

Destination 2045: Queensland's Tourism Future consultation Discussion Paper

Introduction

Business South Bank (BSB) appreciates the opportunity to contribute to Queensland's Tourism Future consultation process. The submission address:

- 2032 Legacy
- Tourism Experience Development
- Access and Connectivity
- Events Delivery

Who is Business South Bank (BSB)

BSB is the peak advocacy body dedicated to advancing the wider South Bank precinct and its members. With over 180 members spanning industries such as arts & culture, leisure, hospitality, hotels, health, education, and corporate sectors, BSB plays a crucial role in Brisbane's economic, cultural, and social fabric.

As Queensland's capital city, Brisbane serves as the gateway to the state, providing critical infrastructure, investment, and tourism opportunities that benefit the entire region. Within Brisbane, the **South Bank precinct** plays a central role in defining the city's identity as a premier tourism and cultural destination. Home to world-class arts, entertainment, education, and leisure facilities, South Bank is integral to the city's appeal and serves as a key economic and cultural driver for Queensland.

Creating a Walkable and Integrated Games Experience

Walkability as a Key Legacy Goal: Some of the world's most celebrated cities are recognized for their walkability. Brisbane has a unique opportunity to establish itself as a leading walkable city by ensuring major event venues are seamlessly connected through visually appealing and functional pedestrian corridors.

BSB proposes extending the iconic Bougainvillea Arbour in South Bank Parklands to key event, hospitality, and tourism locations citywide. This initiative would:

- Serve as both a cultural and physical wayfinding device, offering visitors a visually striking and memorable experience.
- Promote pedestrian-friendly connections between tourism attractions, sporting venues, cultural landmarks, hotels, and public leisure spaces.
- Enhance Brisbane's reputation as a modern, accessible, and liveable city.
- Transform a 'journey' into an experience.

A First Nations Cultural Landmark

BSB supports the establishment of a **First Nations Storytelling Place**. A dedicated First Nations Cultural Centre adjacent to landmark institutions such as QAGOMA, QPAC, SLQ, and the Queensland Museum would significantly enrich Queensland's capital city's cultural identity and tourism appeal.

Revitalizing the Maritime Museum

BSB advocates for the upgrading of the existing **Maritime Museum** into a world-class facility (or other significant use) with a direct riverfront connection to Kangaroo Point. The revitalization would:

- Create a premier cultural destination at the southern end of South Bank Parklands.
- Establish new museum and commercial spaces, further enhancing visitor experiences.
- Improve connectivity with Griffith University and the health precinct.
- Extend the riverfront walkway for a more direct, legible, and inviting link between South Bank and Kangaroo Point.

World's Best Convention Centre – Time to Grow

The Brisbane Convention & Exhibition Centre (BCEC) has been internationally recognized as the world's best convention centre (2016-2018) and remains Australia's most awarded meetings and events venue.

In the 2023/24 financial year alone, BCEC secured an additional 148 conferences, bringing 74,000 delegates to Brisbane and delivering 260,660 room nights to city hotels. With this in mind, BSB recommends:

- **Expanding BCEC:** The last expansion occurred in 2012, and further development is needed to accommodate the growing demand for conventions, exhibitions, and business events.
- **Coordinated Marketing and Hospitality:** A city-wide initiative, "**Love the Lanyard,**" would encourage locals to recognize and welcome convention visitors, enhancing their overall experience and increasing the likelihood of return visits.

Championing, Celebrating & Growing Arts & Culture

Brisbane's cultural precinct attracts approximately **5 million visitors** annually. The continued expansion of arts tourism presents significant economic, social, and cultural benefits. To maximize this potential, BSB advocates for:

- Increased funding for cultural institutions to secure and stage **blockbuster exhibitions and shows**.
- Strengthened partnerships between government, business, and cultural organizations to enhance Brisbane's global reputation as a leading arts and culture destination.

Conclusion

BSB is committed to supporting the development of Queensland's tourism future. As the capital city, Brisbane plays a pivotal role in driving the state's tourism economy, acting as a gateway to regional destinations and providing the infrastructure, events, and attractions that benefit Queensland as a whole. Within Brisbane, South Bank serves as the cultural and tourism heart of the city, enhancing its global appeal and strengthening the visitor economy across the state.

We welcome the active involvement of our members in shaping and delivering these plans and look forward to continuing our engagement in this process.

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