Brisbane 2033: Our Olympics and Paralympics Legacies

March 2021

COMMITTEE FOR BRISBANE

- SINCE 1958 -

WE SUPPORT THE **OLYMPICS &**
2032 PARALYMPICS BID

Legacy

In researching and developing this Legacy Paper, the Committee for Brisbane was inspired by the International Olympic Committee's definition of legacy:

"Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/ sport events for people, cities/territories and the Olympic Movement."

About the Committee for Brisbane

The Committee for Brisbane is an independent, not-for-profit organisation whose vision is for greater Brisbane to be the world's most liveable place.

Established in 1958, for more than 60 years the Committee has been an influential, apolitical organisation that has provided strong advocacy for the city and region.

The Committee comprises more than 150 organisations, companies and individuals who are committed and motivated to create a better Greater Brisbane.

This Paper has been prepared by the Committee's Brisbane 2033: Olympics and Paralympics Legacy Taskforce (see page 7).

Why we support the 2032 Olympics and Paralympics candidature

Industry and community development are at the heart of the Committee's activities, with a focus on investment, infrastructure, environment, tourism and cultural development.

The Committee's support for a 2032 Olympics and Paralympics is a key part of its role to promote the region and to achieve sustainable economic and lifestyle benefits for businesses and communities.

Acknowledging that the International Olympic Committee is committed to building a better world through sport, with global activities extending beyond staging the Games, the Committee for Brisbane's support for a 2032 Olympics and Paralympics candidature is not just for the honour of hosting the world's premier sporting events, but for the catalytic and transformational infrastructure and community projects that a successful candidature should trigger.

We've called our Paper "2033" – the year after a 2032 Olympics and Paralympics: if we look back one year later, what should the legacies be?

Statewide benefits

The Committee For Brisbane acknowledges that any successful candidature must benefit the whole State and, through this Legacy Paper and other activities, we undertake to work closely with governments to engage with Queensland regions to identify how they might benefit from the Games and their preparations.

Because the Committee for Brisbane operates under a geographic brief (ie. greater Brisbane/south east Queensland), the recommendations presented in this document focus on that region. In almost every circumstance, however, the ideas and aspirations are relevant for the whole state and easily transferable.

All of Queensland should benefit from hosting the Olympic and Paralympic Games.

Alignment with government policies and programs

The "Purpose", "Vision" and "Olympic and Paralympic Games Legacy" presented in this document have been developed to optimise a once-in-a-lifetime opportunity to deliver long-term economic, social and environmental legacies for south east Queensland that can be initiated or accelerated by hosting the 2032 Olympic and Paralympic Games.

To achieve this, the Committee's initial S.M.A.R.T. Goals will be further developed to acknowledge, support, align and leverage – as well as identify transformative ideas and concepts from:

- The policies, plans and programs of Australia's three tiers of government; and
- National and international best practices.

Phase One and Phase Two

This document represents "Phase One" of legacy planning – the big ideas and aspirations for our region and State.

Phase Two would be to identify the legacies that capture the imagination of the community and the support of governments and then determine the projects and processes required to bring the ideas to life.

The Committee for Brisbane's Taskforce members (see page 7) have the experience and expertise to contribute meaningfully to Phase Two, which will set up the legacy ideas for implementation.

Note: references in this Paper to proposed regional Olympic and Paralympic bodies/foundations/programs are for illustrative purposes only. The Committee for Brisbane acknowledges and respects the intellectual property rights of the International Olympic Committee to those names and associated terms.

Acknowledgement of Country

The Committee For Brisbane acknowledges the First Nations People of the region and their continuing connection to and care of the land, waters and community of that region. We also pay our respects to their Elders past, present and emerging.

Purpose

Through broad collaboration, and the impetus of the 2032 Olympic and Paralympic Games, develop and advocate for policy initiatives and infrastructure projects that will deliver enduring economic, environmental, social and cultural dividends to build a thriving, inclusive, resilient and sustainable community.

Vision

By 2033, south east Queensland will be a region of international renown, proudly recognised for the celebration of its rich, ancient cultures and its contemporary creativity. It will have a thriving, sustainable and adaptable economy, anchored by a warm, open and inclusive community.

Olympic and Paralympic Games legacy

South east Queensland thinks, acts and identifies as one region.

Connected

Outcome

People and ideas can move easily around our region: anywhere, anytime, anyhow.

Creative

Outcome

First Nations and contemporary cultures are celebrated contributors to our community wellbeing and economic vitality.

Equitable

Outcome

All residents of our region have the same opportunities in life.

Enterprising

Outcome

Our regional economic ecosystems are founded upon knowledge, innovation and entrepreneurship, delivered via structured government, business and community collaboration.

2032

S.M.A.R.T. Goals

(Specific, Measurable, Achievable, Relevant, Timely)

1. Connected
Outcome: People and ideas can move easily around our region: anywhere, anytime, anyhow.

2033 S.M.A.R.T. Goal:	To ensure efficient mobility across our region for the Olympic and Paralympic Games and meet the travel-time specifications set by the International Olympic Committee, and acknowledging that two million more residents needing 800,000 new homes will live in south east Queensland in the next 25 years, our governments have delivered the program of interconnected, multimodal transport infrastructure and efficient, cost-effective public transport, including fast rail infrastructure, required to achieve a vibrant city and a 45-minute connected region (north and south, east and west).

2033 S.M.A.R.T. Goal: To ensure the highest quality local, interstate and international connectivity for Olympic and Paralympic Games broadcasts; and to provide seamless public access to information on our region's environmental and community metrics (eg air and water quality, travel times, tourism and hospitality experiences); south east Queensland has become Australia's first Data Community. Achievements include the fastest data speeds in Australia; the establishment of a regional Data Hub; a SME data literacy program; Smart Infrastructure Policies in State and local governments; the operation of a Data Leadership Accelerator Fund; and the creation of a Data Leadership Commissioner.

2. Creative
Outcome: First Nations and contemporary cultures are celebrated contributors to community wellbeing and economic vitality.

2033 S.M.A.R.T. Goal:	The benefits from our region's international exposure from hosting the Olympic and Paralympic Games, including pre-event promotion and marketing, are maximised by having implemented Queensland's Screen Industry 10-year Roadmap and Action Plan[2]. Queensland is a globally recognised commercial and creative leader in the screen industry, having achieved a 50% increase (from 2016-17) in the value of the sector to the State's economy, to $1.5 billion per year, and increased FTE employment by 50% to 10,700, up from 7180 FTEs in 2016-17.
2033 S.M.A.R.T. Goal:	To provide myriad and vibrant leisure-time experiences for athletes and visitors to the Olympic and Paralympic Games, south east Queensland's night time economy has expanded significantly, increasing the value of its regional economic contribution (sales turnover) by 50% from 2018[1] to $20 billion per annum, and employing more than 150,000 FTEs.
2033 S.M.A.R.T. Goal:	Our vibrant arts and culture sector has a profound voice that is supported and inspired by the Olympics and Paralympics Creativity Foundation that auspices, funds and promotes creative endeavours, connected through our suburbs and across our region. Wellbeing and economic outcomes are assessed against relevant indices, such as the Australian Unity Wellbeing Index, OECD Better Life Index, MORI Global Power City Index and the Economist Intelligence Unit Global Liveablity Rankings, or other contemporary indices.
2033 S.M.A.R.T. Goal:	Every south east Queensland adult and school student can identify, name and describe all the First Nations' country of the region.
2033 S.M.A.R.T. Goal:	To enhance the experience of athletes and visitors to the Olympic and Paralympic Games, and to help improve understanding of Australia's 60,000 year-old First Nations cultures, tourism wayfinding and "welcome to…" signage in south east Queensland identifies and promotes the language name of the relevant First Nations country.

2032

3. Enterprising
Outcome: Our regional economic ecosystems are founded upon knowledge, innovation and entrepreneurship, delivered via structured government, business and community collaboration.

2033 S.M.A.R.T. Goal: New regional enterprise, living and employment precincts have been established via Olympic and Paralympic Games nodes and corridors that link major redevelopment precincts, transportation networks and knowledge economy engines. For example, The Mill at Moreton Bay, Caboolture West, Gold Coast Health and Knowledge Precinct, Beerwah East.

2033 S.M.A.R.T. Goal: South east Queensland has Australia's first Knowledge Council that curates our knowledge economy infrastructure and directs the development of a regional East-West Knowledge and Enterprise Corridor.

2033 S.M.A.R.T. Goal: Harnessing the energy and positivity associated with hosting the Olympic and Paralympic Games, our region has achieved a world-class rate for innovation start-ups maturing to scale-ups.

2033 S.M.A.R.T. Goal: South east Queensland has a regional governance framework, via a SEQ Commission, that provides optimum alignment, integration and collaboration across agencies, projects and funding programs.

2033 S.M.A.R.T. Goal: Building on the International Olympic Committee's goal to achieve climate positive Olympic Games by 2030 (at the latest), south east Queensland is Australia's first zero carbon region, significantly improving our climate change resilience and lowering our regions' ratings on the Lloyds Risk Register.

2033 S.M.A.R.T. Goal: Acknowledging the Olympic Agenda 2020 recommendation to "include sustainability practices in all aspects of the Olympic Games", Brisbane 2032 will be zero waste Olympic and Paralympic Games and south east Queensland will be Australia's first circular economy region.

2033 S.M.A.R.T. Goal: Having attracted athletes, coaches, teams and officials to our region for Olympics and Paralympics training and competition, our reputation as a regional hub for high performance, sports technology and recreational development has secured commitments from leading national sporting organisations to permanently locate their primary operations to south east Queensland.

4. Equitable
Outcome: All residents of our region have the same opportunities in life.

2033 S.M.A.R.T. Goal: By applying the three Olympic values of Friendship, Respect and Excellence, and the four Paralympic values of Determination, Inspiration, Courage and Equality, a *Makarrata* for the region's Indigenous peoples has been negotiated to record their history, preserve their culture, empower them to take responsibility for their communities, create commercial opportunities, and conclude agreements with governments that address these four criteria.

2033 S.M.A.R.T. Goal: There is a home for everyone in south east Queensland, supported by an Olympics and Paralympics Housing Trust that repurposes Games' infrastructure for social and affordable housing. This may include post-Games building conversions or the sale or leasing of Games' assets to fund housing programs.

2033 S.M.A.R.T. Goal: The rate of obesity in south east Queensland adults and children has reduced to world's best standards, facilitated by an Olympics and Paralympics Health and Wellbeing program. In Queensland today, 24% of children aged 5-17 years are overweight or obese and 10% live below the healthy weight range[3, 4].

2033 S.M.A.R.T. Goal: There is universal access for disabled members of our regional community, auspiced by an Olympics and Paralympics Accessibility Project.

2033 S.M.A.R.T. Goal: Using aspirational stories and case studies of Australian and overseas Olympians and Paralympians – and through a program of direct and indirect engagement with students - Year 12 completion rates and the uptake of access to higher education and training for the region's Indigenous students have improved to the same levels as the general population.

2033 S.M.A.R.T. Goal: By using wellbeing instruments to measure longitudinal outcomes, community wellbeing and mental health is enhanced via partnerships with Olympic and Paralympic athletes (past and present), through online and face-to-face workshops, volunteering opportunities, and working with young people and Indigenous communities (eg via Olympic and Paralympic athletes as regional/council Ambassadors).

1 Measuring the Australian Night Time Economy 2018, published September 2019 by Inegnium Research (Andrew License, Anna Edwards) for the Council of Capital City Lord Mayors: Brisbane night time economy sales turnover – $8.14 billion, Gold Coast – $4.3 billion; Brisbane FTEs – 68,750, Gold Coast – 35,550. **2** Queensland's Screen Industry 10-year Roadmap and Action Plan In 2016–17, page 7: Queensland's screen industry contributed an estimated $981 million to the Queensland economy. In this same period, it is estimated the Queensland screen industry supported 7180 full-time equivalent (FTE) positions across the sector, from content creation to final audience consumption. **3** Queensland Health. Changes in weight status of children and adults in Queensland and Australia 2017-2018. Brisbane: Queensland Government 2019. **4** Queensland Health. The health of Queenslanders. Report of the Chief Health Officer Queensland 2018. Brisbane 2019.

Brisbane 2033: Olympics and Paralympics Taskforce Members

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