

2032 SEQ Olympic and Paralympic Games April 2022 Update

Introduction

On 25 February 2021, the International Olympic Committee (IOC) announced that Brisbane had won the bid to host the 2032 Olympic and Paralympic Games. The Games are scheduled to take place between 23rd July - 8th August 2032, followed by the Paralympic Games from 24th August - 5th September 2032.

And economic assessment commissioned by the Queensland Government has indicated that the games will deliver 91,600 jobs, \$8.1 Billion in direct economic benefits for the Queensland economy and \$17.61 billion for the Australian Economy.

The Games have become a further catalyst for South East Queensland's (SEQ) transition to a more integrated, liveable, sustainable and innovative place to live, work and raise a family. Hosting the Games aligns with the Queensland Government's strategy to position SEQ as a global tourism hub and Australia's wellbeing capital. Infrastructure built for the games will also be designed with future generations and uses in mind.

Infrastructure Commitments

Queensland remains the fastest-growing state in Australia. To accommodate the demographic changes and promote economic growth, the Queensland Government has outlined a \$52.2 Billion Infrastructure Pipeline which includes upgrading major transportation networks and improving liveability.

The Commonwealth Government has committed to funding half the costs of critical Olympics infrastructure with the Queensland Government. An Olympic Infrastructure Agency will be established with shared governance arrangements to oversee all projects from the planning, scoping and design phase through to contracting, construction and delivery.

Venues

The Brisbane 2032 Master Plan identifies 37 competition venues required for hosting 28 Olympic and 22 Paralympic sports. 84% of the venues identified in the plan already exist or will be temporary.

- Brisbane—22 venues
- Gold Coast—6 venues
- Sunshine Coast—4 venues

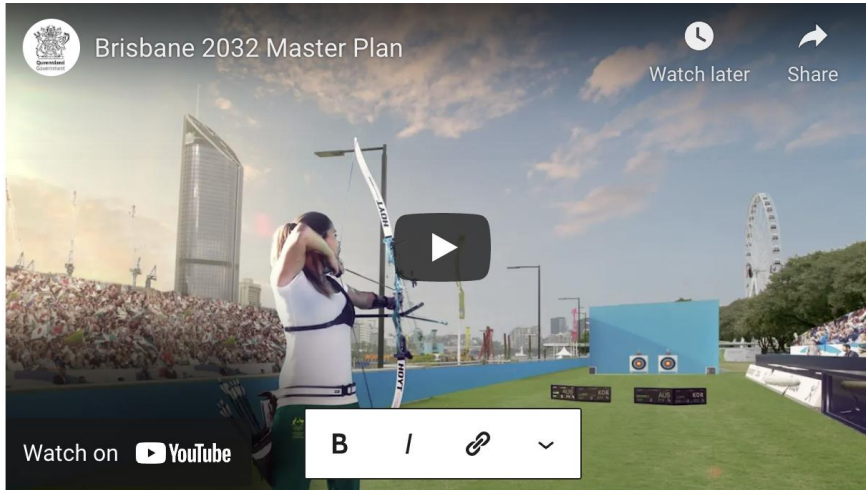
Another five cities (Cairns, Townsville, Toowoomba, Melbourne and Sydney) will host football primaries. The Whitsundays in North Queensland is being considered as the venue for sailing.

Hawker Britton

Government Relations Strategy

Initial analysis showcases that there are sufficient facilities in place to meet athlete training requirements prior to and during the Games. The precise number and locations of training venues will be confirmed by the Organising Committee for the Olympic Games closer to the event.

The embedded video outlines the locations of the competition venues:



The video can also be [accessed here](#).

New Venues

Construction of six new venues is scheduled to commence from 2025 and all new venues will be delivered at least 12 months ahead of the Games. The venues are:

- Brisbane Arena
- Moreton Bay Indoor Sports Centre
- Brisbane Indoor Sports Centre
- Sunshine Coast Indoor Centre
- Chandler Indoor Sports Centre
- Redland Whitewater Centre

The delivery of the Sports Centres and the Whitewater venue will be undertaken by the Queensland Government Department of Energy and Public Works.

Four of the six new venues will be developed across the region as “Community Centres” and deliver more than 40 new multi-use court spaces within the SEQ region. Drawing on the model developed for the Coomera Indoor Sports Centre, which was initially built for the 2018 Commonwealth Games, and is still utilised by the community as a multi-use court space today. The new centres will be commercially sustainable and socially beneficial for the council and local community after 2032, aligning with the Queensland government's plans to ensure the Games “leave a lasting legacy”. The locations have been specifically chosen to accommodate for long-term development plans and anticipated growth patterns.

Upgraded Venues

Eight venues will receive major upgrades to support the Games.

Hawker Britton

Government Relations Strategy

The Brisbane Cricket Ground (The Gabba) will undergo an estimated \$1 billion redevelopment to increase stadium capacity to 50,000 people. A new pedestrian plaza will also be constructed, which has been proposed as a site for public festivities during the Games. The delivery of the Brisbane Arena will be done by the Queensland Government, with potential for a PPP arrangement.



Artist Impression of the upgraded Gabba stadium

Other sites earmarked for major upgrades are:

- Brisbane Aquatic Centre
- Wyaralong Rowing Centre
- Brisbane International Shooting Centre
- Sunshine Coast Stadium
- Sunshine Coast Mountain Bike Centre
- Toowoomba Sports Ground
- Barlow Park, Cairns

Athletes' village

The main Athletes' Village will be constructed within the 300-hectare Northshore Hamilton Priority Development Area (PDA) on the Economic Development Queensland-owned land. In mid-2021, the EDQ awarded a \$14 million package of works to BMD Constructions to build three new roads and upgrade two others at the eastern end of the Northshore in preparation for the construction of the Olympic Village.



A satellite Gold Coast Olympic Village has also been proposed at a site owned by the Queensland Investment Corporation developed as a PPP with the Queensland Government and QIC.

International Broadcast Centre

On the 28th of April, 2022 the Premier announced that Visy's Brisbane Glass Factory has been selected as the location for the International Broadcast Centre for the Olympic Games. The Queensland Government will acquire the Visy site for \$165 million and Visy is expected to relocate its operations from South Brisbane to Staplyton in 2025. Following Community Consultation, the 9-hectare site will likely be converted after the games

Federal and State Government Led Projects

Billion-dollar infrastructure initiatives such as the South East Queensland City Deal and Cross River Rail will be crucial in the delivery of the Games.

Cross River Rail, scheduled for completion in 2024, will see the development of a new rail line underneath the Brisbane River, and the redevelopment of several stations in the Brisbane central business district with a cost of over \$5 billion.

Community feedback is also currently being sought on a proposal for a multi-billion-dollar overhaul of the southern rail network. The Logan and Gold Coast Faster Rail Project will strive to reduce traffic on arterial roads during the games by delivering more reliable and frequent train services between the Gold Coast, Logan, and Brisbane.

Released in March 2022, the \$1.8-billion SEQ City Deal outlines a 20-year pipeline of projects to help maintain the region's liveability through investing in critical projects. The largest single-site project in the deal is \$450 million for a new Woolloongabba Brisbane Metro station to make it a major interchange between the South East Busway and Cross River Rail. Hawker Britton's report on the City Deal is available [here](#).

Hawker Britton

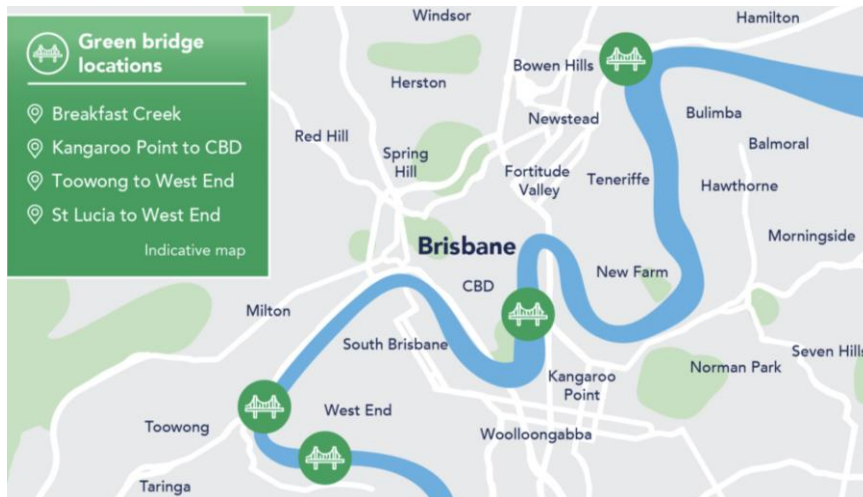
Government Relations Strategy

Place-Based	Investment	LGA
Blue Heart Sunshine Coast	\$35.3M	Sunshine
Brisbane Metro – Woolloongabba Station	\$450M	Brisbane
Brisbane Metro – South Bank Transport Study	\$1M	Brisbane
Brisbane Valley Highway Safety Upgrades	\$40.5M	Somerset
Bromelton State Development Area Business Case	\$5M	Scenic Rim
Dunwich Ferry Terminal Upgrade	\$41M	Redland
First Nations Cultural Centre Detailed Business Case	\$3M	Brisbane
Growth Area Compact	\$210M	Moreton
Ipswich - Springfield Public Transport Corridor Options Analysis	\$10M	Ipswich
Kangaroo Point Green Bridge	\$190.2M	Brisbane
Loganlea - Meadowbrook Infrastructure	\$45M	Logan
Southern Gateway Business Case	\$1M	Logan
Toowoomba Railway Parklands	\$25M	Toowoomba
Wellcamp Entertainment Precinct	\$40M	Toowoomba
Water Initiatives in the Lockyer Valley	\$13.3M	Lockyer Valley

Brisbane City Council Led Projects

The City Council is also working on a plan to convert the former golf course at Brisbane’s Victoria Park into a cross-country equestrian course for the 2032 Olympic Games, as well as a venue to host the freestyle BMX competition. The council will outline specific details in its Victoria Park master plan, due for release in late 2022.

In addition, the BCC has committed \$294 million over the next four years to progress the 10-year Green Bridges Program. Four new bridges will connect Kangaroo Point to the CBD, Toowong to West End, St Lucia to West End, as well as a new crossing at Breakfast Creek. BCC is seeking additional funding from the Queensland and Federal Governments to deliver infrastructure initiatives that increase connectivity in the inner city.



Governance

Elected Officials

In February 2021, all three levels of Government confirmed full support of the Games.



The current Federal Minister responsible for the delivery of the 2032 Olympics is the Minister for Sport - Senator Richard Colbeck. A cabinet reshuffle is expected in May 2022 following the Australian Federal Election. A new Federal Sports Minister may be announced in June 2022.



In October 2021, Premier Annastacia Palaszczuk announced a re-shuffle in the Queensland cabinet. The Premier appointed herself as the Minister for the Olympics, heading the ministerial team overseeing the planning for the 2032 Brisbane Olympics.



In addition to his existing portfolio's, Queensland's Deputy Premier, the Hon. Steven Miles was appointed as Minister Assisting the Premier on Olympics Infrastructure. His role will involve ensuring all projects are delivered on time and at cost.



In the Cabinet re-shuffle, the Hon. Cameron Dick was appointed as Treasurer and Minister for Trade and Investment. As part of his portfolio, Minister Dick has been tasked with presenting Brisbane's 2032 credentials to potential investors and promoting international investment into the state.



In addition to his existing portfolio's, the Hon. Stirling Hinchliffe was appointed as the Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement. Specifically, Minister Hinchliffe has been charged with supporting the Premier in hosting the Games, ensuring Queenslanders are the beneficiaries of the jobs arising from the games and boosting the State's tourism and events industry. Minister Hinchliffe was previously the Minister for the Commonwealth Games where he oversaw the construction and preparations for the 2018 Games.

Brisbane 2032 Organising Committee

The Brisbane Organising Committee for the 2032 Olympic and Paralympic Games was established by the Brisbane Olympic and Paralympic Games Arrangements Act 2021 passed by the Queensland Parliament in December 2021.

It is a statutory authority responsible for coordinating the delivery of the Games including sponsorship, ticketing, broadcasting, ceremonies, event overlays, accommodation, volunteer management and logistics. The Board may establish committees (such as audit risk, and financial management committees) to assist the Board in performing its functions. The Board may also establish commissions to advise the Board.

In accordance with the Act, the Board is to consist of the following individuals:

Hawker Britton

Government Relations Strategy

- either the President of the IOC or an honorary life president of the IOC
- the President of Paralympics Australia (currently Jock O'Callaghan)
- the CEO of the Australian Olympic Committee
- a member of the International Olympic Committee from Australia
- a member of the governing board of the International Paralympic Committee who lives in Australia
- an Olympian who competed for Australia at either (or both) of the two Olympic Games preceding their appointment and is elected by fellow athletes
- a Paralympian who competed for Australia at either (or both) of the two Paralympic Games preceding their appointment and is elected by fellow athletes
- five independent directors nominated by the Minister
- up to four individuals nominated by the Prime Minister
- four individuals nominated by the Premier
- one person nominated by the Lord Mayor
- the Lord Mayor of Brisbane City Council
- at least 50% of the nominated directors holding office must be women.

The Board was announced on 10 April 2022, with Andrew N. Liveris AO nominated as the President of the Board. The members of the board are subject to change.

Representation Determined by Legislation	Current Board Members
Australian Olympic Committee President or Honorary Life President	John Coates (Vice President)
Australian Olympic Committee Chief Executive	Matt Carroll
International Olympic Committee members from Australia	John Coates
Olympic athlete	Bronte Barratt
Paralympics Australia President	Jock O'Callaghan (Vice President)
International Paralympic Committee Governing Board members from Australia	Robyn Smith
Paralympic athlete	Kurt Fearnley
Independent Directors which includes the President (five)	Andrew Liveris (President), Rob Scott, Sarah Kelly, Brett Clark, Shelley Reyes
Prime Minister of Australia nominees (four)	Hon. Richard Colbeck MP (Vice President), Ted O'Brien, Tracy Stockwell, Rebecca Frizelle
Queensland Premier nominees (four)	Hon. Anastacia Palaszczuk MP (Vice President), Hon. Steven Miles MP, Patrick Johnson, Natalie Cook

Hawker Britton

Government Relations Strategy

Brisbane Lord Mayor	Adrian Schrinner (Vice President)
Brisbane Lord Mayor nominee	Cr. Karen Williams

The inaugural meeting of the Board was held on the 27th of April, with its first priority to recruit a Chief Executive Officer.

Social Objectives

Carbon Neutrality

In March 2020, the International Olympic Committee announced that all Olympic Games will be “climate positive” from 2030 onwards. Brisbane 2032 is now in the process of developing a carbon budget and refining strategies to achieve a climate positive Olympic Games in partnership with the IOC. The carbon budget will strive to align the Olympic Games with what science says is required to limit global warming to well below 2.0°C, preferably to 1.5°C, compared to pre-industrial levels.

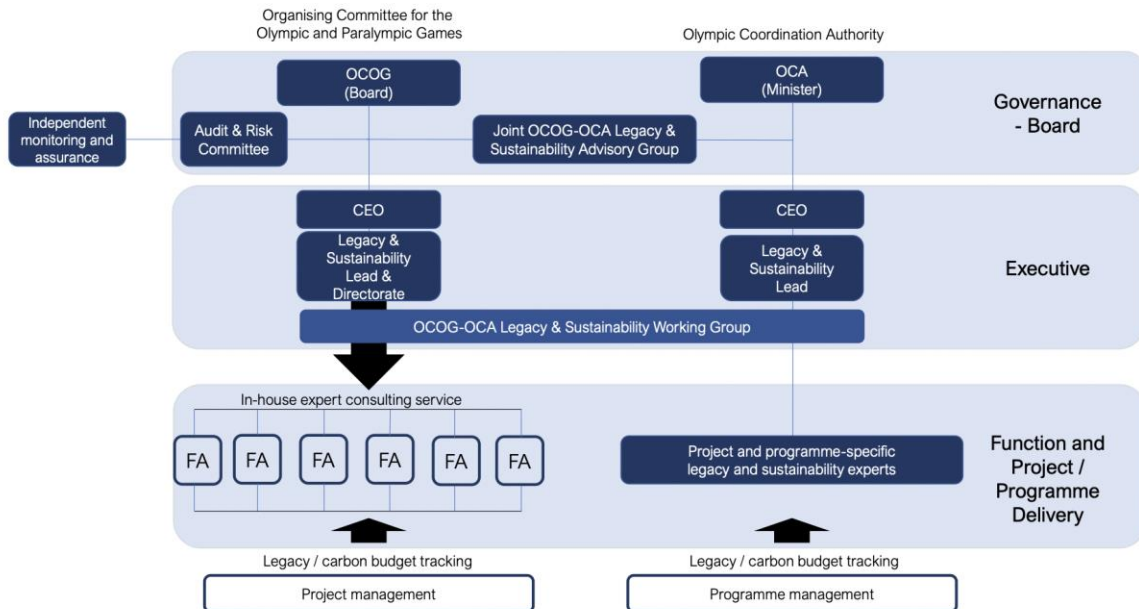
Project and programme managers will have formal tracking obligations in relation to carbon budget management and broader sustainability initiatives, alongside their schedule, financial and risk management responsibilities. Sustainability specialists will be appointed to provide infrastructure delivery, government services, legacy and sustainability oversight.

To achieve carbon neutrality, carbon management strategies will be guided by four key principles:

- Minimising the Games’ footprint as much as possible before compensating more than 100% of residual emissions
- Continuously improving emissions forecasting and measurement to support evidence-based decision making
- Ensuring consistency and transparency across the event lifecycle to promote accountability and comparability
- Influencing to create change and deliver verifiable climate positive outcomes for Queensland and Australia, including by promoting shared responsibility.

Hawker Britton

Government Relations Strategy



Utilisation of Technology

The 2032 Games seeks to embrace and leverage digital and technology opportunities. Virtual experiences will be core to the 2032 Olympics and Paralympic Games to target international and interstate audiences. Some of the innovative proposals are:

- Leveraging Queensland's digital / film production capability, to enable each eligible athlete to produce a compelling, quality short digital story
- AR integrated into the Brisbane 2032 mobile application
- Virtual seating solutions
- Social gamification features
- Driven-by-data content strategy to amplify Live Sites around the world

The Brisbane 2032 strategy for non-ticket holders will take advantage of current and emerging technologies that merge virtual and physical fan experiences, while expanding the engagement footprint to create seamless consumption opportunities from home.

Timeline to 2032

The first official report outlining a detailed delivery programme and specific quantifiable targets is expected to be released in mid-late 2022. Subject to ongoing monitoring and review, the major planning and delivery phases for the Games are summarised below.

Phase
Start up
IOC – Brisbane 2032 legacy workshop / advisory support
OCA and OCOG constituted
Foundation planning following selection as host
Finalisation of Legacy Stimulus Fund mechanism and establishment of rolling funding partnership framework
Integrated monitoring programme developed and initial report
Updated strategic plans and validation of 10+10+ years targets
Phase 1 – Pre-Games operations
Updated comprehensive Games-related legacy plan 10+10+ years
Annual monitoring and reporting
Games-time legacy plan development
Legacy programme implementation
Phase 2 – Games-year operations
Plans for Games-time delivery arrangements completed
Post-Games transition plan development
Games-time legacy plan delivery
Phase 3 – Post-Games transition
Implement post-Games transition plan
Confirm post-Games operational arrangements +10 years
Phase 4 – Post-Games operations
Review pre-Games delivery and update legacy planning
Establish longitudinal post-Games legacy arrangements and forward plan (to be reviewed annually)
Annual monitoring and reporting
Games +10 years milestone report and associated review

The Australian Federal Election will be held on the 21st May 2022. Thus, the Prime Ministerial appointees to the Board of the Brisbane 2032 Organising Committee may change.

All three levels of government deliver annual budgets and forward estimates. 2022 and proceeding future budgets are expected to outline timelines for project delivery, specify the budget for infrastructure projects and clarify spending agreements between the three levels of government.

Ahead of the Brisbane Games, the 2024 Olympic Games will be held in Paris and Los Angeles will host the 2028 Olympic Games.

Conclusion

The Games have the ability to deliver significant whole-of-State benefits over a two-decade window. Businesses are encouraged to pitch innovative technology-driven ideas to ensure the 2032 games are carbon-neutral, technology forward and deliver positive long-lasting change in South East Queensland.

Hawker Britton

Government Relations Strategy

Certain business ventures, technology upgrades and product development may take years to plan, implement, and finance. Thus, businesses are encouraged to take a proactive approach and start planning to ensure they are prepared to leverage Olympics procurement opportunities as they start to arise.

All current and future procurement opportunities for suppliers are listed on the [QTenders Government website](#). Businesses can also [register](#) to receive updates directly from the Queensland Government website. Alternatively, your Hawker Britton Consultant is available to discuss potential business opportunities.

Hawker Britton's June 2021 Olympic Update can be accessed [here](#).

For further information about the 2032 Brisbane Olympic Games contact Hawker Britton's Queensland Director, Elliot Stein on +61 431 744 115.