

Opinion Piece
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2026 Advocacy Agenda Launch

The five years in front of us are the most pivotal the Brisbane city-region has ever faced- and yet outside of the Games, there's no clear plan for how we're going to make the most of them.

We know the momentum of 2032 will drive tourism and investment and bring forward transport and sporting infrastructure. But what is less appreciated is the unique platform it creates to build civic pride.

Recent weeks have shown us how sporting events have the power to unite like none other. And with Brisbane set to host the world's biggest sporting event in just a few short years from now, we have an avenue to unite the city and ensure locals feel they are part of something special.

While the average Brisbie may not go around bragging, there is a quiet, humble pride felt amongst us when we hear the glowing praise of visitors when they first set foot on the ground.

But outside of the Games, what is the story we are telling visitors about ourselves?

We inherently know what we value as Brisbies. Green spaces, friendly faces, accessible arts and culture, early morning walks along the river, and a strong, diverse economy that allows our youth to stay and build their careers locally.

There are bold plans for Games infrastructure, new transport projects, a firm focus on housing, and we have private and community sectors that care deeply about delivering world-class outcomes.

But nowhere is our story or a vision for the future of Brisbane articulated. It is unclear how we are balancing so many competing priorities, or how new infrastructure will be stitched together with the old, or how we are going to transform that humble pride of locals onto the world stage and into being the city's loudest advocates.

Today, the Committee for Brisbane will launch its 2026 advocacy agenda, highlighting twelve initiatives that must be addressed now if we are to fulfill the potential of 2032 and beyond.

Transport and connections feature strongly, but at the heart of the agenda is a call to governments to work together with civic advocates to build a collective vision articulating who we are, where we want to be as a city- and a city-region- and what the story is that we want to tell.





More than a mechanism to identify city needs or allocate investment, a bold, shared vision is needed to leverage Brisbane's positive momentum and tap into that quiet pride waiting to be unlocked.

Comments attributable to:

Jen Williams

Chief Executive Officer

Committee for Brisbane