

28 August 2025

The Hon. Jarrod Bleijie
Deputy Premier, Minister for State Development,
Infrastructure and Planning and Minister for Industrial Relations
Minister for Economic Development Queensland
Economic Development Queensland
GPO Box 2202 Brisbane QLD 4001

contact@edq.qld.gov.au


Dear Deputy Premier

On behalf of Business South Bank (BSB), we commend Economic Development Queensland (EDQ) for taking on community expectations and industry feedback and updating the Woolloongabba Priority Development Area (PDA).

BSB's vision is to position the greater South Bank precinct which includes Woolloongabba as one of the world's leading urban destinations. Guided by our principles of **connections, global destination, inclusivity, and sustainability**, we are encouraged that the amendments provide a clearer and more flexible framework for the precinct's delivery.

BSB recently surveyed its members to understand their top priorities for the precinct. The results highlighted:

1. Personal Safety
2. Walkability/Connections
3. Public Transport
4. Cleanliness of Precinct
5. 20 Year Vision (for the area)
6. Sustainability
7. Green space/Open space within the precinct
8. Traffic

These community-driven priorities closely align with the intent of the amendments.

Walkability/ Connections

BSB strongly supports the refinement of the movement network and the inclusion of subtropical boulevards, which will enhance walkability and strengthen the connection between Woolloongabba and South Bank. Prioritising **safe, shaded, and direct pedestrian and cycling links across Vulture and Stanley Streets** is essential to integrate the PDA with the health, education, and cultural assets of South Bank.

BSB has consistently advocated for a **walkable spine that links key precincts**, ensuring a continuous, safe, and legible pedestrian corridor that binds Woolloongabba to South Bank, West End, to the CBD and other major landmarks. BSB supports concepts such as the Creek to Cliff.

Particular attention should be given to the **Vulture/Stanley/Dock Streets intersection**, a critical gateway to the PDA and a key pedestrian movement hub for schools, universities, hospitals, and the Parklands. BSB continues to advocate for an **overpass solution** at this location.

We also note the absence of provisions to **improve connections** between the **Cross River Rail station, busway and the hospitals**. This link is not only critical for patients, staff, and students, but also for ensuring equitable access for visitors who rely on public transport to reach the city's major health precinct. It is not also clear how the CRR station interchanges with the bus network.

Sustainability

We note that certain sustainability requirements have been streamlined.

BSB has recently launched a **Sustainability Pledge** committing members to actions that improve environmental performance, reduce emissions, and build climate resilience. The Woolloongabba PDA presents a key opportunity to embed these values at a precinct scale.

We also support the reduction of **car parking ratios**, which is consistent with a more sustainable, transit-oriented precinct.

BSB encourages strong commitments to climate resilience, heat mitigation, and water-sensitive urban design.

Woolloongabba Entertainment Precinct & Gabba Redevelopment

We strongly support the recognition of the Woolloongabba Entertainment Precinct and the Gabba's transformation into a lifestyle precinct post-Brisbane 2032. This will create long-term activation and deliver economic benefits that extend well beyond event days.

BSB can assist EDQ in coordinating activation and marketing between the Entertainment Precinct, South Bank, West End, and adjoining health and cultural precincts to ensure these benefits are maximised.

Governance and Stakeholder Engagement

The amendment presents significant opportunities for integrated planning and delivery.

BSB recommends establishing a **cross-precinct governance body** to coordinate activation, marketing, wayfinding, and public realm delivery across Woolloongabba and connected precincts.

Community Facilities/Principal Library within Precinct 1

BSB supports the inclusion of a **cultural facility or principal library** within Precinct 1. This investment would serve as a vital community asset and effectively **bookend the Queensland Cultural Centre**, reinforcing Woolloongabba's connection to the state's cultural heart.

We also recommend **stronger planning for schools** and community facilities. With the projected increase in residential population, additional educational capacity will be essential. We acknowledge the retention of East Brisbane State School within this amendment.

BSB is pleased to contribute to the PDA process and looks forward to working with EDQ to help deliver a revitalised, connected, and sustainable Woolloongabba precinct.

Please do not hesitate to have your office contact BSB's CEO, Janine Watson on 0437 476 669 or janinew@businesssouthbank.com.au if you have any questions about this submission.

Sincerely



JOHN BARTON
CHAIR

Attachments: BSB Catchment Area & BSB Membership List

Platinum Members

ACOR Consultants	Downer Group	Novotel Brisbane South Bank	South Bank Corporation
Alloggio Group	Fitness & Lifestyle Group	Pradella Group	Southpoint – Retail/Commercial
Anthony John Group/ Emporium Hotel	Flight Centre Travel Group	Publicis Groupe	State Library of Queensland
Aria Property Group	Griffith University	QAGOMA	Stockwell
ASM Global (APAC)	Heidelberg Materials Australia	Queensland Investment Corporation (QIC)	TAFE Queensland Brisbane
Brisbane Convention & Exhibition Centre	Health and Wellbeing Queensland	Queensland Children's Hospital	West Village
Child Health Research Centre (UQ)	ISS Facility Services Australia	Queensland Museum Network	VML Brisbane
City Parklands Services	Mantra South Bank	Queensland Performing Arts Centre	
COEX - Container Exchange	Mater	Queensland X-Ray	
Data#3	MGD Wealth	Rydges South Bank	

Silver Members

ABCOR	Destination Brisbane Consortium	National Storage	TACTIC
BCS Broking	EarthCheck	QCC Group	The Greek Club
Blight Rayner Architecture	Ghanem Group	SAE University College	Trident Services
Brisbane Bullets	Goodwill Projects	Sarazin	UniLodge
Brisbane Economic Development Agency	Hassell	Scape	University of Southern Queensland
Brisbane South State Secondary College	Independent Schools Queensland (ISQ)	Somerville House	Wheel of Brisbane
Brisbane State High School	JMC Academy	Springmount Services	Workspace365
Cineplex Partnership	Mantle Group Hospitality	St Laurence's College	

Corporate Sponsor

BDO

Bronze Members

13cabs	Effective Governance	Londy Loans	Riverside Hotel
3rdView Consulting	Elite Maintenance Services Group	Marquette Properties	Rogue Create + Print
Adina Watches	Emmanuel City Mission	MBE Printing West End	Ronald McDonald House Charities South East Queensland
Alceon Qld/ Rino Recycling	Endeavour Foundation	M-E Engineers	Sanguine Advisory
Aquilon Consulting	En-Trak Australia	Media Mortar	Scene Change
Archive Beer Boutique & Loft West End	Epilepsy Queensland	Mentoris Group	SCIPS
Arts Queensland	Exceler8	Mentally Wellthy	Select Audio Visual
Asmosys	FAME Events	Micah Projects	Skyline Envision
Australian Bright Engineering	Fig Tree Recruitment	Mino IT Managed Services	Street Science
Australian Catering Services/ AXIS South Brisbane	Five Faces	Mobo Co	St Mary's Catholic Parish South Brisbane
Bailey Print Group	Fluent Property	Molti	St Vincent de Paul Society
BBS Communications Group	Focused Marketing	Montague Developments	Studio Pilates West End
Black & White Cabs	Glo Events	Mowbray Coffee Co	The Princess Theatre
Blaklash Creative	Harrigan Real Estate	Neuron Mobility	The Prop House Collective
Brisbane Brewing Co.	HR Tactics	Opera Queensland	The Rose & Crown
Brisbane Festival	Humble	Orange Digital	The Truck Show
Camerata	HW One	Orange Sky	The West End Electric (Strut & Fret)
Challenge DV	i2C Architects	OTTO Ristorante	Three Plus
Children's Hospital Foundation	Impact Dragonfly	Potentia Solutions Leisure	Urbaine
Church and Partners	Imperial Wreath Holdings	QA Electrical	Urban Strategies
Clarence Corner	Impact Communication Technology	Queensland Ballet	Urbis
Cloud Clean Energy	Ingenius Coaching	Queensland Symphony Orchestra	VennCap Real Estate
CM Ink	Institute of Neuroarchitecture	Queensland Theatre	Wee Hur Australia
C Property QLD	Ivy & Eve Apartments by CLLIX	Queensland Tourism Industry Council (QTIC)	West End State School
Common Ground Queensland	James Noble Law	Queensland Trust For Nature (QTFN)	Well-Led Workplaces
Cottee Parker Architects	JFP Urban Consultants	Rambla	Wild Zebra Promotions
Courtyard by Marriott South Bank	Kwik Kopy West End	Red Lanyard	Yabbit by UPTI
Cuisine on Cue	Le Festival - Brisbane French Festival	Red Rhubarb	Yomconnect
Dead Puppet Society	Lendd Group	Reforest	Youngcare
E2Designlab	Level Up Republic	Ride Free Media	Your Digital Solution
Edge2020	Lifeline Queensland	Riverlife Adventure	



**Business
South Bank**
Well connected