

**The coming decade brings great opportunity, and responsibility, to deliver iconic Queensland precincts – an opportunity that won't be repeated in our lifetimes.**

## The Challenges

While every effort must be directed to solving the housing crisis, Queensland cannot lose sight of the great opportunity that comes with hosting the 2032 Olympic and Paralympic Games in Brisbane and delivering a lasting economic and social legacy. This opportunity extends across the state, with the global attention of Brisbane 2032 set to benefit all Queensland communities.

Now more than ever, it is crucial to focus efforts on delivering and sustaining high-performing precincts. These intricate partnerships and ecosystems provide centres for social infrastructure, employment and trade. As attractors for talent and investment, precincts are social hubs for entertainment and leisure, and vibrant places for communities to enjoy.

Queensland's urban identity is etched in its city shaping events and precincts – from Expo 88 which delivered the early South Bank vision, to the Strand in Townsville, and the recent Howard Smith Wharves and Queen's Wharf. Each precinct is made possible by collaboration and the city's elevation to the international stage and the subsequent investment that comes with such global attention.

For all the culture, commerce, and investment these precincts deliver, at their heart they present an opportunity to design and sustain a truly integrated urban fabric that fosters tourism, social infrastructure, jobs and economic growth through arts and culture, destination dining and retail, and commercial offices.

Iconic precincts require significant time, land and investment to bring to life – from the early planning and design phase to partnerships, placemaking, innovation, delivery and activation.

The convergence of factors including urban renewal, infrastructure investment and Queensland's runway towards 2032 and beyond has accelerated the emergence of precincts. Given the profound impact of precincts on contemporary competitive advantage, urban landscapes, and overall quality of life, now is the time to further optimise these exciting opportunities.



## The Solutions

Precincts are catalysts for positive change. Safeguarding the success and on-going sustainability of precincts will only be achieved through a genuine collaboration between the public and private sectors. **It's time to be a Queenslander** through government adopting the following initiatives:

- 1. Advance Legacy Precincts through coordinated governance models such as Business Improvement Districts (BIDs):** Introducing precinct governance models such as BIDs, that enable sustained precinct success through coordinated alignment between the Queensland Government, the community and businesses, to spur economic development and revitalisation. Through these collaborative frameworks, stakeholders can unite with a shared objective to deliver, manage and maintain high-performing precincts, positioning Queensland as a leader in delivering iconic places through partnerships.
- 2. Embrace and deliver Transit Oriented Developments (TOD):** Commit to partnering with industry to identify and deliver specific TOD projects. Transit Oriented Developments provide more well-located homes close to transport and jobs, through the delivery of multi-storey apartments and businesses adjacent to key transport nodes. Queensland is well positioned to adopt and roll out a TOD program that activates strategic sites along key growth corridors.
- 3. Appoint a property industry representative to the Independent Task Force for the 2032 Olympic and Paralympic Games:** Specialist industry knowledge will be critical to delivering a successful Games. Equally critical is for the authority, board and associated working groups to include sufficient industry representation from the relevant fields. For example, if a working group is established to support the delivery of housing, members should include adequate representation from the private housing sector, which delivers approximately 96 per cent of housing in Queensland. The private sector has the expert knowledge to ensure the successful delivery of housing ahead of the Brisbane 2032 Games – and beyond. The inclusion of a Property Council representative on the authority and board is critical in ensuring the industry tasked with delivering much of the infrastructure is engaged.
- 4. Activate and protect community clubs, sports fields and faith-based sites by unlocking underutilised land for housing:** Community, sporting and faith-based organisations own or manage land that is often well located and under-utilised. Many of the community sporting clubs operate on a not-for-profit basis and rely heavily on Government grants and fundraising to enhance, develop and improve their facilities. The Yes in Faith's Back Yard (YIFBY) movement has shown the benefits of collocating housing on faith based land such as churches. This provides an opportunity to activate these sites by partnering with the property industry to deliver much-needed housing. Attracting investment to local sporting clubs would also help protect the future of the club for future generations.
- 5. Unlock underutilised government land:** All levels of government own land, some of which is underutilised and well located. This provides the ideal opportunity for private and public partnerships to identify these sites and deliver projects that activate the land; delivering much-needed housing and ongoing economic benefits for Queensland

