



Brisbane  
Brief

2025



**BNE**



# Acknowledgement of Country

In the spirit of reconciliation, Brisbane Economic Development Agency acknowledges the Traditional Custodians of Country throughout the Brisbane region and their connections to land, sea and community.

We pay our respects to their Elders past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



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# Welcome

Brisbane is the best city in the world and it just keeps getting better.

**Adrian Schrinner**  
Lord Mayor of Brisbane



Brisbane is one of Australia's fastest growing capital cities, with people from all corners of the world choosing to live, work and relax in Brisbane.

Vibrant precincts like Howard Smith Wharves, West Village, South Bank and Fish Lane have helped shape Brisbane's incredible lifestyle.

Our reputation as Australia's lifestyle capital continues to grow, with global publications like TIME Magazine, travel bible Frommer's and the New York Times recognising Brisbane as a great place to visit.

Brisbane is one of the world's Top 40 most sustainable destinations and was the first Australian city to be awarded gold level under the United Nations Sustainable Development Goals Cities Global Initiative.

We are also cultivating an economy that will grow to \$275 billion by 2041, and an infrastructure project pipeline of more than \$25 billion.

With this economic growth comes opportunity for Brisbane to become one of the most connected cities in the world.

A place where residents and visitors – including one of the fastest growing skilled workforces in Australia – can travel with ease between businesses, research institutes, universities, hospitals, parklands, lifestyle precincts and events.

This travel will be aided by the fully electric turn-up-and-go Brisbane Metro services that will transform the city's public transport network to keep Brisbane moving.

Brisbane is experiencing remarkable growth across health, advanced manufacturing and logistics is setting the pace in emerging industries like quantum computing, artificial intelligence and robotics.

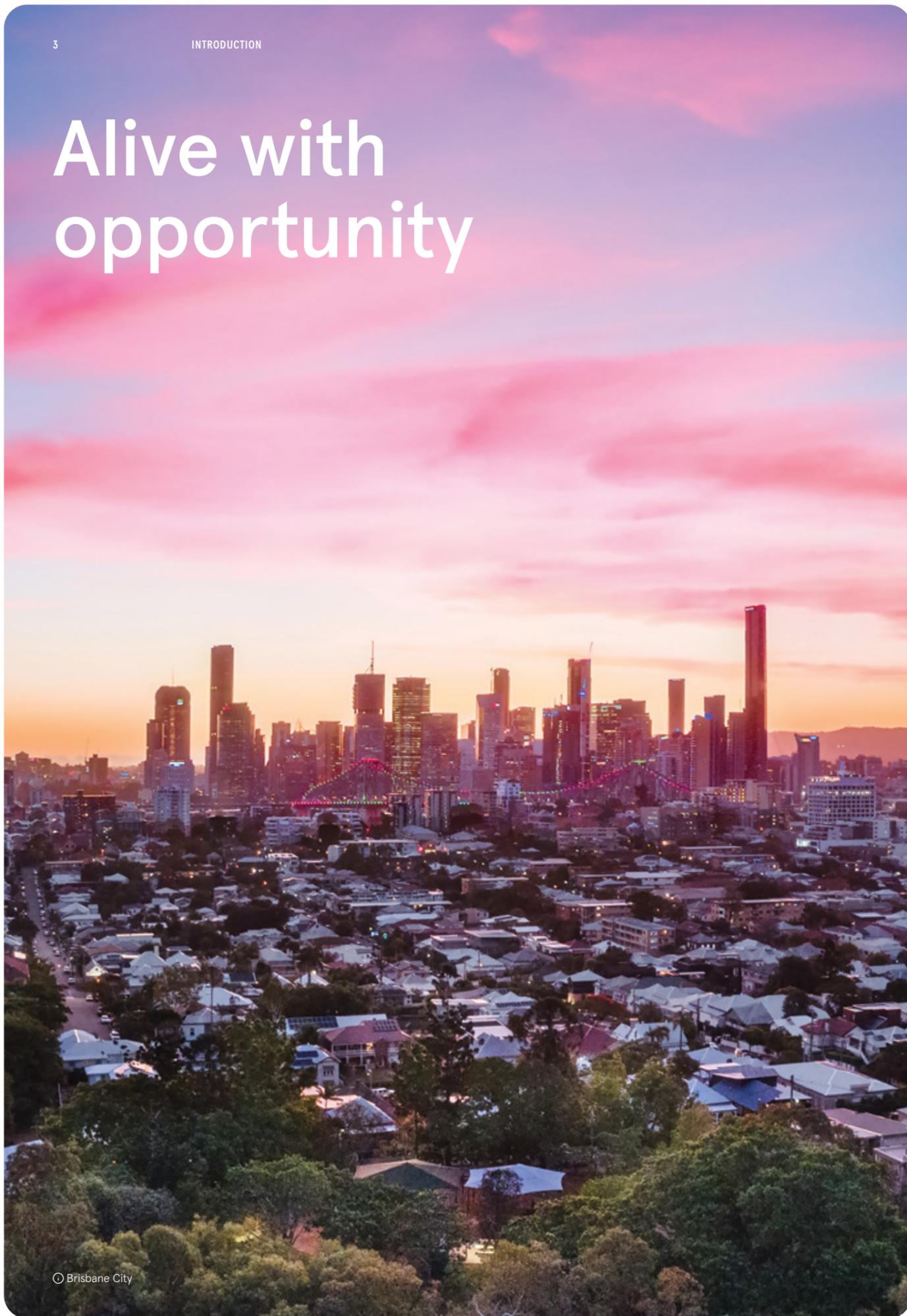
Our creative industries are also thriving on the world stage as the home of international hits like Bluey and Boy Swallows Universe.

Brisbane is on an incredible trajectory and the 2032 Olympic and Paralympic Games will help create a positive legacy that will last well beyond the Games.

In an ever-changing world, Brisbane continues to forge its own path as a leading destination to visit, live, work and invest and we are working hard to ensure it keeps getting better.



# Alive with opportunity



Brisbane is Australia's fastest-growing major capital city. It's that growth and momentum that's helping Brisbane create extraordinary opportunities – and an enviable lifestyle for the people who embrace those opportunities.

## Built for business

As a Global Top 40 Innovation City that's home to more than 140 innovation hubs, Brisbane provides the perfect ecosystem for business. With stable governance and Australia's lowest rate of payroll tax, Brisbane also provides a low sovereign risk business environment. Brisbane City Council is Australia's largest local government, with a consistent and transparent regulatory framework that enables planning approvals to be granted faster than other major cities.

## A global hub

Brisbane is Australia's closest major port to the large Asian markets that will be the world's economic growth engine for the 21st century. With access to free trade agreements and substantial export opportunities to China, Singapore, Japan, South Korea and the Middle East, Brisbane's export growth is predicted to increase by 41% over the next 10 years. This is supported by a \$25 billion infrastructure pipeline that includes port, rail and airport expansions.

## A culture of collaboration

Brisbane is a place where great ideas are celebrated and supported. The city's unique commercial culture is driven by genuine collaboration, with leaders across business, industry, research and government working as a team to build connections and fast-track investment, business growth, tourism and event opportunities.

## Top talent

People from all corners of the world are choosing to live and work in Brisbane. Brisbane is a strong incubator and attractor for talent across several industry sectors, with leading education and research institutions; the greatest statewide skills availability in mainland Australia; and the highest rates of technical and trades education attainment in the country.

## Unrivalled lifestyle

From acclaimed dining and entertainment precincts, and a packed calendar of major events to lush parklands, Brisbane is Australia's lifestyle capital. With 240 days of sunshine a year in which to enjoy the city's amenities and surrounding natural wonders, such as Moreton Bay, world-class beaches and the Scenic Rim, it's no wonder TIME Magazine, travel bible Frommer's and the New York Times have all named Brisbane one of the top places in the world to visit.

# Why Brisbane?

# 240

Days of sunshine a year

# 365

Islands in Moreton Bay

# \$10.7<sup>B</sup>

Visitor spend year ending June 2024\*

# \$25<sup>B</sup>

Infrastructure pipeline

# #1

Restaurant in Australia 2023: Agnes

# #1

Hotel in Oceania 2024: The Calile Hotel

# #1

Fastest growing major Australian capital city over 10 years

# \$275<sup>B</sup>

Economy by 2041

# ONE OF THE BEST PLACES TO VISIT

NEW YORK TIMES

52 Places to Go in 2024

TIME MAGAZINE

World's Greatest Places of 2023

FROMMER'S

Best Places to Go in 2024

LONELY PLANET

Tangalooma: The World's Best Beach to See Nature in 2024

# TOP 40 INNOVATION CITY

Global City Rankings 2023

# TOP EDUCATION

Australia's #1 university: The University of Queensland

# BLUEY

Home to Ludo Studio's *Bluey* - one of the most watched television series in the world

# BOY SWALLOWS UNIVERSE

Home to Boy Swallows Universe, and Netflix's adaptation which ranked #5 in global viewership

# 2032

Host City of the Brisbane 2032 Olympic and Paralympic Games

For all data and statistics mentioned throughout, please refer to BEDA's State of the City Report 2024.

\*Tourism Research Australia

# Cleared for take-off

Brisbane has grown faster than any other major Australian capital city over the past decade, and it's confident in its economic future.

**\$275<sup>B</sup>**

Economy by 2041

**#1**

Fastest growing working-age population among Australia's major centres



© Brisbane City

Brisbane's economy is forecast to grow to \$275 billion by 2041, adding over two-thirds to its annual output. The city's diverse industry strengths, an infrastructure pipeline of more than \$25 billion, and the fastest growing working-age population among Australia's major centres, are all driving its economic momentum.

Brisbane's infrastructure pipeline investments are of olympic proportions, as the city prepares to host the Brisbane 2032 Olympic and Paralympic Games. These investments include the Brisbane Metro; Cross River Rail; city bridges; and major developments such as Queen's Wharf, Waterfront Brisbane and the state-of-the-art Brisbane Live Arena. These projects not only enhance connectivity within the city but also bolster Brisbane's appeal as a global destination for business and leisure.

The city's blue-chip sectors include health, as home to the largest health ecosystem in the southern hemisphere; the knowledge economy, backed by the highest growth in professional services in Australia; and the building economy, with the strongest demand for prime grade real estate in Australia, driving property and construction opportunities.

Advanced manufacturing is a key growth sector, with a 10-year real growth forecast of 29%. Access to the world's largest markets, coupled with innovative ventures and incubators, has already led the sector's exports to grow by 127% in the past decade. The World Economic Forum named Brisbane's home state of Queensland a Global Advanced Manufacturing Hub in 2020.

Transport and logistics is another major growth industry, driven by significant investments in passenger transport, Australia's most efficient freight network, and unbeatable access to the Asia-Pacific region, home to \$90 trillion in economic activity each year.

The city's experience economy is forecast to grow by 41% by 2031. This growth will create opportunities for expanded tourism and entertainment infrastructure investment to service increased demand during the next decade.

Brisbane is also setting the pace for global innovation in quantum computing, air mobility, medical technologies, life sciences and creative industries, with the city's highly-skilled workforce, world-class research facilities and collaborative culture driving the emergence of these fast-growing industries.

## A city of strategic advantages and dynamic industries

Brisbane's population growth and global connectivity has seen the city's economy boom. Established industries are seeing record investment, while the industries of the future are beginning to emerge, creating jobs and attracting global attention.



© Wing

### Strategic advantages

#### A deep talent pool

Brisbane's talent base is being supercharged, with population growth forecasted to increase by 2.1% every year to 2046. It's not just our enviable lifestyle that's attracting talent to Brisbane – the city is also home to a range of leading education and research institutions, including The University of Queensland, Australia's highest ranked university. Brisbane's home state of Queensland boasts the greatest statewide skills availability in mainland Australia.

#### Australia's most efficient freight network

Mobility and connectivity are necessary for a flourishing economy, and Brisbane's freight network is more efficient than any other major capital. Major expansions at Brisbane Airport (BNE) and the Port of Brisbane underscore the city's commitment to becoming a global logistics hub.

#### Prime real estate

Brisbane leads Australia's major centres in key indicators of commercial property demand. Absorption of prime grade office stock is 65% higher than the next strongest market, and year-on-year rental growth is three times higher than the national average. Despite this, office rents are still lower than comparable Australian and international cities, adding to Brisbane's appeal as a destination for business expansion.

#### A feast of riches

Perfectly positioned at the centre of a 360-degree food bowl, Brisbane provides unrivalled access to a wide variety of agriculture commodities and an enviable pipeline of world-class ingredients. Brisbane Economic Development Agency delivers the Future Food Initiative to globally advance food and beverage companies. This accelerator has helped to scale more than 90 companies, representing hundreds of millions of dollars to the Brisbane economy.

#### Ideally located

Brisbane is the heart of the South East Queensland region, which is expected to grow to six million people by 2046. And as Australia's northernmost city of more than a million people, Brisbane is perfectly positioned as an Asia-Pacific hub. For instance, Brisbane has faster shipping to Tokyo than any major Australian port. With strong economic and cultural ties across the Asia-Pacific region, which conducts 47% of global trade, Brisbane's export growth is predicted to increase 41% by 2031.

### Sector strengths

#### Health

Bolstered by world-class education and research, strong government support and a surging export sector, Brisbane has the largest health ecosystem in the southern hemisphere. Having given the world several game-changing health innovations, including Cochlear hearing implants and the world's first cancer vaccine, Brisbane is now home to more than 100 health and biotech facilities and a globally competitive life sciences sector. This industry is linked by a knowledge corridor that runs 5km north to south through the inner city.

#### Transport and logistics

Major investments in passenger transport, including the Brisbane Metro and Cross River Rail projects, combine with the largest runway capacity in Australia; the nation's most efficient freight network; and fast-growing port and warehousing capabilities to make transport and logistics a key driver of Brisbane's economic growth. Brisbane boasts excellent access to Asia and is Australia's closest major port to the region, connecting directly to a \$90 trillion economy.

#### Building economy

Brisbane's rapid population growth is creating significant demand for new residential and commercial property, and positioning Brisbane's property and construction sector to outperform other markets. The city's extensive \$25 billion infrastructure pipeline also creates opportunities for ongoing contracts, while a growing property and construction industry is driving innovation within the sector.

#### Advanced manufacturing

Brisbane is home to the most innovation hubs per capita in the country, giving Brisbane-based manufacturers the inside track to capitalise on their research and development. World-leading robotics research is giving manufacturers opportunities to grow through automation, and the city is also home to lucrative medical and food manufacturing. As the Asia-Pacific market continues to grow, so will demand for high-value manufactured goods, adding to the opportunities for advanced manufacturing in Brisbane.

#### Experience economy

Brisbane's experience economy has grown tremendously over the last decade, and it's not stopping, with nation-beating revenue per available room (RevPAR) growth, creating excellent opportunities for new hotel development. Brisbane is listed as one of the New York Times' 52 Places to Go in 2024 – and with massive upgrades to visitation infrastructure and experiences, including the \$5 billion expansion of the Brisbane Airport, the city will be perfectly positioned to capitalise on the global spotlight that comes with hosting the Brisbane 2032 Olympic and Paralympic Games.

# 41%

10-year export growth forecast (2021–2031)

# \$10.7<sup>B</sup>

Visitor Economy, Tourism Research Australia data year ending June 2024

### Emerging sectors

#### Air mobility

Brisbane is a leader in the advanced air mobility (AAM) industry, with companies such as Wing delivering packages by drones at speeds up to 110km/h. Backed by Alphabet, Wing has completed over 350,000 deliveries globally, with the majority in South East Queensland. Brisbane's supportive regulatory environment and growing population make it an ideal hub for drone delivery innovation. Additionally, the Council of Mayors South East Queensland has signed a memorandum of understanding with air mobility provider Wisk Aero, demonstrating a forward-thinking attitude to innovation.

#### Quantum computing

Brisbane is uniquely positioned to drive the quantum computing revolution, as the sector grows to a potential \$2.2 billion by 2030. The city will be home to the world's first commercially useful quantum computer. The utility-scale fault-tolerant quantum computer will be built by PsiQuantum, with investment from both the State and Federal Government.

#### Creative industries

Brisbane's vibrant creative industries are thriving on the world stage. The city is home to Ludo Studio's Bluey, the most streamed TV show in the United States, and Boy Swallows Universe, a Netflix adaptation which has ranked #5 in global viewership. The city also hosts leading post-production companies like Ait.VFX, and has attracted major film productions including Baz Luhrmann's Elvis and Marvel Studios' Thor: Ragnarok.

Each year, QMusic's BIGSOUND festival features hundreds of artists across more than 50 live music venues, uniting top music industry voices to support Brisbane's live music scene.

# Game-changing Infrastructure

Brisbane is growing rapidly. The economy is fuelled by infrastructure development, attracting a wave of new investment and migration. Brisbane's skyline, accessibility and lifestyle offering is set to evolve with a strong pipeline of city-shaping projects.

**\$25<sup>B</sup>**

Infrastructure pipeline

**2032**

Host City of the Brisbane 2032 Olympic and Paralympic Games

## City shapers

The multi-billion-dollar Queen's Wharf multipurpose residential and entertainment precinct, which has commenced a staged opening, will transform Brisbane's city centre. With new luxury retail, dining and accommodation options, including The Star Grand, Rosewood and Dorsett, it will become a major landmark for the city. Along with the \$2.5 billion Dexus Waterfront Brisbane development slated to open from 2028, these projects are set to transform 8.4 hectares of public space along Brisbane's riverfront, further enhancing the city centre's diverse range of dining, entertainment and recreational activities.

## City movers

Brisbane will be bolstered by more than \$7 billion in public transport infrastructure projects. These transformational projects include the all-new high-capacity, turn-up-and-go Brisbane Metro, and Cross River Rail, a 10km rail line running across and under the city. The Breakfast Creek/ Yowoggera Bridge opened in early 2024 as part of the Bridges for Brisbane Program, with more pedestrian bridges set to open from late 2024, connecting popular inner-city precincts and boosting active transport options. Brisbane Metro and Cross River Rail's connectivity will accelerate cooperation between the high-tech, science and knowledge economies centred around Brisbane's inner city, including the Herston Quarter, Mater Hill, Boggo Road Innovation Precinct, and the Brisbane Technology Park.

## Cultural spaces

Cultural spaces are also taking centre stage. A new \$175 million, 1,500-seat theatre in the city's South Bank cultural precinct is set to open to audiences in 2026, making the Brisbane-based Queensland Performing Arts Centre (QPAC) the largest of its kind in Australia. Brisbane Powerhouse, the city's home for contemporary culture, has a year-round outdoor cinema, as well as an alfresco theatre that hosts concerts, cabaret, comedy, and circus events in the great outdoors. Coupled with the Queensland Art Gallery and Gallery of Modern Art (QAGOMA) and the Queensland Museum, which rank among the most visited Australian cultural venues, Brisbane's cultural scene is hard to beat.



© Brisbane City Hall

## Brisbane 2032 Olympic and Paralympic Games

Brisbane is consistently ranked as one of Australia's best sports cities, and its reputation as a world-class sport destination will only gather momentum in the lead-up to the Brisbane 2032 Olympic and Paralympic Games.

At least 80% of the proposed venues will be either existing or upgraded, and new and upgraded facilities are being purpose-designed to meet the needs of the growing population first and foremost, ensuring a legacy with long-lasting benefits for the community. For instance, upgrades to the Chandler Sports Precinct will improve accessibility and connectivity throughout the venue, making it more equitable and usable for all.

New venues will include the state-of-the-art Brisbane Arena, addressing a significant need in the city by offering a world-class facility for premier live events. Designed for maximum accessibility, the arena will be connected to all major transport networks.

The Brisbane Athletes Village, to be located within the Northshore Hamilton Priority Development Area, will provide new permanent dwellings for Brisbane's growing population after the Games, and create opportunities for new hotel stock.

# Connectivity

Brisbane's status as a global city is grounded in its strategic location, sharing workday time zones with the powerhouse economies of the Asia Pacific.

# 24/7

Brisbane Airport operations & largest runway capacity in Australia

# 20<sup>MIN</sup>

Commute from Brisbane Airport to the city centre

# #1

Closest major port to the world's largest Asian markets

While Europe and Great Britain sleep, Brisbane workers are supporting global business operations. Travel and trade are easy, thanks to growing national and international connections through rail, air, sea, and road. With a rapidly growing population comes a growing customer base, and an increasing need for products to be transported and stored. Third-party logistics providers are in great demand in Brisbane, as manufacturers concentrate on core capabilities and outsource services such as warehousing and cold storage.



© Port of Brisbane



© Brisbane Airport

## Aviation

With 24/7 operations, Brisbane Airport has direct connections to 61 domestic destinations and 32 international ports, and has won four Best Airport titles in the Skytrax World Airport Awards. Its twin runway enables the highest aviation capacity in Australia, achieving up to 110 aircraft movements an hour. By 2040, Brisbane Airport is forecast to facilitate more than 50 million passengers a year, alongside significant cargo operations. This puts Brisbane Airport on par with major Asian hubs, supercharging the city's logistics and supply chain appeal, and assisting Brisbane to attract major global companies such as Amazon, Direct Couriers, and Asahi.

Archerfield Airport, just 11km south of the city, has recently undergone a \$17.8 million upgrade, boosting the infrastructure and service offering at the core of a bustling industrial hub.

## Port of Brisbane

The Port of Brisbane is an expanding, multi-commodity port and Queensland's largest general cargo port, facilitating half of the state's trade exports, totalling approximately \$55 billion. As one of Australia's fastest-growing container ports, the Port of Brisbane manages over 2,155 vessels annually, delivering space for 32 million tonnes of trade in 2023/24\*. The 224-hectare Future Port Expansion will boost capacity in line with population and business growth, with its unique location at the mouth of the river enabling one of the largest land reclamations in the southern hemisphere.

The Brisbane International Cruise Terminal, a new world-class \$177 million international cruise terminal, is also located at the Port of Brisbane, with capacity for the world's biggest cruise vessels.



© Brisbane International Cruise Terminal

\*Port of Brisbane News, 2024, <https://ftalliance.com.au/newsdetails/32904>

# CONNECTED

“Brisbane Airport connects our vibrant city to the world, and from Brisbane, we link travellers to more than 60 airports across Australia. We’re investing \$5 billion over the next decade to sustainably enhance Brisbane’s position at the forefront of global connectivity, boosting business, tourism, and beyond.”

Gert-Jan de Graaff, Brisbane Airport, Chief Executive Officer



# TO THE

# WORLD

- Direct flight
- Connecting flight to key markets

# Opportunity

Brisbane's sustained economic growth, growing population, globally renowned research and educational institutes, and reputation for technical innovation create a wealth of opportunities.

TOP  
**40**

Global Top 40  
Innovation City

#**1**

Largest Health  
Ecosystem in the  
Southern Hemisphere

## Tourism

Tourism is a significant contributor to Brisbane's economy, with the potential to generate an additional \$6.5 billion annually by 2031. The city excels in both leisure and business tourism, with a wide range of facilities and a global reputation for excellence.

Brisbane's accommodation market continues to grow, featuring premium hotels from leading international and boutique brands. The past decade has seen record tourism infrastructure investment, including new luxury hotels as part of the \$3.6 billion Queen's Wharf development, alongside new restaurants and leisure offerings.

As Brisbane evolves, rising demand for more hotels and tourism experiences presents growth opportunities for investors.

## Construction and property

Brisbane's construction sector offers significant investment and expansion opportunities, with a \$25 billion infrastructure pipeline and forecast growth of 41% by 2031.

The strong demand for office and mixed-use precincts spaces provides market entry opportunities, while the growing PropTech industry fuels property innovation. Government support is opening market opportunities for social and affordable housing, and demand for sustainable design and construction is enhancing Brisbane's environmental, social and governance (ESG) credentials.

Developers like Singapore's Wee Hur Holdings are capitalising on the opportunities in this sector. The company says Brisbane's combination of growth, marketability and lifestyle make it the ideal destination for investment.

## Health and research

Brisbane's thriving start-up culture and world-class medical research and healthcare facilities have led to health innovations with global impact. Queensland is home to \$11 billion in new health infrastructure projects, and more than 160 clinical trial sites. Incentives from both the Federal and State Governments have helped to make clinical trials in Australia 60% cheaper than the United States.

Homegrown companies are pioneering next-generation approaches for addressing diseases and improving human health. Microba's world-leading technology is driving the discovery of novel therapeutics for major chronic diseases and powering global testing services, while Vaxxas is commercialising needle-free technology that dramatically enhances the performance of vaccines.

## Agriculture and food

Queensland, the home state of Brisbane, is responsible for 49% of Australia's total beef production, with an annual export value of \$7.1 billion, according to the Department of Agriculture and Fisheries. Brisbane also hosts many of Australia's major export-certified protein processing facilities.

The city's logistics and transport infrastructure, coupled with its connectivity to global markets that have an appetite for fresh, top-quality Australian produce, offers strong opportunities for food and agricultural investments. Companies like Scottish craft brewer BrewDog are leveraging Brisbane's growth and market access to serve the Asia-Pacific region.

The city's food innovations include advancements in protein production, alongside significant AgTech research which has enabled faster growth of avocados, turning sugar cane crop waste into renewable fuel, and enhancing the taste of meat products.



© Convergen Medical V01 Surgical Robot

## Technology and advanced manufacturing

Brisbane boasts numerous early-stage startups, high-growth businesses and acquisition targets in fields including advanced manufacturing, hyper-personalised medicine and digital connectivity, fostering pathways in AI and robotic automation.

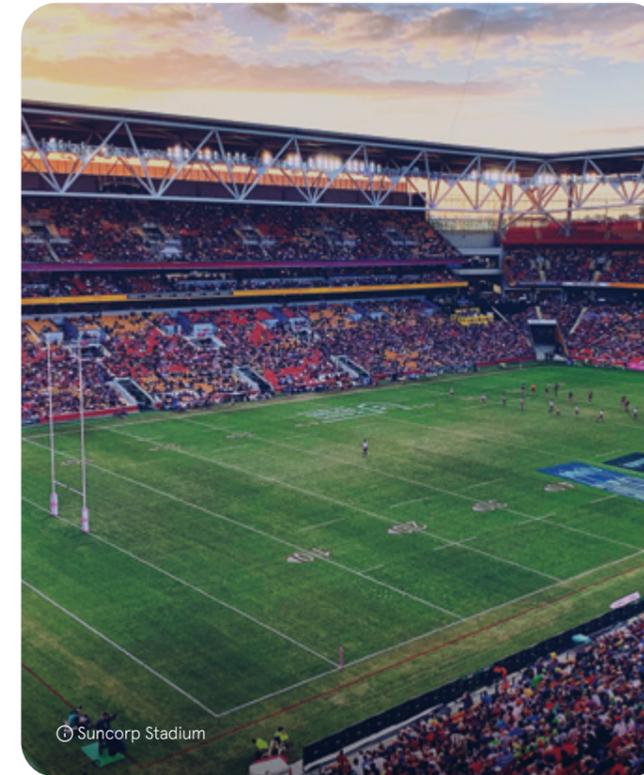
As a Global Top 40 Innovation City, according to 2THINKNOW's Innovation Cities Index, Brisbane is home to more than 140 innovation hubs, including the Advanced Robotics for Manufacturing Hub (ARM Hub), the Australian Robotics Centre and the Translational Research Institute (TRI), a nation-leading medical facility. Brisbane-based businesses have a unique opportunity to capitalise on these capabilities.

International companies including Terra Drone, ST Solutions Australia (Softbank) and Trumbull Unmanned have also landed in Brisbane, and are working with governments, researchers, start-ups, universities and businesses to expand their technology and capacity.

## Endlessly eventful

Brisbane's event calendar is packed with Australian-first premieres, global conferences and headline-making world-class events across sport, culture, science, design, and the arts.

© Fortitude Music Hall



© Suncorp Stadium

## Sporting showdowns

Brisbane's world-class venues, infrastructure, accessibility and sports-loving culture have helped the city to develop a reputation for drawing the very best events. There's no place quite like Brisbane on game day, which is why Australia's National Rugby League (NRL) competition has partnered with Brisbane to host one of the nation's most loved and economically beneficial events in Magic Round Brisbane – attracting 140,000 ticket holders to the city over one spectacular weekend. Suncorp Stadium consistently ranks in the top five rugby stadiums globally. From hosting international rugby test matches and showcase events, to the FIFA Women's World Cup, the Australian PGA Championship, the International Cricket Council Men's T20 World Cup, English Premier League matches, the summer of tennis, water polo championships and cycling festivals, the city has most sporting codes covered.

## Good business sense

Brisbane is the ultimate business events host, with a dynamic convention precinct that has everything needed to connect, ignite, innovate and build lasting legacies.

Brisbane is acknowledged as a global scientific hub and a leader in agriculture, food manufacturing, healthcare, resources, and technology. Its sector expertise has attracted significant business events to this compact, walkable city. The city is enhanced by purpose-built convention centres, a variety of meeting venues, international hotels, and an enviable subtropical climate, which promotes a relaxed outdoor lifestyle.

The Brisbane Convention and Exhibition Centre (BCEC) has a global reputation for excellence and has received hundreds of industry accolades, including the coveted AIPC APEX 'World's Best' Convention Centre award.

Brisbane has hosted an impressive and growing array of business events, enabling access to world-class thought leaders and showcasing key industry strengths, including the G20 Leader's Summit, International AIDS Society Conference on HIV Science, Routes Asia and World Mining Congress.



© Brisbane Convention and Exhibition Centre (BCEC)



© Riverfire

## Beating cultural pulse

The annual Brisbane Festival transforms the city, presenting a vivid, artistic and almost magical extravaganza of creativity. The festival offers a diverse line-up of contemporary and classical music, theatre, dance, comedy, opera, and circus, alongside the famous Riverfire – an electrifying pyrotechnics display from bridges, barges and rooftops across Brisbane, attracting one million people annually.

BIGSOUND, the southern hemisphere's biggest music industry gathering and festival, also calls Brisbane home. Some of the world's most influential tastemakers and adventurous music lovers come to the city each year to see hundreds of artists perform – a feat made possible by Fortitude Valley's unique status as a walkable live music precinct, offering one of the best concentrations of live music venues anywhere in the world.

# Lifestyle

Brisbane is an incredible place to live and work – it’s a vibrant, green, and prosperous city, valued for its friendly character and enjoyable lifestyle.

## WORLD’S GREATEST PLACES OF 2023

TIME Magazine

## 52 PLACES TO GO IN 2024

New York Times

## TANGALOOMA: WORLD’S BEST BEACH TO SEE NATURE IN 2024

Lonely Planet



Brisbane has caught the attention of the world, with the city named one of New York Times’ 52 Places to Go in 2024, TIME Magazine’s Greatest Places of 2023, and Frommer’s Travel Guides’ Best Places to Go in 2024.

With clear blue skies illuminated by 240 days of sunshine each year, Brisbane gives residents and visitors alike a quintessentially Australian experience. More than just a city, it’s a diverse subtropical paradise with a distinct ease of living, enhanced by stunning neighbouring regions.

Summer averages 30°C, and winter average minimums only reach 11°C. The city’s subtropical climate makes it perfect for relaxed outdoor living, surrounded by trees and connected to nature, with a plethora of amenities to help make the most of the beautiful weather.

Home to a mix of modern and remarkable precincts and an abundance of activities, the city’s active and outdoor lifestyle is brought to life by close to 6,000km of paths, walkways, and bikeways.

Adding to Brisbane’s reputation as a clean, green and sustainable city, in 2023 Brisbane attained Gold Certification under the United Nations’ Sustainable Development Goals (SDGs) Cities Global Initiative, and Brisbane City Council has set a target to achieve 40% natural habitat cover on mainland Brisbane by 2031. Brisbane’s suburbs are the greenest of any Australian capital, and the city is home to 2,180 parks.

## Distinctive Precincts

Brisbane boasts a blend of contemporary and distinctive precincts, each offering unique and genuine experiences. From riverside spots to lush, subtropical laneways, its neighbourhoods showcase the best in dining, shopping, and urban adventures, all infused with a distinct local flavour.



© James Street

## Diverse Regions

From the coastline of the Moreton Bay Region and the landscapes of the Scenic Rim to the historic charm of Ipswich, the islands of the Redlands Coast and the cultural richness of Logan, the Brisbane region provides a unique mix of experiences.



© O'Reilly's Rainforest Retreat

## Vibrant destinations

Rooftop bars with endless views and award-winning alfresco restaurants serve up menus brimming with globally acclaimed local produce in bustling precincts including Queen's Wharf, Howard Smith Wharves, South Bank, Fish Lane, Eat Street Northshore, Fortitude Valley and James Street.

At the city's heart is Queen Street Mall, one of the largest retail and workforce destinations in Australia. It features over 500 stores that cater to a diverse range of shoppers, seamlessly blending luxury shopping with heritage arcades and a huge variety of boutique stores, ensuring there's something for everyone. With its lively atmosphere, Queen Street Mall is a dynamic focal point of the city's social and economic activity. Its rich mix of retail options, dining experiences, and entertainment venues makes it a must-visit location for both locals and tourists alike all year round – especially at Christmas, when it lights up with daily pop-up performances, roving entertainment and spectacular activations.

## Built for life

The commercial heart of the city centre and the university precincts are compact, walkable, and well-served by public transport. Brisbane is a vibrant city with a surprise around each corner: a heritage building, a laneway bar, an urban garden.

Brisbane also offers high-quality early childhood education that maximises opportunities for both parents and children. In addition to providing 600 hours of free kindergarten, Brisbane's childcare fees are 8% cheaper compared to other major capital cities, and Brisbane has 30% more childcare places available.

Brisbane is home to a university ranked in the world's top 1% and two others in the top 2%. These include Australia's top university, The University of Queensland (UQ), Queensland University of Technology (QUT), and Griffith University – ranked among the top 25 in the Best Universities Ranking by the Australian Financial Review in 2024.

These factors have contributed to the region's status as one of the most popular destinations for Australians to live, attracting young families and growing its workforce.

## Adventure awaits

The Moreton Bay Region, stretching from Brisbane's northern suburbs to the southern edge of the Sunshine Coast, is renowned for its stunning coastline, islands and waterways. Visitors are drawn to Moreton Bay's coastal adventures and exploring Bribie Island's Pumicestone Passage. Watch the sunrise from Redcliffe Jetty, or visit the local markets and vibrant arts and cultural festivals year-round.

Southeast of Brisbane, the Redlands Coast encompasses the southern coastline and islands of Moreton Bay, including North Stradbroke Island / Minjerribah. Known as 'Straddie', this is a popular destination for surfing, sandboarding, and whale watching. North Gorge Walk and Brown Lake are must-sees. On the mainland, the historic Cleveland Lighthouse and Sirromet Winery are always popular, along with farmers' markets and festivals.

Southwest of Brisbane, the Scenic Rim encompasses a vast area of rolling hills, valleys and mountain ranges, including parts of the Great Dividing Range. It's famed for its natural beauty, with national parks, rainforests, and spectacular mountain views. This region is a haven for outdoor enthusiasts, offering extensive hiking trails and

scenic drives. The area is also dotted with wineries, produce stores and farm stays, while local food festivals such as the Scenic Rim Winter Harvest Festival tantalise the taste buds of visitors who crave South East Queensland's renowned produce.

West of Brisbane, Ipswich is a historic city, and one of Queensland's oldest provincial centres. Visitors can explore the Workshops Rail Museum, heritage trails, and the Ipswich Art Gallery. The city hosts events such as Spark Ipswich, a cultural celebration of music, food and fantastical light art, and markets that showcase local produce and crafts.

Situated between Brisbane and the Gold Coast, Logan is a culturally diverse city with a rapidly growing population. The Global Food Market offers international cuisines from Asia to Africa, and visitors can also explore the Chung Tian Buddhist Temple; race at Kingston Park Raceway; wakeboard at Bayside Wake Park; sip on Beenleigh Rum at the Beenleigh Artisan Distillery; or visit the Daisy Hill Koala Centre for a family-friendly outing.

# Nature

Brisbane is Australia's nature capital, a modern, sustainable, open-air city with room to breathe. Home to some of the world's largest sand islands and heritage-listed rainforests, unique escapes and adventures call from the mountains, the city and the bay.

# 2,180

Parks

# 2 OF THE 3

Largest sand islands globally

# 40%

Natural habitat cover by 2031



© Mount Maroon

Brisbane benefits from rich biodiversity, and is home to more than 3,300 species of wildlife and 44,000 hectares of natural habitat.

Over 2,180 parks and waterways run like green arteries through the city. Inner-city green transport, fresh air, water resilience and biodiversity protection are all key priorities, with more than 13,500 street and park trees planted in the city each year.

The South Bank Parklands precinct, a 17-hectare urban playground of riverfront land, includes a rainforest walk, Epicurious Garden, a free public beach and picnic areas. Both South Bank Parklands and nearby Roma Street Parkland, across the Brisbane River, have received the Green Flag Award – a global benchmark standard for the management of green spaces across the world – 10 years in a row.

Brisbane will soon be home to another major inner-city parkland, with plans to turn Victoria Park / Barrambin into a natural retreat and urban park for adventure, discovery and reconnection. The Victoria Park Vision will double the size of the existing park, creating a green link that boosts connectivity between Kelvin Grove, Herston, Bowen Hills and the Brisbane Showgrounds. Ten minutes from the city centre, Mount Coot-tha Reserve

contains more than 1,380 hectares of natural bushland and botanic gardens. In 20 minutes, Manly offers sailing from Australia's largest marina. Go kayaking, canoeing, or cruising along the Brisbane River or in local waterways. Just 15km from the city centre, you'll also find Lone Pine Koala Sanctuary – the world's first and largest koala sanctuary.

Just an hour beyond the city, connect to Brisbane's ancient origins at the World Heritage Gondwana Rainforests, full of rare and exotic creatures, plants and breathtaking scenery. The vast Pacific Ocean is also on the city's doorstep. Visitors can island hop Moreton Bay's 365 islands, and meet the locals that call this paradise home – whales, dolphins, dugongs and manta rays are just a few.

In 2024 Lonely Planet crowned Tangalooma Beach on Moreton Island / Mulgumpin the World's Best Beach to See Nature, ranking the pristine destination among the top 100 beaches in the world. Surf seekers can also catch the perfect wave at North Stradbroke Island / Minjerrabah.

# Diversity & Culture

Brisbane is a city that truly offers something for everyone. Experiences are unique, culturally diverse and inclusive, and connected to the community.

# #1

Restaurant and Hotel  
in Australia 2023

# TOP 50

World's most  
visited art gallery

# 1 IN 3

Residents have a  
multi-cultural  
background



© Queensland Performing Arts Centre

It's a place where the world's oldest living continuous culture can be experienced first-hand, with First Nations experiences on offer, ranging from dance and art to tasting and cooking with traditional native ingredients.

Brisbane is a multicultural city, with more than a quarter of residents born overseas. Brisbane hosts one of the largest citizenship ceremonies in Australia, annually welcoming thousands of people hailing from varied cultures including Great Britain, China, India, and South Africa as citizens. These cultures are celebrated through hundreds of community festivals each year.

Brisbane is committed to universal inclusion of all residents and visitors, including the lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ+) community. Brisbane City Council was the first local government in Queensland to publicly support the legalisation of marriage regardless of gender, sexuality or gender identity, and Brisbane City Hall and the iconic Story Bridge are illuminated each year to mark the International Day Against LGBTQIA+ Discrimination.

Brisbane is a beacon of culture. The expansive Queensland Art Gallery and Gallery of Modern Art (QAGOMA) consistently ranks among the most visited Australian art galleries, and in the world's top 50. QAGOMA houses more than 20,000 artworks including the world's largest collections of contemporary Asian and Pacific works, and hosts the renowned Asia Pacific Triennial of Contemporary Art.

Based nearby, in the heart of Brisbane's Cultural Precinct, is the Queensland Performing Arts Centre, the State Library of Queensland, and the Queensland Museum – the most visited museum in Australia, and the only venue to host the World Science Festival outside of New York.

Across the river is the Museum of Brisbane, housed in Brisbane's City Hall, with exhibitions celebrating the city's people and places.

And Brisbane Powerhouse is one of the busiest performing arts centres in the Asia-Pacific region, with over 1,250 live shows each year, including Melt, the annual festival of queer art and culture.

Dance is also celebrated at the Thomas Dixon Centre, the home of Queensland Ballet, which recently underwent a transformative redevelopment. The upgraded facilities include a state-of-the-art proscenium arch theatre, six dance studios (one of which is dedicated to the community), multiple function spaces, and dedicated workspaces for arts professionals. This renovation has transformed the heritage-listed building into a vibrant performing arts destination and cultural precinct, elevating theatre experiences to a new level.

Brisbane hosts a large number of internationally renowned circus companies, including Circa and Flipside Circus. The city is also the home of the Brisbane Circus Centre, a purpose-built training and presentation space.

The city hosts Australia's leading free live-music program, City Sounds. Fortitude Valley is home to Australia's first designated entertainment precinct and is renowned as the spiritual home of live music in Australia. Come nightfall, the Valley's streets pulsate with live beats from iconic venues such as The Fortitude Music Hall and The Tivoli.

In 2024, The Calile Hotel in Brisbane was named the 25th best hotel in the world and the best hotel in Oceania by the World's 50 Best Hotels awards. The Calile stands out with its unique blend of modernist Miami and Palm Springs styles, featuring a central pool deck and six top-tier dining options.

Restaurant openings across Brisbane have been many and varied, with the city quickly claiming its position as a top gastronomic destination. Nestled on an unassuming street in Fortitude Valley, Agnes was named Australian Gourmet Traveller's Restaurant of the Year in 2023. Its wood-fired cooking techniques and artistic dishes have gained Agnes significant acclaim in the Australian dining scene.

## About BEDA

Brisbane Economic Development Agency (BEDA) drives the sustainable economic growth of the city. As Brisbane's champion, BEDA works closely with government and private sector organisations to enhance and promote the city's reputation globally and drive demand for Brisbane.

BEDA drives investment demand for the city, supporting potential domestic and international investors with full market entry and expansion strategies, and supports new and established local businesses to grow through the Brisbane Business Hub.

BEDA is also the city's official Convention Bureau, securing and supporting business events to create successful and enduring outcomes for both event organisers and local businesses. BEDA attracts and supports the delivery of major events from cultural festivals to international sporting events.

BEDA is the Regional Tourism Organisation (RTO) for Brisbane and the five surrounding regions of Redlands, Scenic Rim, Moreton Bay, Logan, and Ipswich. In this role, BEDA promotes these regions and supports the development of new tourism products, ensuring a warm welcome and memorable experiences for all.

### BEDA's Strategic Focus Areas

#### Lead sustainable economic growth

BEDA delivers high value economic opportunities for long term positive impact by:

- Attracting, retaining and reshoring businesses, investment and talent.
- Enticing more visitors to stay longer and spend more.

#### Grow local business

BEDA develops impactful relationships that engage and assist local industry to prosper by:

- Building a collaborative, connected and supported community.
- Providing an environment that enables local business to grow and scale.

#### Raise global profile

BEDA grows Brisbane's reputation as a globally desired destination by:

- Driving awareness of Brisbane as a global destination for business and visitation.
- Engaging stakeholders, industry partners and media to amplify Brisbane's profile.
- Leveraging Brisbane's status as an Olympic and Paralympic city.

Contact the BEDA team to start your Brisbane journey:

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**BNE**