



VISION

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



MISSION

We will...

- Provide a diverse range of experiences for locals & visitors
- Achieve excellence and innovation in open space
- Accommodate events that benefit the whole community
- Complement other Brisbane destinations
- Achieve a balance between commercial & non-commercial activities
- Renew and manage the unique South Bank assets



VALUES

We will strive to be...

- Inclusive
- Sustainable
- Collaborative
- Curious
- Bold

Challenges & Opportunities

- Be relevant and affordable
- Operate an agile, sustainable & accountable precinct
- Ensure the precinct is a safe and secure place
- Offer diverse experiences
- Maximise utilisation and efficiency of assets
- Enable master planning to develop a renewal strategy
- Attract, motivate and retain the best people

Strategic objectives and outcomes

Meeting the requirements of the South Bank Corporation Act 1989 (as amended)

Place

A place that responds to changing needs

Strategic Objective	Strategic Outcome
Delivering a world class public precinct	A South Bank precinct that is enduring for future generations
Master planning the Corporation area to maximise its relevance for the next 30 years, while integrating with adjoining precincts' visions	Existing assets maintained, while planning to renew and/or replace assets for a future South Bank.
Optimise revenue to deliver on the broad functions of the South Bank Corporation Act	Utilised the assets within the Corporation Area securing the optimum financial and social benefit.

People

Deliver unique & diverse experiences

Strategic Objective	Strategic Outcome
Provide a range of recreational, cultural and educational activities for local, regional and international visitors	Curated a place for everyone. Elevated South Bank's reputation by continuing to attract a wide range of locals and visitors.
Ensuring the precinct complements, rather than duplicates, other destinations in Brisbane	Delivered a unique precinct that attracts, amazes and delights diverse generations and demographics.
Curate public events and entertainment that benefit the general community	Enabled a balance of activities throughout each year that are valued by the community
Ensure a democratic space	Provided a welcoming precinct for the broad spectrum of locals and visitors.

Operations

Confidence that comes with feeling safe, valued and inclusive

Strategic Objective	Strategic Outcome
Identify and manage health, safety and security risks	Ensured a safe environment for all who work, live or play in the precinct. Maintained our recognition as one of the safest places in Queensland.
Partner with Brisbane City Council to achieve excellence and innovation in the open space management	South Bank parklands maintained with a commitment to excellence, enhanced user experience and ongoing innovation
Enhance the sustainability performance of the precinct	Reduced both the economic and social cost of maintaining the South Bank precinct (including waste management, water capture and power generation).
Promote engagement, collaboration, and social responsibility	Worked with key stakeholders both within, and outside the Corporation area to build a better Brisbane experience.