



Our VISION

A world leading urban precinct that welcomes, engages and inspires.

Our PURPOSE

- To be a renowned place manager, recognising the demand for green space in Brisbane's inner city.
- To innovate, manage and maintain our enviable reputation as Brisbane's premier recreational, cultural, educational and entertainment precinct.
- Redevelop key sites while strengthening physical integration and relationships within the immediate neighbourhood.

Our VALUES

We will strive to be...

- inclusive
- sustainable
- collaborative
- curious
- bold.

Our OBJECTIVES, we will					
Renew and manage the unique South Bank assets.	Achieve a balance between commercial & non-commercial activities.	Complement rather than duplicate other Brisbane destinations.	Provide a diverse range of experiences for locals & visitors.	Accommodate events that benefit the whole community.	Achieve excellence and innovation in open space management.
Our STRATEGIES					
Identify and manage health, safety and security risks. ----- Maintain the attractiveness of the precinct for current and future generations. ----- Master planning the Corporation area to maximise its relevance, while integrating with adjoining precincts' visions.	Manage revenue to deliver on the social objectives set out in the South Bank Corporation Act. ----- Ensure the precinct is financially accessible to the general community. ----- Manage the development and activation of the precinct to deliver both financial and community outcomes.	Collaborate with other precincts to augment the Brisbane experience. ----- Capitalise on the precinct's unique riverside position and physical assets.	Provide a range of recreational, cultural and educational activities for local, regional and international visitors. ----- Ensure a democratic and inclusive space.	Promote engagement, collaboration, and social responsibility. ----- Curate public events and entertainment that benefit the general community. ----- Manage the Brisbane Convention & Exhibition Centre to be relevant for locals and visitors alike.	Deliver a world class public precinct. ----- Partner with Brisbane City Council to achieve excellence and innovation in open space management. ----- Enhance the sustainability performance of the precinct.
Our MEASURES					
Minimise the costs and risks of maintaining existing assets. ----- Ensure master planning considers the renewal of assets and experiences for a future South Bank.	Manage the utilisation of the assets within the Corporation Area to secure the optimum financial and social benefit.	Deliver a unique precinct that attracts, amazes and delights diverse generations and demographics.	Attract a wide spectrum of locals and visitors. ----- Develop a recognised calendar of inclusive events.	A balance of activities throughout each year that are engaged and valued by the community. ----- A world-class Convention and Exhibition space sought by organisers and visitors.	Maintain excellence in user experience, ongoing innovation and our recognition as one of the safest places in Queensland.
Our CONTRIBUTION TO THE GOVERNMENT'S OBJECTIVES FOR THE COMMUNITY					
Good Jobs ----- Supporting jobs Backing small business	Better Services ----- Keeping Queenslanders safe	Great Lifestyle ----- Protecting the environment Building Queensland Honouring and embracing our rich and ancient cultural history			

Risks & Opportunities

Our strategies will mitigate the risks of:

- safety and security, inherent in a highly visited public space
- not meeting the growing needs and expectations of local, regional and international visitors
- loss of visitors impacted by COVID-19.

We will embrace opportunities to:

- use the master planning process to develop a renewal strategy for maturing assets
- work with our partners and stakeholders to meet performance expectations
- attract, motivate and retain the best people.

We respect, protect and promote human rights in our decision-making actions.