

Brisbane 2033 Legacy Project

Phase Two: Action Plans



Vision	South east Queensland thinks, acts and identifies as one region
Theme & outcome	Creative: First Nations and contemporary cultures are celebrated contributors to community wellbeing and economic vitality.
SMART Goal	#1. 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. 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.
Big ideas	<ul style="list-style-type: none"> Structures in place to enable and develop creative careers. Established physical and digital creative spaces. Celebrated creative successes. Incentivised investment in local screen industry.
2021	
2022	<ul style="list-style-type: none"> Initiate a policy review to require SVOD providers (eg Netflix, Stan) to spend at least 10% of their new commissions on Australian content. Initiate a collaboration with industry, universities and training providers to develop a screen-industry qualifications framework for students and trainees (including business and financial management capabilities). Rename/rebrand relevant public transport routes to link with creative sector hubs, eg 199 bus to South Bank and West End as the "Arts Bus".
2023	<ul style="list-style-type: none"> Develop a Queensland Screen Industry Trade and Investment Strategy to promote Queensland's investment attractiveness. Establish a grants program to incentivise local production of Queensland stories with a minimum percentage of First Nations stories. Initiate Australia's first YouTube space, in SEQ, to support producers to showcase online content internationally.
2024	<ul style="list-style-type: none"> Inaugural, annual Australian pilot season/pitch convention. Initiate subsidy scheme for emerging artists to "create" (film etc) in public spaces. Establish industry lobby group (exhibitors, distributors, production companies and others) to work with Screen Queensland on industry development.
2025	<ul style="list-style-type: none"> Launch a small-productions film precinct in SEQ to support industry development, including dedicated gaming development space to link games developers with start-ups, incubators, investors and mentors. Brisbane hosts Australian Academy of Cinema and Television Arts Awards. Launch of new tourism experiences/products based on SEQ film locations.
2026	<ul style="list-style-type: none"> Establish Queensland headquarters for professional e-sports.
2027	
2028	<ul style="list-style-type: none"> SEQ film precinct adapted to support pre-Games video and film marketing and promotion of Brisbane, SEQ and Queensland; and in 2032 to support broadcasts of Olympics and Paralympics.

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SMART Goal	#2. 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 20181 to \$20 billion per annum, and employing more than 150,000 FTEs.
Big ideas	<ul style="list-style-type: none"> • Brisbane's creative economy a regional spearhead. • Funding and policy guardrails established for creative sector to thrive. • Regular capture and analysis of creative sector data to enable response strategies and report successes.
2021	<ul style="list-style-type: none"> • Growing Brisbane night time economy event, hosted by Committee for Brisbane.
2022	<ul style="list-style-type: none"> • Launch "Get to know your Brisbane" media campaign for locals (to "reveal" hidden gems in the city and region). • Establish a SEQ Industry and Arts Alliance (where commerce and arts can interact formally and regularly). • Complete review of lockout laws, to the benefit of the night time economy. • (Working with QTIC and TEQ) initiate first, four-yearly audit of SEQ tourism and leisure experiences (including economic contribution, FTEs) to establish baseline data for advocacy.
2023	<ul style="list-style-type: none"> • (Following the audit) undertake a gap analysis of tourism and leisure experiences in SEQ, including consultation with the local community to identify what is lacking/missing/desired. • First AGM for the Industry and Arts Alliance.
2024	<ul style="list-style-type: none"> • Develop arts and culture and tourism and leisure industry policy and funding requests for federal, state and local governments (elections). • Industry and Arts Alliance advocacy to local and Queensland governments for election commitments. • Launch an 18- (or 24-) hour city campaign to coincide with the opening of the final stages of Queens Wharf.
2025	<ul style="list-style-type: none"> • First annual Creative Brisbane Festival (celebrating all aspects of creativity: visual and performing arts, music, design, fashion, architecture, urban design and landscaping, research, gaming technology etc).

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SMART Goal	#3. 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 Liveability Rankings, or other contemporary indices.
Big ideas	<ul style="list-style-type: none"> • Creative Brisbane Vision. • Structures in place to protect local talent. • Sustainable funding models established. • Arts and culture valued: part of the community's daily narrative. • Creative successes acknowledged and celebrated. • Art and culture back in mainstream media.
2021	<ul style="list-style-type: none"> • Creative Brisbane Vision launched (Committee for Brisbane project). • Restart UNESCO Creative Cities: Media Arts submission process (subject to support from BCC and State Government), to be lodged by June 2023.
2022	<ul style="list-style-type: none"> • Creative Legacy Foundation initiated, linked to the International Olympic Committee's 2020+5 agenda that includes: "Foster dialogue through culture and education, leveraging programmes that reach beyond the Olympic community (eg visual, performing, literary artists, architects, designers, educators)." • Commission research into previous (failed) arts funding programs, eg 2% for arts, to consider revisions.
2023	<ul style="list-style-type: none"> • Creative Legacy Foundation launched. • Initiate fit-for-purpose workshops/studios, including digital. • Lodge UNESCO Creative Cities: Media Arts submission (subject to support from BCC and State Government)
2024	<ul style="list-style-type: none"> • Indigenous Film School and Production Company initiated. • Launch SEQ Spotlight on Artists program (global events and exchanges).
2025	<ul style="list-style-type: none"> • Annual Queensland Arts and Literature Awards celebrated as a major cultural and tourism event. Includes visual and performing arts (theatre and screen/film). • Commence Olympics and Paralympics arts and cultural program planning. Consider reintroducing art and culture as Olympic (and Paralympic) events, possibly as a "fringe festival" in 2032. Note: Art was part of the Olympic Games from 1912 to 1948, with medals for sport-inspired works in five categories: architecture, literature, music, painting and sculpture.
2026	
2027	
2028	
2029	
2030	
2031	
2032	<ul style="list-style-type: none"> • Olympics and Paralympics arts and cultural program/events.

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SMART Goal	#4. Every south east Queensland adult and school student can identify, name and describe all the First Nations' country of the region.	#5. 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.
Big ideas	<ul style="list-style-type: none"> • First Nations language and culture visible and celebrated. • Every south east Queensland adult and school student identifies and names the First Nations' country of the region. First Nations cultural education embedded in school curricula. • "Welcome to country signs" across SEQ. • Annual public "report card" to measure performance against goals. 	
2021	<ul style="list-style-type: none"> • Establish Committee for Brisbane First Nations Advisory Group. • Australia Post offers opportunity to include First Nations lands in postal addresses. 	
2022	<ul style="list-style-type: none"> • Commence review of the Queensland curriculum to include First Nations voices, history and culture, including teaching and understanding the Uluru Statement from the Heart. • Initiate a permanent program of Elders in classrooms throughout SEQ (and all of Queensland). • Map Olympic and Paralympic venues to identify relevant First Nations country to ensure correct representation at Games ceremonies in 2032. 	
2023	<ul style="list-style-type: none"> • "Standard" welcome to country signs at the road entries to and exits from First Nations lands across SEQ. In First Nations, English and multiple international languages. 	
2024	<ul style="list-style-type: none"> • Gamification of First Nations languages and country, eg Pokemon Go or similar. • First Nations country overlay in Google, navigation programs etc, eg "you are now entering Turrbal country". 	
2025	<ul style="list-style-type: none"> • First Nations language embedded in all government policy. 	
2026	<ul style="list-style-type: none"> • Extend First Nations language names and signage to significant cultural and tourism sites across SEQ. In First Nations, English and multiple international languages. 	
2027		
2028	<ul style="list-style-type: none"> • First Nations invitation (at closing ceremonies in Los Angeles) to athletes to attend the Brisbane 2032 Olympic and Paralympic Games. 	
2029		
2030	<ul style="list-style-type: none"> • Launch Augmented Reality App: Queensland Indigenous culture and language. 	
2031		
2032	<ul style="list-style-type: none"> • No First Nations protests associated with the Olympics or Paralympics as a result of the commitment to, and achievement of, proper First Nations recognition and inclusion (reconciliation and respect). • Correct First Nations represented at various Olympic and Paralympic venue ceremonies throughout Queensland (as a result of mapping in 2022). • Present "Olympic and Paralympic" Arts Medals, eg the Meanjin Awards. 	

References to suggested Olympic- and Paralympic-related bodies/foundations/programs are for illustrative purposes only. The Committee for Brisbane acknowledges and respects the intellectual property rights of the International Olympic Committee and International Paralympic Committee to those names and associated terms.



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COMMITTEE
FOR BRISBANE

Our Vision: Greater Brisbane as the
world's most liveable place.

committeeforbrisbane.org.au