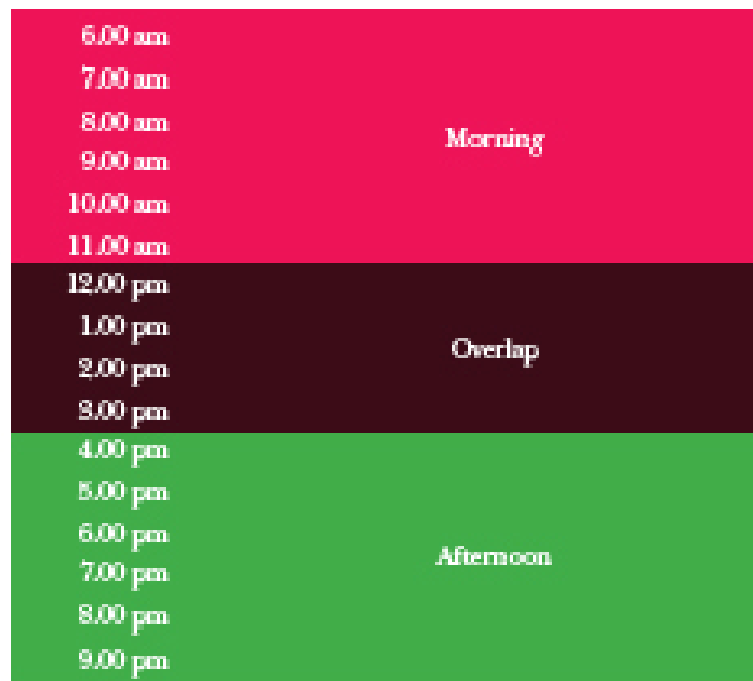
The old models are unsustainable

Actual utilization of a desk in a CBD office

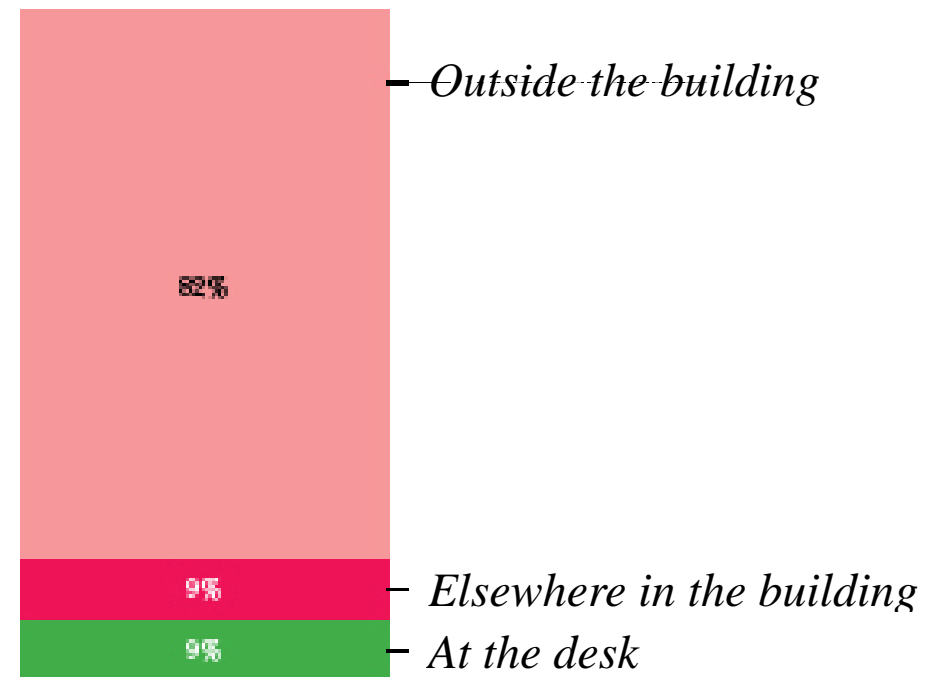


**9% actual desk utilization or 3 hours per weekday
excluding weekends, nights and time when desks are empty**

The 14 Hour Day



Utilisation of a typical office building





“The creation and sharing of knowledge is business critical for most organisations, and yet little thought is given to the spaces that best support knowledge.”

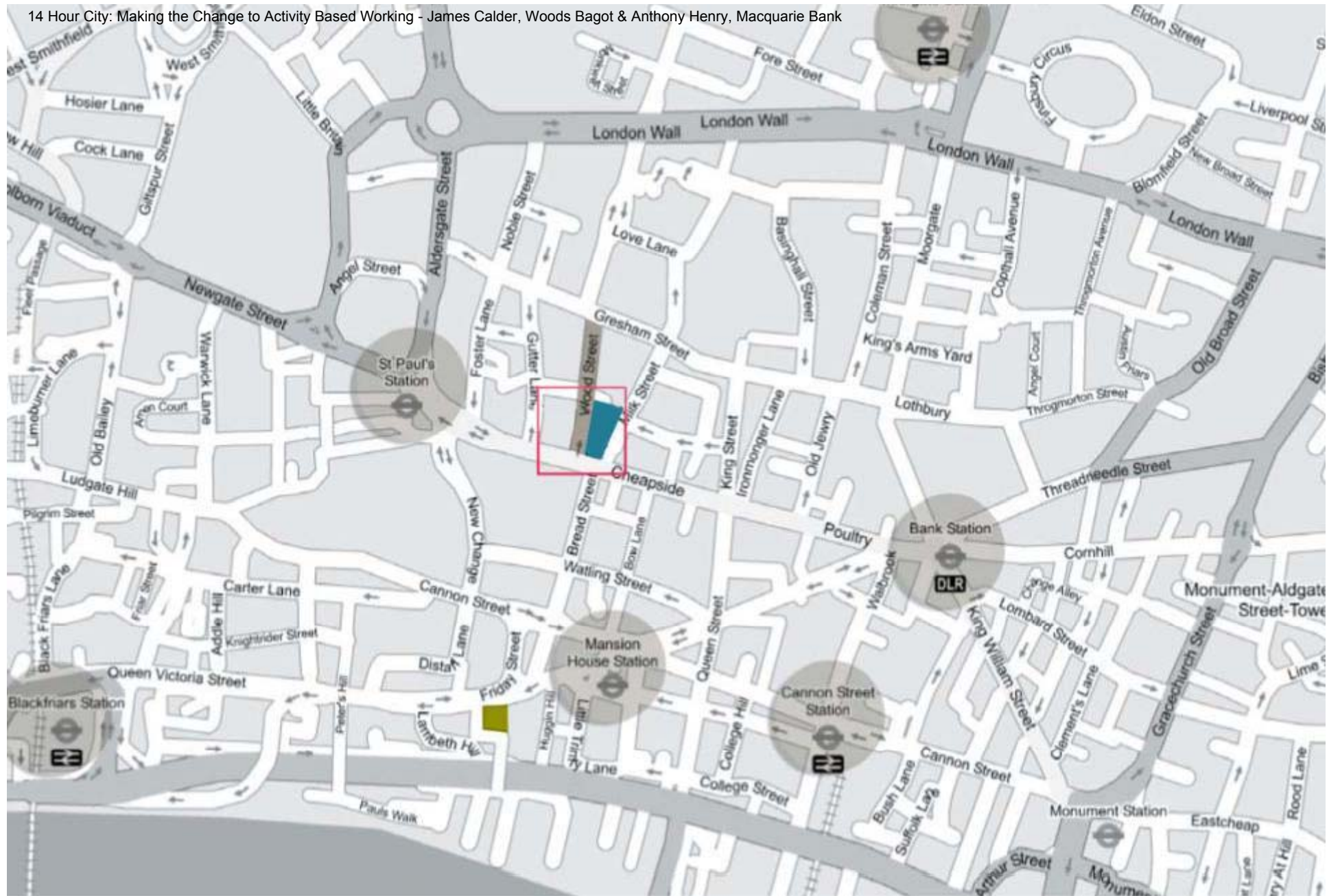


**Supporting knowledge management
in the next generation workplace –
creating richer spaces for storytelling**

James Calder

Case Study

Eversheds Lawyers, London



The Value Proposition...

“

Create an environment that is consistent with that of an International Headquarters Building, with a client-centric focus, promoting open communication, offering maximum flexibility, integrating future-proof infrastructure and new technologies, whilst demonstrating the principals of Eversheds' environmental and corporate social responsibilities.....on budget.

”

To create a workplace that would enhance Evershed's ability to attract new talent, improve the firm's client experience, and engender a culture of sustainability.





To create a workplace that would enhance Evershed's ability to **attract new talent**, improve the firm's client experience, and engender a culture of sustainability.











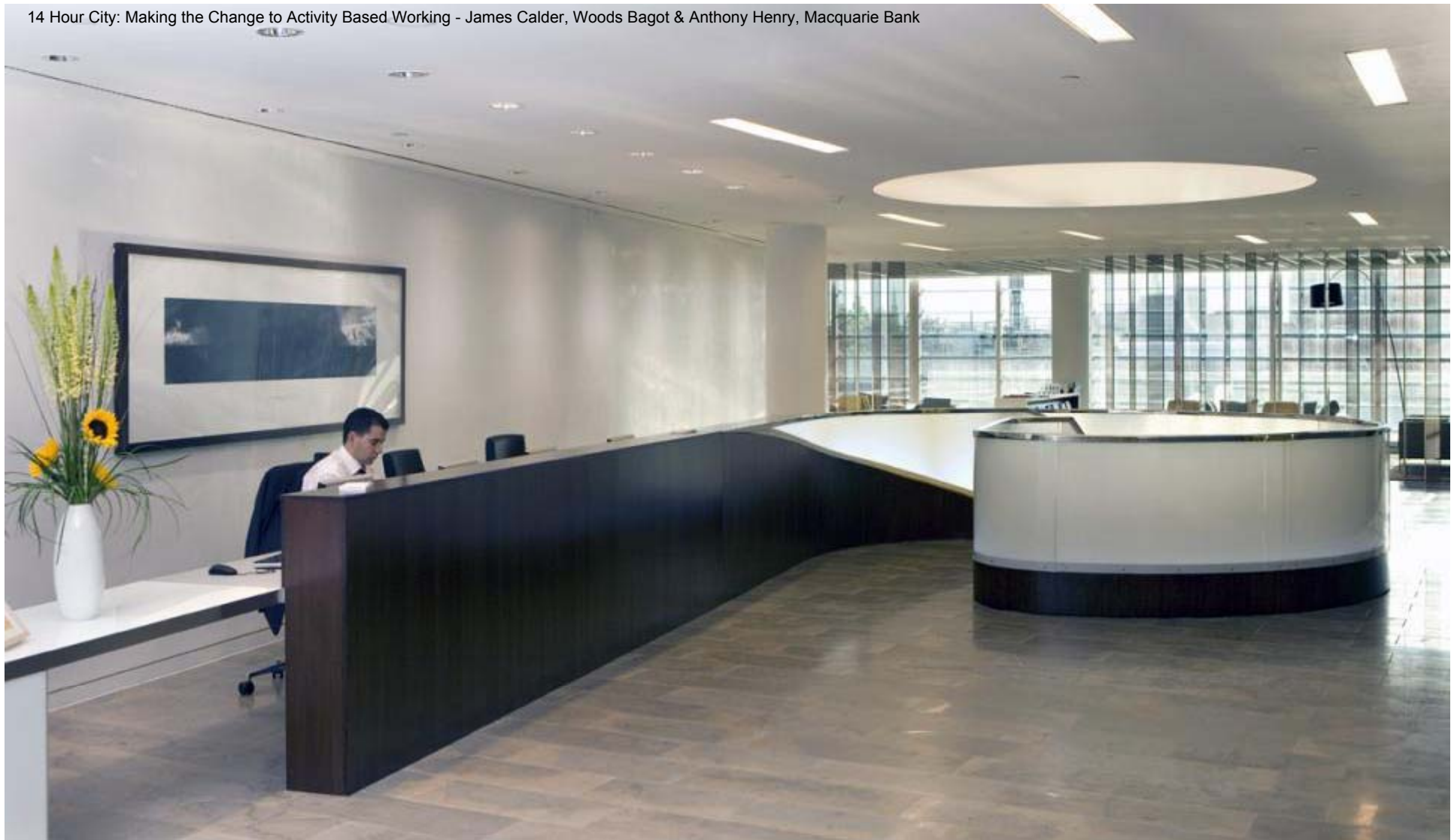




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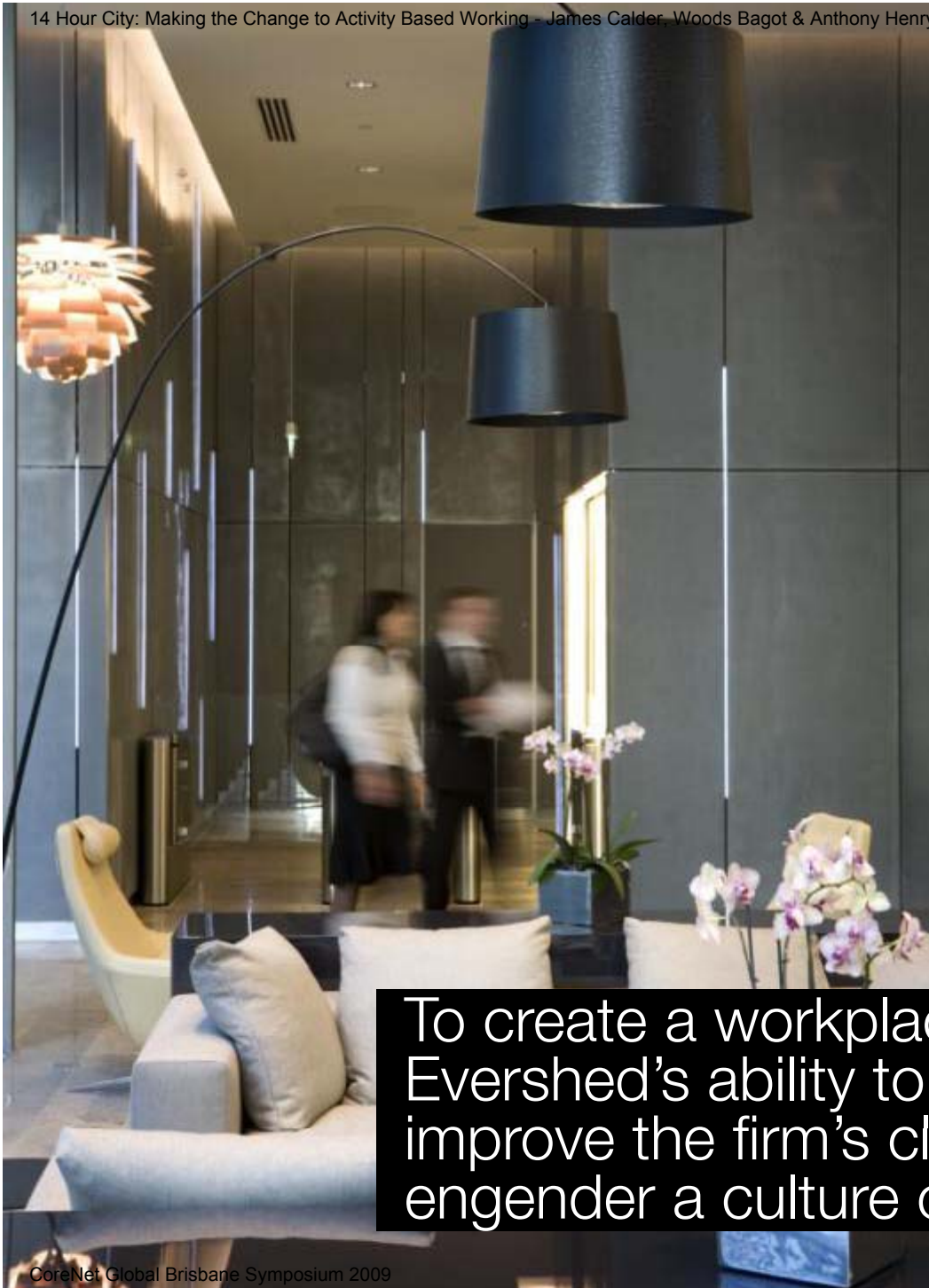












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Case Study

Macquarie Bank, Sydney

Activity Settings



Site



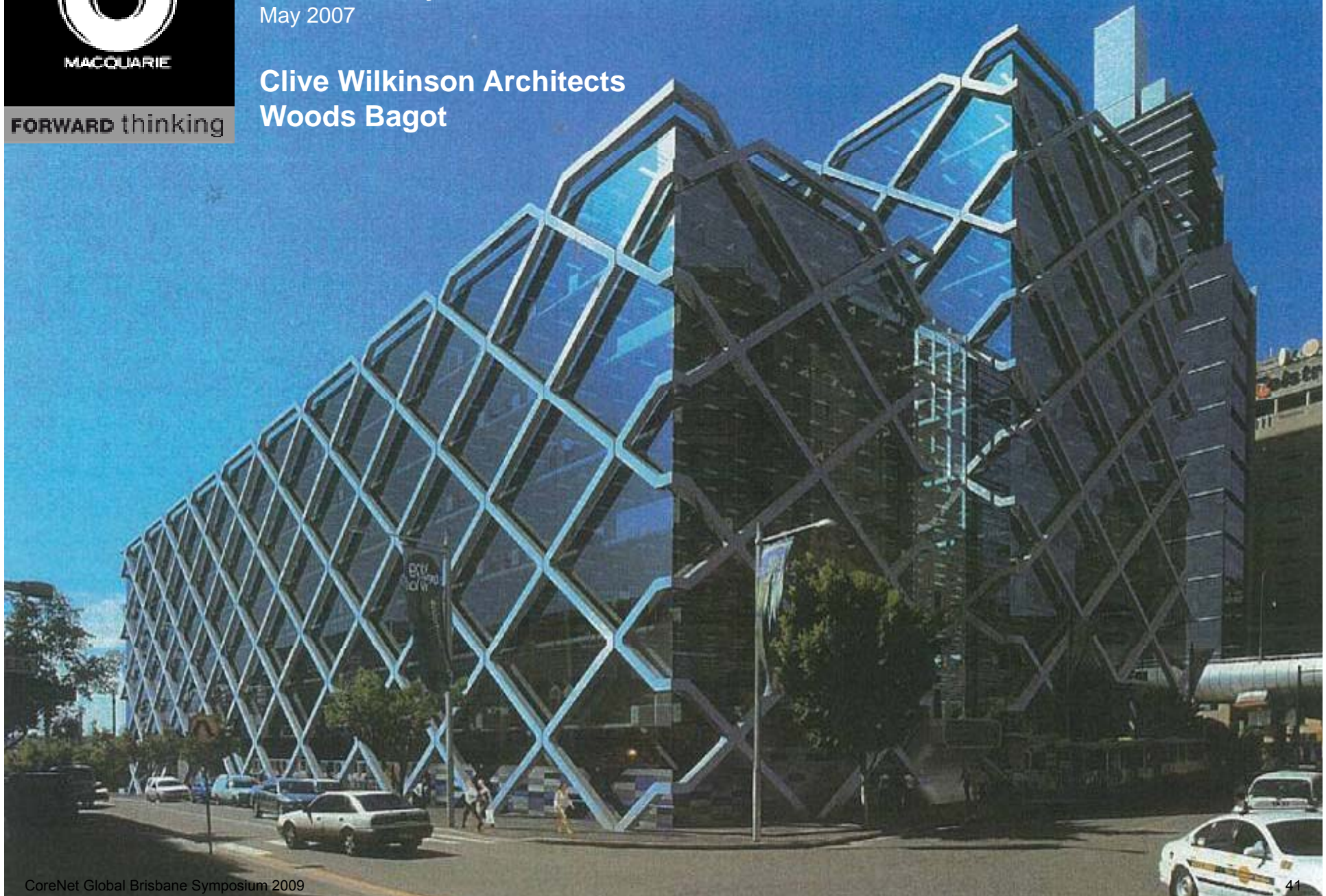
MACQUARIE

FORWARD thinking

Move to Activity Based Working - James Calder, Woods Bagot & Anthony Henry, Macquarie Bank

Interior Presentation No. 1 Shelley Street May 2007

**Clive Wilkinson Architects
Woods Bagot**



The team

Macquarie Bank Business Services

Woods Bagot, strategy and delivery

Clive Wilkinson, design

Eric Veldhoen, consulting

Activity Settings

The facts

Developer, Builder, Landlord: Brookfield Multiplex

Architect: James Fitzpatrick

Net Lettable Area (NLA): 33,002m² (office space approx 30,000m²)

Number of floors: Ground (retail) + Levels 1 – 10

Lease term: 15 years

Maximum headcount (conventional layout): 2,814

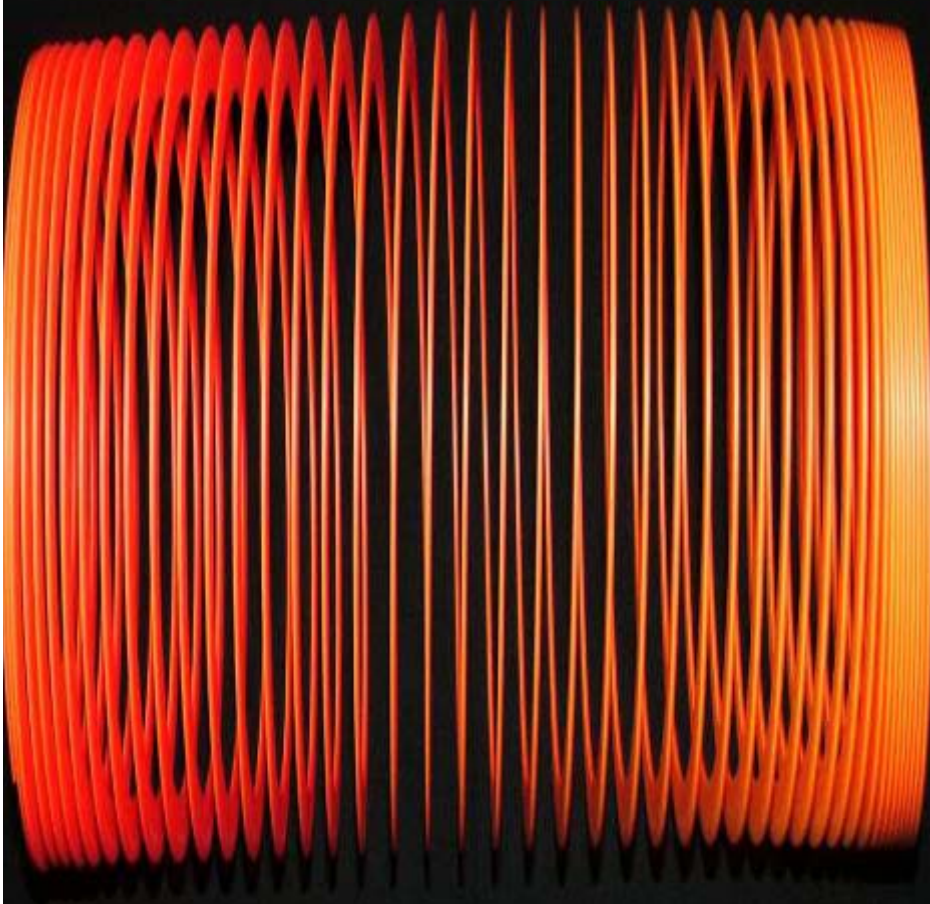
Maximum headcount (ABW layout): 3,560

Number of showers/lockers for both female & male: 11 showers/100 lockers















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