



MEDIA RELEASE

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Committee for Brisbane welcomes Brisbane 2032 emblem reveal

The Committee for Brisbane has welcomed the unveiling of the Brisbane 2032 Olympic and Paralympic Games emblems, describing them as an important step in building a distinct and enduring identity for both the Games and the city that will host them.

Committee for Brisbane CEO Jen Williams said the emblems represented far more than a visual design, providing a symbol that could help unite residents behind Brisbane's Olympic and Paralympic journey.

"The unveiling of the Brisbane 2032 emblems is an important milestone, not just for the Games, but for Brisbane's identity as a host city," Ms Williams said.

"Major global events need symbols that people can connect with. The emblems will become part of how Brisbane – and Queensland – presents itself to the world over the coming years, but just as importantly, they need to resonate with the people who call this city home.

"Successful place brands work when local communities see something of themselves reflected in them and feel a sense of ownership and pride. As we have seen from the overwhelmingly positive community reaction over the weekend, these emblems achieve just that.

"The clever way in which Queensland has been depicted with Brisbane as the eye of the cockatoo, and the choice of strong, vibrant colours, reinforce our young, distinctive energy and will help build a shared sense of identity as we move towards 2032.

"For many people around the world, these emblems will be among their first visual connections with Brisbane.

"Brand and identity matter because they shape how people perceive a city, whether they are visitors, investors, students or future residents. Cities are remembered for their culture, personality and sense of place. The emblems are an important part of creating that legacy.

Ms Williams said the focus must now remain on ensuring the Games leave a lasting social, cultural and economic legacy for the city.

"The opportunity for Brisbane is not simply to host a successful Games, but to use the next six years to strengthen our global profile, build civic pride and create a legacy that benefits the city long after 2032.

"The emblems are an important part of that journey, and we welcome their contribution to telling Brisbane's story on the world stage."

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