

Activating the River to the Bay

DATE & TIME:	Thursday 22 nd November 2018, 12.00pm – 2.30pm
VENUE:	Howard Smith Wharves
MODERATOR:	Andrew Lofthouse, Channel 9
PANEL SPEAKERS:	Kim Richards, MP Member for Redlands The Deputy Mayor, Councillor Adrian Schrinner, Chair Public & Active Transport Committee, Brisbane City Council Anthony Hayes, Chief Operating Officer, SeaLink Luke Fraser, CEO, Howards Smith Wharves
MAJOR EVENT SPONSORS:	Urbis Woods Bagot

Our city and our waterway are inseparable, and we've seen a dramatic shift in recent times in how the Brisbane River is celebrated and re-embraced. A wealth of city shaping projects that seize upon the potential of our riverfront land are either completed, underway or on the near horizon. The scale of investment in and along Brisbane's waterway is enormous, and investment in our bay and bay islands is gathering momentum, with notable current projects including:

- Howard Smith Wharves
- Queen's Wharf Brisbane
- Brisbane International Cruise Terminal at Luggage Point
- The Dexus Waterfront Precinct
- The Brisbane Quarter
- BCC's River Access Network
- Dunwich Master Plan
- Sealink's investment in Kingfisher Bay Resort, Fraser Island - and
- Other associated tourism projects

The Committee for Brisbane's (C4B) final event for 2018 focussed on 'The River to the Bay'; the opportunity to fully realise the potential of Moreton Bay and its islands as a renowned destination and economic centre-piece of our region, leveraging the ongoing momentum of Brisbane's emergence onto the world stage of cities.

An outstanding panel of leaders from across the spectrum of influence, Government and private sector investment, discussed the opportunities, the cornerstones of, and challenges to success, and the critical elements which will contribute to a sustainable vision of the future for the 'river to bay' offer.

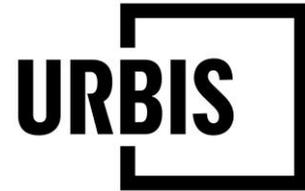


Kim Richards MP, Member for Redland spoke to the vibrancy and diversity of experience currently offered by the Brisbane River, the Redlands Coast and the bay. The history and culture of the region's Traditional Owners and the chance to embrace their stories and traditions, and the experience of nature seamlessly blended with economic prosperity set the theme for the discussion. We have never been better placed to take advantage of the opportunities our river and bay offers us.

The key to success emerged as connection. Links from the Brisbane River to Moreton Bay have historically been lacking, as has investment in critical supporting infrastructure such as moorings, jetties and docking facilities. Cr Adrian Schrunner, Deputy Mayor for Brisbane City Council outlined Council's past and continuing commitment to capital investment in the infrastructure needed, and the close working relationship established with the State in its delivery. Fundamental to success is; the streamlining of process across Government and industry stakeholders. The need to ensure simplification of approval pathways and ongoing coordination of governing bodies is paramount for success.

And what of the opportunity?

The authenticity of offer – as noted by Luke Fraser, CEO of the outstanding Howard Smith Wharves development, every project from Brisbane to the bay tells a story, as each build on the fabric of our past. Bringing these stories to life through experience, whether traditional or European will underpin the richness of our offer and set our region apart as a destination. Sustainability must be a focus – Anthony Hayes, COO of SeaLink highlighted the need to ensure both clear market drivers for success in new initiatives, and protection of the treasures of the natural environment to ensure true sustainability underpins the future of the region.



Overarching all, careful planning and a culture of investment partnerships and collaboration between all stakeholders will be crucial.

With this in place, the river and bay will transform. A Fisherman's Wharf complex – outstanding, why not? Sight-seeing river cruises travelling from Queen's Wharf or Howard Smith Wharves out to the bay islands; or even de-regulated transport on the river. A myriad of possibilities is out there waiting to be realised.

The key will be to ensure the opportunities and tourism initiatives that leverage the connectivity and activation of our waterways are special; celebrating our history, climate, environment and indigenous culture they need to be strongly driven by the experience economy and they need to reflect the demand by tourists for an authentic, meaningful, local experience.

In the words of Deputy Mayor Adrian Schrinner, "we can't underestimate the river as our best asset, as our icon".