Committee for Brisbane

#BIG – Brisbane Idea Generators

#BIG Breakfast Creek Workshop: What You Told Us

11 November 2026

A note from the #BIG Sub-committee

Thank you.

On the 14th of October, you gave up an afternoon to think big about a part of Brisbane most people drive past without a second look. The room was full of energy, ideas and genuine excitement about what Breakfast Creek could become.

This report brings your ideas together. Above all, you told us to start somewhere real and start soon. That place is Ross Street Park, and the work has already begun.

Read on to see what you said, where we start, and how you can stay involved. The detail is all in the appendix for anyone who wants it.

Jeremy Sue, Chair, on behalf of the #BIG Sub-committee.

What you told us

Breakfast Creek sits three kilometres from the CBD, at a gateway to the city, and it is nowhere near what it could be. That was the clearest message in the room. Six themes came through again and again.

1. Get people back to the water. You want the creek to be somewhere people go, not something they drive past. Kayaks, pontoons, water taxis, creek walks: make the water visible, reachable and fun.

2. Join it all up. Newstead, New Farm, Albion, Bulimba and Northshore are all close by, but hard to get between. You see the creek as a connector, not a barrier: better walking and cycling links, ferries, riverwalk extensions, and wayfinding and lighting that make the area easy to find.

3. Make it unmistakably Breakfast Creek. You talked about South Bank, Howard Smith Wharves, Regent's Canal and Gardens by the Bay, but the message was not to copy them. Give it its own story, built on its waterways, industrial heritage and local character.

4. Bring it to life, all year round. New paths and benches alone won't do it. Sunset cinemas, night markets, food trucks, live music, fitness classes and pop-up cafés, in flexible spaces that can change as the precinct grows. A true "third place" between home and work.

5. Let nature lead. Riparian planting, oyster reefs, mangroves and pollinator gardens. You saw ecology as part of the fun, not separate from it.

6. Tell its stories. First Nations heritage, maritime and industrial history, and the stories of the people who live here. You called out Yowoggerra, the Turrbal name associated with the area, as a real chance to strengthen cultural recognition.

And one idea ran through every table: make Breakfast Creek **1% better**, again and again. Small, visible wins that add up to something big.

Where we start: Ross Street Park First

You were clear: don't wait for a big precinct budget. Start with one highly visible waterfront site, show what's possible, and let the momentum carry the rest.

Ross Street Park is that site. It can be the front door to Breakfast Creek, and the place where all six themes are tested together: a gateway, a gathering place, a way onto the water, and a showcase for nature and storytelling.

Already moving: lighting the fig

On the 7th of October, members from the #BIG Sub-committee met with Cr Julia Dixon, Councillor for Hamilton Ward, to discuss permanent lighting for the fig tree in Ross Street Park. She has indicated her support, subject to Council's internal approvals. This is now being followed up with a letter to Cr Dixon setting out the proposed next steps, including Council investigating the electrical connection and preparing an indicative cost and delivery program.

It's a small idea, but it could be the first visible sign that this group turns ideas into reality.

What happens next?

The goal is simple: something you can see at Ross Street Park by mid-2027.

1. **Shortlist** (Nov 2026)
    a. Sub-committee picks 10 to 15 ideas.
2. **Confirm** (Early 2027)
    a. Newly formed Reference Group locks in the top 5 ideas.
3. **Approve and fund** (Q2 2027)
    a. Approvals, funding and partners to be sought.
4. **First quick win** (Mid-2027)
    a. Visible change at Ross Street Park through project activation.

The November meeting is the Sub-committee's last for 2026, so its job is to hand a clear shortlist to the newly formed Reference Group, to take the work forward from early 2027.

How you can get involved

This only works if the people who came up with the ideas help deliver them. Here's how you can help:

- **Put your hand up for the #BIG Reference Group** that will take this forward in 2027. Reference Group representatives must be from a Committee for Brisbane member organisation. If you are not currently a member and would like to join – please contact the Committee for Brisbane team.
- **Champion a quick win.** Pick an idea you'd love to see happen and help lead it.
- **Open a door.** If you know someone who could fund, approve, build or host something, introduce us.
- **Spread the word.** Tell colleagues, neighbours and clients what we're doing.

To get involved, simply reply to this email or talk to Jen Williams or Marie Perry.

Thank you

A massive thank you to everyone who took part, and to the organisations who gave their people the time:

Architecture & Access · Architectus Brisbane · Australian Olympic Committee · Brisbane City Council · City Parklands Services · Committee for Brisbane · Cooper Grace Ward · Deloitte · Focused Marketing · Healthy Land and Water · Honeywell Ltd · JLL · KEASE Consulting · LSH Property · McCullough Robertson · NBN Co · Northrop · Open Architecture Studio · Port of Brisbane · PwC · Queensland University of Technology · Therefor Group · Three Plus · Tract Consultants · The University of Queensland · Urbis · Wilvest

Let's make Breakfast Creek 1% better, again and again.



Appendix: the detail

A. The Phase 1 long list (0 to 12 months)

These are candidate 1% Better ideas for Ross Street Park, not yet a committed program. The Sub-committee will shortlist from them in November, and the new Reference Group will confirm the final list in early 2027.

Make the park more welcoming

- Lighting the fig tree.
- Refresh park entrances with feature planting and signage.
- Directional signage to Newstead, Albion, New Farm and nearby destinations.
- Better evening lighting along paths and gathering areas.
- More seating, picnic settings and shade.
- Identifiable arrival points and photo opportunities.

Bring activity into the park

- Monthly food truck events.
- Sunset cinema series.
- Community markets and local maker events.
- Creekside fitness, yoga and wellness programs.
- Family play and recreation days.
- Live music and cultural performances.
- Seasonal activations linked to Brisbane's event calendar.

Reconnect people with the creek

- Temporary viewing decks and outlooks.
- Creek discovery experiences and guided walks.
- Pop-up kayak and paddle craft activities.
- Interpretation of waterway ecology and history.
- Investigation of future pontoon and launching facilities.

Strengthen identity and storytelling

- Public art reflecting the character of Breakfast Creek.
- Cultural interpretation celebrating Yowoggerra and First Nations connections.
- Historical storytelling installations.

- Nature and ecology education experiences.
- A distinctive Ross Street Park identity and visual language.

Showcase ecology

- Native planting and pollinator gardens.
- Habitat enhancement projects.
- Citizen science and community planting days.
- Water quality awareness initiatives.
- Urban biodiversity demonstration projects.

Launch the Breakfast Creek 1% Better program

- A branded program to coordinate incremental improvements, starting with Ross Street Park.
- A communications and stakeholder engagement plan.
- Partnerships with community groups and local businesses to co-deliver activations.
- Walking and cycling maps linking nearby destinations.

Phase 1 success measures: increased visitation, strong community participation, positive stakeholder feedback, evidence of demand for ongoing activation.

B. The shortlisting screen

A quick, high-level test for each candidate item in November. The new Reference Group will test in detail in 2027.

1. Can it be delivered within 12 months?
2. Is it highly visible, and will it noticeably improve the park?
3. Does it help reconnect people with the creek?
4. What is the estimated cost, and is funding or in-kind support available?
5. What approvals are needed (Council, landowner, environmental or event permits)?
6. Is it suited to the creek's flood and tidal conditions?
7. Is there a willing lead organisation or delivery partner?
8. Does it deliver more than one benefit (environmental, social, cultural or economic)?

C. 1% Better Action Register

The Sub-committee records its shortlist here in November. Unknowns stay TBC for the Reference Group to complete.

1% Better item	Lead and partners	Est. cost and funding source	Approvals required	Target date
Example: 'Lighting the fig tree'	*TBC*	*TBC*	*TBC*	*TBC*

D. Phase 2: transform the park (1 to 3 years)

At the 12-month review, the Reference Group uses Phase 1 results to choose what to progress, and confirms a second 1% Better list covering the park and its links into the precinct.

- A signature creek lookout or boardwalk.
- Improved creek-edge access.
- A flexible events lawn with supporting infrastructure.
- Permanent shade structures and gathering spaces.
- Public amenities that support longer stays.
- Nature play.
- A creek interpretation trail linking environmental and cultural stories.
- Connections into future riverwalk and active transport networks.
- Pontoons, kayak launch points and water-based experiences.
- Ferry or water transport trials.
- A recognisable Breakfast Creek destination brand.

Success measures: longer stays, improved perception of the precinct, greater use of active transport links, stronger destination recognition.

E. Phase 3: transform the precinct (3 to 10 years)

Reviewed annually by the Reference Group to choose projects for business cases, advocacy and investment.

- Riverwalk and active transport connections.
- Cross-creek links and wider precinct integration.
- Advocacy for supporting transport infrastructure.
- Habitat restoration, biodiversity and water quality projects.
- Nature-based learning and recreation.
- Landmark attractions and destination experiences.
- Ongoing public, private and community investment.

Success measures: regional visitation growth, improved environmental outcomes, more private-sector participation, recognition as a city-shaping destination.

F. Supporting precinct actions

1. A precinct vision. A concise 10-to-20-year vision bringing together connectivity, activation, ecology, culture and destination-making.
2. An opportunities framework. Workshop outputs organised into connectivity, activation, ecology, culture and storytelling, public realm, and governance and partnerships, with short, medium and long-term initiatives.
3. A partnership coalition. Committee for Brisbane, Brisbane City Council, State Government agencies, local businesses and landowners, community organisations, First Nations stakeholders, environmental groups, sporting organisations and adjacent institutions.
4. A connectivity investigation. Water transport, pedestrian links, cycling, cross-creek connections, riverwalk extensions and wayfinding.

G. Who does what, and when

Action	Lead	Timing
Finalise workshop outcomes report	Committee for Brisbane	November 2026
Agree the 1% Better shortlist and record it in the Action Register	Sub-committee	November 2026
Assess shortlisted items, confirm the Ross Street Park 1% Better List and complete the Action Register	New Reference Group	Q1 2027
Secure approvals and funding for confirmed items	Reference Group & partners	Q2 2027
Deliver first quick wins at Ross Street Park	Project partners	By mid-2027
Develop Precinct Vision and Opportunities Framework	Reference Group	Q2-Q3 2027
Deliver remaining Phase 1 items and report quarterly progress	Reference Group & project partners	Mid-2027 onwards
Prepare long-term investment and advocacy roadmap	Reference Group	Late 2027

H. What will make this succeed

- Keep momentum with visible early wins.
- Put partnerships ahead of single-agency ownership.
- Use temporary activation to test permanent solutions.
- Keep the creek at the centre of every decision.
- Balance environmental, social, cultural and economic outcomes.
- Use Ross Street Park as the launch point for a shared vision across the whole precinct.