

10 April 2025

Mr David Crisafulli MP
Premier of Queensland
1 William Street
Brisbane QLD 4000

Dear Premier,

Re: 2032 Olympic and Paralympic Games – South Bank Precinct Involvement

On behalf of **Business South Bank** (BSB), the peak advocacy body established in 1999 for the advancement of the wider South Bank precinct and its members, I would like to extend our congratulations to you and the Queensland Government on the recent announcement regarding the venues for the Brisbane 2032 Olympic and Paralympic Games. (*Attached: BSB catchment area and list of members*).

This announcement reflects a sound and future-focused commitment to ensuring that Brisbane is well-positioned to host a Games that delivers lasting benefits to the city, the state, and future generations.

As Queensland's **cultural heart** and Brisbane's most visited destination, the South Bank precinct is uniquely placed to play a vital role in the lead-up to, during, and long after the Games. Home to major cultural institutions, expansive parklands, and a thriving business and tourism community, the wider precinct is an economic, cultural, and social powerhouse.

In alignment with our previously submitted recommendations to the *Games Independent Infrastructure and Coordination Authority*, we reiterate the importance of creating a **walkable and integrated Games experience**. Walkability should be a key legacy goal. Brisbane has the opportunity to establish itself as a global leader in this space by connecting major venues with functional, visually compelling pedestrian corridors.

To support this ambition, BSB proposes the extension of South Bank’s iconic **Bougainvillea Arbour** as a signature project linking City precincts to key Games venues & public transport hubs across the city. This would serve as a cultural and physical wayfinding device, creating an immersive, memorable journey, while also reinforcing Brisbane’s identity as a modern, accessible & liveable City.

Brisbane has a rare opportunity to position itself alongside the world’s great walkable cities. The extension of the South Bank Parklands’ iconic **Bougainvillea Arbour** to connect the precincts and venues across the city would:

- Serve as a visually striking wayfinding feature;
- Encourage walkable connections between sporting venues, cultural landmarks, & public spaces;
- Elevate Brisbane’s identity as a modern, accessible, and liveable city.
- Capture media attention from around the globe

As planning continues, we urge the Government to maintain a focus on the **South Bank Master Plan** and, in particular, the three key priorities it outlines.

(1) Southern gateway/ Maritime Museum (connection along the river to Kangaroo Point);

(2) Cultural Forecourt

(3) Grey Street (into a user-friendly boulevard).

These priorities are not only central to shaping the precinct’s evolution, but also instrumental in reinforcing Brisbane’s identity, liveability, and appeal as a vibrant and globally recognised capital city—both during the Games and well into the future.

BSB would also like to offer its full support and assistance in the future planning of the **Visy site** — South Bank 2.0. This vital extension of the precinct along the Kurilpa reach of the river presents an exciting opportunity to build on the area's strengths and create a bold new chapter for Brisbane's riverfront. BSB offers its support to collaborate with Government and key stakeholders to ensure this redevelopment maximises its public, cultural and commercial potential.

We welcome the announcement that the **International Media Centre** will be located at the **Brisbane Convention and Exhibition Centre** (BCEC), further anchoring South Bank’s role at the heart of the Games experience. This reinforces the precinct’s global profile and capacity to deliver complex, high-profile international events.

Additionally, BSB welcomes the opportunity to collaborate with the private proponents of the **Brisbane Arena**, when appropriate, to support meaningful community engagement and ensure the project receives strong acceptance from precinct stakeholders. As a well-organised and connected business community with extensive local insight, BSB is well-placed to facilitate dialogue and engagement that aligns with broader city-shaping goals.

In closing we note that recent research from Tourism Australia states that 82% of out of region travellers express interest in indigenous experiences and we would like to take this opportunity to respectfully emphasise our view that, should a **First Nations Cultural Centre** proceed, it should be located within the South Bank Precinct — home to Queensland’s flagship arts and cultural institutions, and a natural setting to celebrate and share the stories of our First Nations peoples with a global audience.

Once again, we commend you on this important milestone. As Brisbane prepares to welcome the world, BSB is ready to contribute its expertise, insight and extensive stakeholder network to support the Government in delivering a Games all Queenslanders can be proud. We fully recognise that the delivery of the Games involves many stakeholders across all levels of government, industry, and the community.

In that context, BSB respectfully seeks to be considered a key contributor in this process. Through BSB, the Government gains direct access to a unified, engaged, and highly informed stakeholder network—one that not only understands the complexities and opportunities within the South Bank precinct but is deeply invested in ensuring it plays a defining role in shaping Brisbane’s success as the host of a world-class Olympic and Paralympic Games.

Should you wish to discuss this matter further, please do not hesitate to have your office contact Janine Watson, Chief Executive Officer of Business South Bank, on (07) 3846 5191.

Yours sincerely

A handwritten signature in black ink, appearing to be 'JB', is written over a diagonal line that extends from the top left towards the bottom right.

JOHN BARTON

Chair

C.C: Hon Jarrod Bleijie, Deputy Premier, Minister for State Development, Infrastructure and Planning and Minister for Industrial Relations