



**Business
South Bank**
Well connected

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The Right Honourable Lord Mayor
Councillor Adrian Schrinner
Office of the Lord Mayor
GPO Box 2287
BRISBANE QLD 4001

My dear Lord Mayor,

City Centre Master Plan Stage 1

Congratulations on releasing the City Centre Master Plan stage 1.

Business South Bank (BSB) was delighted to have been invited to be part of the process. We are keen to suggest an enhancement as the Master Plan develops.

As you know, the CBD and the South Bank precinct enjoy a mutually reinforcing relationship – each having significant potential to attract visitors and value to the other. We are therefore of the view that the City Centre Masterplan could benefit by explicitly mentioning, referring to or otherwise incorporating the South Bank/Cultural precinct as a deliberate strategy to entice more visitors and economic activity to the City Centre.

We are not highlighting this as a way of promoting the South Bank precinct directly, but rather as a way of embracing a whole of Brisbane experience.

As you are fully aware, the South Bank precinct is a major attractor of people, and this could easily be capitalised on. For example, visitors to the APT at QAGOMA could be encouraged to visit the City Centre as part of their outing. A 2-hour trip could easily be a 4-hour experience with the City Centre being so close to so many cultural and park offerings.

That is a global city experience.

We have taken the liberty of highlighting where we believe the South Bank precinct could play a role in the themes and corresponding priority actions.

Themes	15 priority actions		
Welcoming	1. Create more to see and do	2. Adapt the modern workplace	3. Promote access and inclusion
Connected	4. Improve the city centre cycle network	5. Enhance river connections	6. Upgrade public transport
Animated	7. Stage iconic city events	8. Deliver creative lighting installations	9. Grow the visitor economy
Beautiful	10. Green our city	11. Create walkable streets	12. Activate small spaces
Unlocking Potential	13. Facilitate growth	14. Plan our Olympic and Paralympic legacy	15. Elevate our global city

BSB believes the best outcomes are achieved collaboratively – this is very much the BSB way.

It is an asset to the South Bank precinct to have the City Centre so close, we trust that the City Centre would see the value of having South Bank just across the river. Particularly as there are no car bridges between the two – Brisbane has the potential to promote a world-class walkable experience.

Please do not hesitate to have your office contact BSB's CEO, Janine Watson, if you have any questions or would like to meet to discuss further.

Yours sincerely



JOHN BARTON
Chair