


VISION

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


PURPOSE

To innovate, manage and maintain our enviable reputation as Brisbane's premier recreational, cultural, educational and entertainment precinct.



OUR RESPONSIBILITIES

- Promote, facilitate, carry out and control the development, disposal and management of land and other property within the Corporation area.
- Achieve an appropriate balance between commercial and non-commercial functions.
- Ensure the Corporation area complements, rather than duplicates, other public use sites in the Brisbane area.
- Provide for a diverse range of recreational, cultural and educational pursuits for local, regional and international visitors.
- Accommodate public events and entertainment that benefit the general community.
- Achieve excellence and innovation in the management of open spaces and park areas open space and park areas.











CORPORATE VALUES

We will strive to be Inclusive, Sustainable, Collaborative, Curious & Bold.

We respect, protect and promote human rights in everything we do.

We support the Government's objectives for the community:

-  A better lifestyle through a stronger economy – *supporting the lifestyle of the community and supporting local businesses & economic growth.*
-  A plan for Queensland's future - *through sound asset management practices, planning and renewal decisions.*

OBJECTIVES			
Management of a world-class integrated precinct.	Unlock South Bank's potential as part of Brisbane's global reputation – a place which significantly contributes to the city's legacy for future generations.	Develop a long-term business model that supports financial, social and environmental sustainability.	Achieve excellence and innovation in the management of the precinct
 	 		
STRATEGIES			
<ul style="list-style-type: none">Provide world-class recreational, cultural and educational activations that attract, surprise and delight diverse audiences of local, national and international visitors.	<ul style="list-style-type: none">Continuously review and develop the Master Plan for the South Bank Precinct to maximise its relevance over the next 30 years.	<ul style="list-style-type: none">Optimise asset utilisation to enable the Corporation to deliver on the requirements of the South Bank Corporation Act.	<ul style="list-style-type: none">Embed innovation in customer experience and destination management, and in the way we collaborate with stakeholders and contractors through a shared commitment.
<ul style="list-style-type: none">Ensure an inclusive space with public events, attractions and entertainment that benefit the general community.	<ul style="list-style-type: none">Promote engagement and collaboration with key stakeholders, within and outside the precinct, to work together to build and celebrate a better Brisbane experience.	<ul style="list-style-type: none">Refine a business model that invests in long-term asset management and activation at the levels necessary to retain our world-class standard.	<ul style="list-style-type: none">Ensure effective risk management across a broad spectrum of public and workplace risks to deliver a safe and secure environment for all who work, live or visit the precinct.
<ul style="list-style-type: none">Create a globally recognised brand known for integrated precinct management, while strengthening our relationship with communities and stakeholders, and building a global network of relationships with leading precincts worldwide.	<ul style="list-style-type: none">Develop South Bank's potential as a primary gathering space, cultural icon and driver of economic and social value for the city.	<ul style="list-style-type: none">Strive for greater climate and social resilience, thereby enhancing the economic and social value of the precinct.	<ul style="list-style-type: none">Attract, motivate, and develop a highly professional and integrated team to deliver operational excellence in precinct activation and asset management, guided by our agreed Corporation values.
PERFORMANCE INDICATORS			
<ul style="list-style-type: none">Alignment to broader city objectivesLevel of stakeholder satisfaction and engagement	<ul style="list-style-type: none">Level of stakeholder satisfaction and engagementDeliver on agreed precinct renewal and improvement projects	<ul style="list-style-type: none">Alignment to approved budgetOngoing focus on sustainability metrics - waste management, water capture and power usage	<ul style="list-style-type: none">Minimise significant safety and security incidentsMaintain the level of stakeholder satisfaction and engagementContinuously improve employee engagement and satisfaction

Embracing our strategic opportunities and managing our risks:

- South Bank Corporation's strategic opportunities:

 - Continuing to work with all working with all relevant stakeholders to support the Brisbane 2032 strategy.
 - The continued provision of delivering world-class visitor experiences with diverse events and activations.
 - Ensuring strategic asset management to maintain our precinct at the South Bank standard.
 - Developing a long term business model enabling the development of the South Bank 30 year Master Plan
- South Bank Corporation's strategic risks:

 - Providing a safe and secure world-class visitor experience for all who visit the South Bank Precinct
 - Strategic asset management to maintain our precinct at the South Bank standard.
 - The organisation having a resilient, safe, and compliant organisation with appropriate governance and oversight.
 - Fostering a workforce that is engaged, capable and diverse, supporting the objectives of the Corporation and the precinct.