

GE Brisbane has embraced a new way of working, with workplace design and consulting provided by Woods Bagot. Bringing together multiple business units, teams and roles, GE took advantage of the move from multiple locations to a single headquarters in Springfield to introduce a more agile way of working.



The design encourages greater collaboration and innovation, leveraging the power of 'One GE' in the firm's first Queensland headquarters.

The project concept was based around creating a unified workplace, providing a patchwork of spaces with a central collaborative heart. The space engages team members, encourages interaction and facilitates cross-pollination of ideas across the business.

"We tailored our design approach based on GE's motto: 'GE: Imagination at Work'," says Woods Bagot Principal and Workplace Consulting Leader Amanda Stanaway.

"We focused on creating an environment that provides clarity, allowing for the culmination of ideas and the gathering of its people."



Planning principles focused on creating centralised spaces to function as social connection points supporting smaller communities throughout the business.

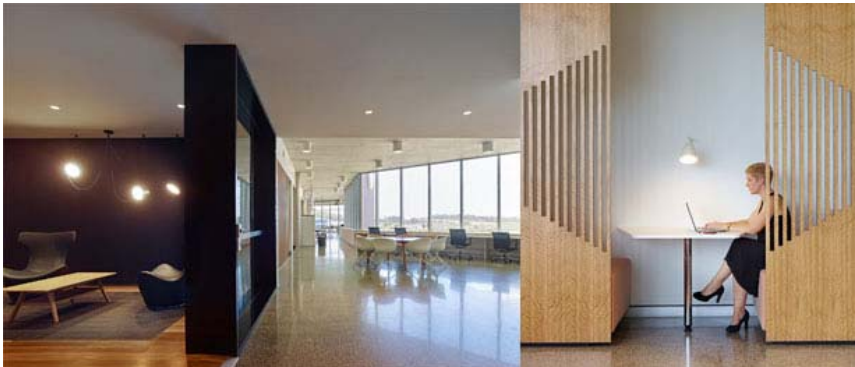
With the headquarters supporting various business units with very different work styles, from the call centre to sales based regional roles, GE Springfield's workplace provides a suite of spaces that can adapt and accommodate all the work styles found within the firm.

The design focuses on creating four key planning zones. The first is House, where workspace settings are supported by the courtyard, the deck and connected via the heart. The social hub located in the centre of the floor plate creating a Heart. Everyone working on the floor walks through the heart as they come and go.

The edge that wraps around the length of the floor connecting workspaces and social breakout zones forms a Deck around the workspace. Activating the edge, the deck encourages collaboration and knowledge sharing.

The Courtyard, located centrally in the workplace on each side of the floor plate, holds all the support services including tea point, utility, lockers, quiet rooms, meeting rooms and storage.

Engaged on a design & construct basis by Kane Constructions, the outcome is a collaborative, modern and energised work environment that engages GE staff through a diversity of spaces, promoting teamwork and connection to the brand.



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