

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

## Risks and 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.**