



**Business  
Chamber**  
QUEENSLAND

Queensland  
Beyond **2032**  
At a glance

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*It's about answering the call  
to **be ready** and to **get ready**  
for one of the greatest business  
opportunities of our  
generation.*

*To think **big**. To think **bold**.  
To think **now**.*

”

*Heidi Cooper, CEO  
Business Chamber Queensland*



Foreword by  
**Heidi Cooper,**  
CEO, Business Chamber  
Queensland

From July through to September 2032, the eyes of the world will turn to Brisbane and Queensland as we host the 2032 Olympic and Paralympic Games.

It will be a time of national pride, global attention, communal celebration and elite sporting performance that distils a lifetime of dedication down to the agony and ecstasy of split seconds.

For Queensland's business community, it is a once-in-a-generation opportunity to reimagine and refashion our state as a contemporary and competitive global player, in the lead-up to, and beyond, 2032.

Through the catalyst that is the Olympic and Paralympic Games, we can enhance Queensland's growth – for both the decade preceding 2032 and the years that will follow.

And it all comes down to the power of a single word – opportunity.

As shown in the legacy of previous host cities, global sporting events such as the Olympics and Paralympics serve as a powerful springboard for transformation and innovation across all areas of our state.

They create the motivation and opportunity to advance the business experience from sustainability and economic growth, to prosperity and positive legacy.

To realise a positive business outcome, there must be careful consideration of both the opportunities and challenges.

As the state's peak body for business, Business Chamber Queensland will lead a conversation that, ultimately, comes down to one key outcome: positioning the whole Queensland business community and economy beyond 2032.

We are identifying the opportunities and challenges, building capability, promoting sustainability, creating a framework for partnership and working with stakeholders at every level to ensure all of Queensland shares in the benefits, economic and otherwise, of 2032.

This is a powerful interplay of consultation, leadership, partnership and engagement that works with government, with industry, and with the regions, to map out exactly where Queensland is heading as a state – and where and what we want it to be post 2032.

Our Queensland Beyond 2032 Business Outlook represents our vision of how the Games journey can unfold, building on our legacy as the state's peak body for business and as a member of an international chamber network with unparalleled insights into the global business landscape.

Drawing on this, we present one of the most comprehensive, timely and trusted snapshots of Queensland business conditions, sentiment and expectations for beyond 2032. In forming our Queensland Beyond 2032 Business Outlook we spoke to businesses and industries from Gympie to Geneva to understand the Queensland business environment in the context of the global experience. And we've shared some of those insights here.

Our objective with our Queensland Beyond 2032 Business Outlook is to answer the call to be ready and get ready to take up one of the greatest business opportunities of our generation.

To think big. To think bold. To think now.



# Introduction

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In this prelude to our upcoming Queensland Beyond 2032 Business Outlook, Business Chamber Queensland offers a panoramic preview of the path that lies ahead for the state's business landscape.

This Outlook will offer further analysis, rich data, comprehensive business stories and a valuable resource for future business and industry planning.

With a history of business representation and advocacy stretching back more than 155 years, Business Chamber Queensland supports and empowers Queensland businesses to prosper both now and into the future.

Through practical guidance, informed leadership and innovative thinking we empower businesses in every

region, across every industry and of every size to capitalise on the extraordinary opportunities available in Queensland.

At the pinnacle of Olympics and Paralympics impact is a celebration of elite sportsmen, sportswomen and their teams, international tourism, increased consumer spend in Queensland and a position on the global podium.

It must also be a chance to create a new legacy of urban and regional development, sustainability, infrastructure and global best practice while growing Queensland's reputation for excellence in delivering world-class sustainable events and developing world-class sustainable businesses.

And it starts with considered recognition of both the opportunities and challenges to come.

## We know business matters

As we work through the Golden Decade leading up to the Games, Business Chamber Queensland's sights are firmly fixed on the opportunity they will create and the enduring legacy they will leave behind.

We will champion fair and expansive economic development. This calls for an ambitious vision and a fresh perspective on conducting business; one that transcends geographical boundaries and embraces a global mindset, affirming our dedication to a new era of commerce at local, national, and international scales.

This will involve every business, in every industry, of every size and in every part of the state, whether or not they are directly involved with the Games.

Our Beyond 2032 Business Outlook is the result of extensive consultations with various segments of Queensland's business community, including business owners, regional chambers of commerce, as well as global business leaders, and forums such as the 2023 World Chambers Congress and the OECD.

These interactions encompassed activities such as our Pulse surveys, engagements with regional chambers of commerce and economic development agencies, and workshops with business leaders and industry representatives. Such a comprehensive approach ensured a well-informed and diverse perspective in shaping our insights and recommendations.

The result is four key pillars of focus that will create a thriving business environment over the next decade and beyond. These pillars are:

- Extending the economic horizon in local and global markets
- Capturing the opportunities of digital and innovation
- Growing the future workforce
- Advancing Queensland sustainability

The successful realisation of these pillars will also be the cornerstone of cultivating thriving communities across Queensland. It will pave the way for a host of broader social benefits, particularly in regional areas.

By envisioning a Queensland that thrives economically, socially, and environmentally, we will lay the groundwork for a future where every part of the state can flourish.

Throughout the Queensland Beyond 2032 Business Outlook, the Chamber also explores a range of other themes that will be instrumental in delivering on these pillars, from advancing Environmental, Social and Governance (ESG) literacy, to creating opportunities for our First Nations people.

By advocating for policies and initiatives that support key business needs, Business Chamber Queensland is committed to ensuring a more prosperous and sustainable future for the state.



## The scale of economic opportunity

Beyond being a spectacular sporting event, the Olympic and Paralympic Games are poised to usher in a remarkable era for Queensland's economy. Economic modelling commissioned by the State Government, projects the potential economic and social benefits of the 2032 Games over a 20-year period, starting from 2022\*.

The modelling estimates the Games will deliver \$8.1 billion in direct economic benefits to Queensland and \$17.6 billion to Australia, including the creation of up to 91,600 Full Time Equivalent (FTE) jobs in the state.

More broadly across the economy, benefits are estimated at around \$4.6 billion, while nationally this figure is almost double at \$8.5 billion, primarily stemming from the anticipated boost in Games-induced tourism and trade.

The Games are an unheralded opportunity to fast-track strong future-facing investment, facilitate economic growth and increase business scale and diversity, with an eye to long-term benefits. The key to capitalising on this potential will be a strong focus on partnerships between industry, government and business to deliver on shared objectives.

These economic prospects will drive value chain and workforce diversification but also yield additional advantages for communities. They will generate social value and enrich social capital, with a particular focus on enabling resilient and successful intergenerational First Nations businesses. This presents an inspiring facet of Queensland's economic legacy, fortifying our regions and integrating cultural heritage and value.

## The breadth of social opportunity

While much of the 2032 conversation is anchored in economics, the ability to advance social benefits is also critical in creating an enduring legacy from the Games. And it's a measurable impact, with 2032 tipped to bring in about \$3.5 billion in social benefits for Queensland and \$9.11 billion nationally\*.

On this social front, discernible health benefits, such as increased participation in physical activity, align with more nuanced values, including the rewards of volunteering. Additionally, there is the enduring legacy, strengthened sense of community spirit, heightened prestige and enhanced civic pride residents find in being associated with a host city.

Inclusion and diversity are among the fundamental principles of Olympic and Paralympic Games, as enshrined in key International Olympic Committee (IOC) commitments. This creates unique opportunity and expectation for Queensland to bring together diverse groups, including a focus on reconciliation efforts with First Nations communities.

With a commitment to deliver the world's first climate-positive Games, 2032 also presents an avenue for innovative action and radical thought around climate action and response. While the chief focus will be on carbon footprint, there is also space to focus on areas ranging from infrastructure development and transport planning to encouraging behavioural change around residents.

While there are measurable direct social benefits, there are also the broader co-benefits that significant investment in the State will bring to progressing social issues, building social cohesion and growing our social capital.

Businesses have an important role at the heart of their communities in driving social outcomes. Many businesses are already doing this without realising it, due to their inherent connection to community, people and place. Celebrating this as a measure of sustainable business maturity and a mechanism for creating stronger social capital can highlight a positive impact on community resilience, connectedness and growth.



*Real stories from real businesses*

**From regional Queensland  
to the world**

# A business perspective

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Business Chamber Queensland's legacy as the state's peak body for business derives from its strong channels of communication and conversation with members. Among their number is Mike Nolan, who has been a member for more than 20 years.

## **Mike Nolan, Co-Director (with brothers Tony and Terry) of Nolan Meats, Gympie**

From a small retail butchery in 1958 to 2023's vertically integrated beef processing business, Nolan Meats has built a solid business, headquartered in Gympie, by crafting a very modern approach to the 'old-fashioned' ways of customer service. It is an evolution the Nolan family has proudly driven for 65 years through hard work, inclusivity, fairness, dedication to growth, quality training and innovation. Here, in an extract from a story told in the full Queensland Beyond 2032 Business Outlook, Mike offers his perspective on the challenges and opportunities of export trade, and the wider Games legacy opportunity for the Queensland economy.

### **What are the most pressing and persistent challenges for your business and industry?**

*Challenges include the availability of shipping containers for export, delays at port, volatile currency and getting orders and product mixes in each container to balance against our production.*

*Our location, two hours from the Port of Brisbane, also presents ongoing challenges, especially as our main arterial link to the port and domestic destinations is the Bruce Highway. The sheer capacity of vehicles, as well as roadworks and bottlenecks on that main road, mean we must do most of our transport at night. We're in the perishables business, so speed to destination is very important. It is therefore vital to establish and maintain working, sustainable transport links. It is also important to develop sustainable practices that will carry Queensland industry as a whole into a more cost-effective, greener future.*

### **What is the legacy the Olympics and Paralympics can provide Queensland business in the lead-up to, during and beyond 2032?**

*The Games are an impetus for change and offer our state an opportunity to focus on areas of need now, and for the betterment of all industry and communities in future, including turning the lens to transport and logistics, town planning and accommodation. All businesses in Queensland can be part of this important conversation as it affects everyone. All workers need to be able to get to work, have access to services and have somewhere to live.*



*“The Games will deliver economic and social benefits up to an estimated **\$8.1 billion** to Queensland and **\$17.6 billion** to Australia.”*

*KPMG Brisbane 2032 Olympic and Paralympic Games Preliminary Economic, Social and Environmental Analysis Summary Report.*



# Queensland business beyond 2032

This synopsis provides a comprehensive, contemporary and long-term vision for the enduring economic, social and environmental future of Queensland provided in detail in our Queensland Beyond 2032 Business Outlook. It spans the lead-up to the 2032 Olympic and Paralympic Games and through their delivery, with a resolute focus on extending their legacy far beyond. Central to this vision are the four key pillars below.



## Extending the economic horizon in local and global markets

Capitalising on the growth opportunity from the Olympics and Paralympics, including improvements in procurement processes, business processes and export opportunities.

01. Stronger, more accessible procurement opportunities.
02. International trade and diversified export market opportunities.
03. Regional access to business opportunities.
04. Business-enabling infrastructure.



## Capturing the benefits of digital and innovation

Embracing the potential of digital adoption and advanced technology in enhancing business innovation and productivity.

01. Availability of high-speed internet throughout all parts of the state.
02. Enhanced productivity through digital innovation.
03. Capability building and usage of emerging technology.
04. Innovation and entrepreneurship.
05. Focus on data and cyber security and data quality.



## Growing the future workforce

Developing the future workforce to support Queensland business and community growth.

01. Lifelong workforce learning and upskilling an inclusive and diverse workforce.
02. Skills and talent attraction and retention.
03. Simplification of employment processes and support for Small to Medium Enterprises (SMEs).



## Advancing Queensland sustainability

Maximising the immediate and long-term value of business, workforce, supply chain, market and social sustainability.

01. Climate responsive and adaptive.
02. Equitable access to reliable, affordable and renewable energy.
03. Advancing sustainability maturity and ESG literacy.
04. Capitalise on opportunities and adapt to challenges from the energy transition, circularity and technological advancement.
05. Progressing outcomes of UN Sustainable Development Goals.



Business have identified the top **three** infrastructure priorities that are critical to support growth as:

- 01** reliable and affordable energy supply,
- 02** reliable high-speed internet connection, and
- 03** road infrastructure.



## PILLAR 1 - Extending the economic horizon in local and global markets

Capitalising on the growth opportunity from the Olympics and Paralympics, including improvements in procurement processes, business processes and export opportunities

01. Stronger, more accessible procurement opportunities.
02. International trade and diversified export market opportunities.
03. Regional access to business opportunities.
04. Business-enabling infrastructure.

## Vision

The Olympic and Paralympic Games present a once-in-a-generation opportunity to further enhance the already vibrant and diverse Queensland economy, leveraging our existing strengths to achieve even greater heights.

The economic potential is monumental. Initially, substantial government investment will directly contribute to a surge in economic activity. We want to ensure all Queensland businesses, from large enterprises to local champions, have equal access to government contracts. This will generate new revenue streams, unlocking growth potential, and fostering long-term business resilience. Through initiatives like 'Buy Queensland', we will ensure businesses capitalise on these opportunities, bolstering our economic landscape.\*

But we must have a solid foundation of efficient government procurement. We know businesses are spending considerable time and money on supplying, often duplicate, information to government agencies, not only to comply with regulations, but also to secure contracts and grants. These are essentially sunk costs and are a significant barrier to investment and a major constraint on business growth.\*\*

With global attention on Queensland, businesses can transform the way they operate. By seizing opportunities in international trade and strategically diversifying our export markets, we'll create a legacy that resonates globally.

These global opportunities are not reserved for large companies but should also be embraced by small to medium businesses. Partnerships will play a crucial role.

Games contracts should encourage successful bidders to forge partnerships with smaller businesses throughout their supply chains. This collaborative approach promotes a model of mutual benefit.

Furthermore, partnerships play a vital role in efficiently delivering large-scale projects. By pooling resources, expertise, and networks, businesses can navigate complex projects with agility and precision. This collaborative synergy not only enhances project execution but also fosters innovation, driving economic growth. It also creates an interconnected business community, ready to seize opportunities collaboratively and productively.

These partnerships will extend beyond south-east Queensland and to our regions. Regions that are rich in resources and capability. By recognising and embracing opportunities in regional Queensland, we can harness their full economic potential. As we plan for 2032, it is imperative that regional Queensland be a cornerstone of our discussions, enhancing livelihoods, sustainability, and economic resilience.

To do this, we must have business-enabling infrastructure, spanning from transportation networks to digital connectivity. Appropriately targeted infrastructure investment will support economic sustainability, infrastructure resilience, and public transport viability, and will serve as a foundation for enduring benefits in our communities.

Through this Games-driven vision, Queensland propels itself from a position of strength to an even more extraordinary future. It's a collective journey toward greatness, united by the belief that we are all in this together.

*"The games are an impetus for change and offer our state an opportunity to focus on areas of need now, and for the betterment of all industry and communities in future, including turning the lens to transport and logistics, town planning and accommodation. All businesses in Queensland can be part of this important conversation as it affects everyone."*

- Mike Nolan, Co-Director, Nolan Meats.

# 42%

**of Queensland businesses think productivity-enhancing technology such as artificial intelligence will have positive impacts for their business during the next five years.**

Business Chamber Queensland Future of Work Report, 2022





## PILLAR 2 - Capturing the opportunities of digital and innovation

Embracing the potential of digital adoption and advanced technology in enhancing business innovation and productivity.

01. Availability of high-speed internet throughout all parts of the state.
02. Enhanced productivity through digital innovation.
03. Capability building and usage of emerging technology.
04. Innovation and entrepreneurship.
05. Focus on data, cyber security and data quality.

## Vision

At the 2023 World Chambers Congress, digitalisation was identified as one of the most evident and tangible avenues for global innovation. It was highlighted as one of the most urgent business development needs, specifically for trade, given its capacity to act as an enabler for organisations across both innovation and productivity.

In Queensland, as we look towards the legacy of 2032, our vision for the future of business extends to an economy that has been transformed by the convergence of digitalisation and innovation.

Seamlessly integrating cutting-edge digital solutions across every facet of operations, from manufacturing and services to customer engagement, this transformation will empower businesses of all sizes across all industries to streamline processes, optimise resource allocation and unlock new dimensions of efficiency. This will drive unprecedented levels of productivity, growth and prosperity.

It will allow businesses that embark on the innovation journey to capitalise on the opportunities over the next decade, where global best practice will require digital readiness in areas such as compliance, data availability and quality, and supply chain traceability.

We know that central to this dynamic environment, all Queensland businesses need access to high-speed, reliable internet. This connectivity not only bolsters

seamless communication and collaboration, it also acts as a catalyst for the proliferation of data-driven insights, enabling informed decision-making and rapid adaptation to market trends. In addition, strong cybersecurity practices will underpin our ability to fully capitalise on this digital transformation and ensure the security of our operations.

It's a vision for an ecosystem that encourages risk-taking, experimentation and collaboration. One where entrepreneurs can find the support they need to turn visionary concepts into tangible solutions and those with foresight, commitment and legacy can step up to a level playing field.

It's Queensland amplified – a hub of innovation and entrepreneurship, where creative thinking is nurtured, and bold ideas are celebrated.

In tandem with this digital transformation, the reverberations of progress will be felt far and wide, particularly in our regional communities. Enhanced connectivity, facilitated by high-speed internet, will bridge gaps and foster an environment of inclusivity and accessibility. This newfound accessibility is not only a boon for businesses but also a lifeline.

In this vision, the fusion of digitalisation and innovation not only propels businesses forward, it also uplifts the very fabric of our communities, creating a Queensland that is not only economically vibrant but socially enriched.

*“In the next 20 years, we will have as much change caused by technological progress as we have had in the last 30 years.”*

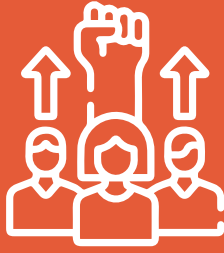
- Klaus Schwab, World Economic Forum Founder and Executive Chairman

# 66%

of businesses say they cannot find staff with the required skills and this is the most significant factor impacting business's ability to hire additional employees.

Business Chamber Queensland's June 2023 Pulse Report





## PILLAR 3 - Growing the future workforce

Developing the future workforce to support Queensland growth.

# 03

01. Lifelong workforce learning and upskilling inclusive and diverse workforce.

02. Skills and talent attraction and retention.

03. Simplification of employment processes and support for Small to Medium Enterprises (SMEs).

## Vision

As the global economic landscape continues to evolve – at a pace previously unimagined, and into sectors that can seem to develop overnight – the demands on our workforce remain in a state of constant uncertainty. Social, community and economic developments have seen workforce wants and needs change, which means the state's employers must also adapt to be sustainable and competitive in a tight labour market. These workforce and associated business developments have also helped to create a match-fit and future-ready workforce.

We know workforce challenges are the most significant constraint on business growth and businesses are already planning their current and future workforces to meet challenges and opportunities, access critical skills and to support their operations long-term.

When considering the future workforce, workplace and work-life, businesses give equal importance to the need for digital skills and personal skills, with a focus on workforce automation, retraining staff and interstate and international workers\*.

To secure the future Queensland workforce, high speed internet, digital customer engagement and flexible working will impact businesses in the future. At the same time, mental health and wellbeing alongside personal or career development for staff are important considerations for work life. We see in our data, businesses value their workforce not only commercially but personally – considerations they expect will continue in the future.

At the heart of this vision for the future of employment lies a commitment to nurturing the entire lifecycle of a

workforce, from a mindful approach to talent attraction through to a critical focus on talent retention that maps out meaningful career progressions tied to professional and personal development.

It makes a priority of lifelong learning and of normalising the need for ongoing retraining and upskilling, as factors such as innovation and ongoing automation impact the workplace's need for different skill sets, both soft and technical.

It's also a call to action that prioritises diversity and inclusion, both as a critical element of Environmental, Social and Governance (ESG) and also because of the tangible, measurable benefits it can bring to a workplace, a community and an economy.

In championing this vision, we recognise its impact is not confined to the workplace. Thriving workforces are the lifeblood of communities, and this important relationship paves the way for many social benefits. Increased opportunities, stemming from the economic vibrancy generated by these thriving workforces, will not only bolster regional accessibility, they will also serve as a cornerstone for improved mental health and well-being. In this vision, we see a Queensland where prosperity ripples outward from the workplace, creating a state where every corner flourishes.

It's about creating competent, confident and contented workforces that are relevant and adaptive, primed to advance industries that thrive with innovation, resilience and productivity.

*“Diversity brings creativity, out-of-the-box thinking, extreme focus, attention to detail, and cultural understanding of all areas of business, from product development to sales, marketing and customer service. It also helps individuals to be more flexible to change and develop more understanding of other points of view, which creates a dynamic and adaptable workplace.”*

- Alison Atia, SkinO2 CEO and Business Chamber Queensland export member.



*"As we've been on this journey, we're being more conscious of the environment and our sustainable footprint. The staff are more engaged and conscious. They want to work at White Whale because we value sustainability. Being sustainable really helps us with recruiting the type of people you want to have in your team. They're conscious about the environment, customers and who they work with. In the current competitive jobs market, it is a bonus."*

*Ali Slotemaker,  
White Whale Coffee Roasters and ecoBiz participant*





## PILLAR 4 - Advancing Queensland Sustainability

Delivering the vision and support needed for a climate positive, socially progressive and resilient economy in Queensland.

01. Climate responsive and adaptive.
02. Equitable access to reliable, affordable and renewable energy.
03. Advancing sustainability maturity and ESG literacy.
04. Capitalise on opportunities and adapt to challenges from the energy transition, circularity and technological advancement.
05. Progressing outcomes of UN Sustainable Development Goals.

## Vision

Brisbane 2032 will be the first climate-positive Games. It's an ambitious undertaking that will serve as an incentive to propel the state forward as a global leader in sustainability, climate resilience and environmental stewardship. And it may well be the most potent legacy of the Olympic and Paralympic Games.

Queensland will emerge as a global leader and authentically climate-positive state. This entails not only reducing its carbon footprint but also actively contributing to a range of global climate solutions, all while bolstering economic productivity as an enabler for new product development, greater business efficiencies, innovative business models, and new technological advancements.

The catalyst of the Olympic and Paralympic Games climate commitment, coupled with other State and Federal Government initiatives, will see an unprecedented opportunity for businesses to be part of the broader economic benefits of this major energy transition and the resulting evolution of the business operating environment\*.

This will play out across the public and private sectors, anchored by ready access to a diverse, reliable energy system which prioritises and supports renewables across facets ranging from accessibility to storage. For Queensland businesses, the use of incentives over mandates ensures strong engagement in their contribution to a more sustainable future, while practical government policies promote the growth of the renewable energy sector through sustainable economics.

Beyond climate and the environment, an increased focus on business sustainability is setting the standard for business success. Business sustainability presents direct efficiencies and cost savings alongside indirect

business benefits. In addition, businesses tell us a sustainable focus presents significant business value, especially in accessing people, markets and capital.

Business is a powerful partner in enabling, designing and delivering sustainable outcomes – through business purpose, process, products and purchasing. It's the advancement of our business sustainability maturity and Environmental, Social and Governance (ESG) literacy that positions us for leadership and competition on a global platform. This is a significant opportunity and call to action for our Queensland business community.

Sustainable business allows for resilience that is built into the very fabric of our business and wider communities, from preparing for the impacts of things we can't control – such as extreme weather events – to forecasting the things we can, such as reshaping workforces to be agile and responsive as global markets continue to evolve.

It's about embedding sustainability into the very core of business strategies and governance models. And ensuring a balanced approach to economic growth, environmental conservation and social development so we can capitalise and deliver on market-driven opportunities.

Sustainability will reverberate through the very heart of our regional communities. A commitment to sustainability translates into tangible social benefits, particularly in regions where increased accessibility and housing opportunities will be instrumental in improving overall well-being. This holistic approach underscores that sustainability is not just a stand alone goal, but rather a mechanism for comprehensive progress, ensuring that every corner of Queensland thrives in both economic prosperity and enhanced quality of life.



# Summary

# Summary

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As Queensland counts down to the opening of the Olympic and Paralympic Games, one of the biggest questions on the horizon has nothing to do with sport. And it's this: What do we want beyond 2032?

It's a powerful question, one for which it's almost impossible to define a single answer. Because at its heart lies an incredible and diverse wealth of prospects, from procurement contracts, and private sector investment to the expansion of the state's export ecosystem.

What is clear is that it will take a unified approach to seize this rare opportunity. For government to work with business, for regions to work with chambers of commerce, for established business leaders to uplift smaller players and for a well-defined framework to be put in place to measure success and economic benefit.

It's a conversation with the unique potential to position the state as a contemporary global player, through mindful policy and investment in areas ranging from workforce development and sustainability to innovation capability, the ongoing energy transformation and the elevation of regional communities.

That's why Business Chamber Queensland will continue to listen, talk, advocate and empower, to ensure all of the state can capitalise on this once-in-a-generation opportunity to position itself firmly as an economic powerhouse, with a legacy equal to and stronger than any previous host city.

As we embark on the journey towards the 2032 Olympics and Paralympics, we invite you to envisage a Queensland that extends far beyond the Games — a canvas adorned with enduring economic opportunities for all businesses, a community transformed by the fusion of digitalisation and innovation, and a workforce defined by its adaptability and resilience. Picture Queensland businesses spearheading global sustainability efforts, driving us towards a more environmentally-conscious future. Envision thriving regional communities, with a vitality that resonates throughout the state.

Business Chamber Queensland not only grasps this vision, we are prepared to be the crucial link between Olympic organisers, government and businesses. Armed with an expansive network and cutting-edge business data, we will continue to champion data-informed policy-making, propelling Queensland into an era of prosperity and innovation. Together, we can craft a legacy that transcends the Games — a Queensland poised for greatness.

We invite you to read the full Queensland Beyond 2032 Business Outlook - to be released in the near future - which further expands upon our vision and the necessary steps required to make it a reality.

Not just for now. Not just for the Games. But for the future.

We look forward to 2032 ... and beyond.

*“What we want to have after the Olympics is a state that is thriving, that is sustainable, that is inclusive, that is economically flourishing. That has a strong workforce, that attracts and retains talent, that has a strong music and arts scene. A world-leading city that looks to the future with excitement and asks, ‘What can we do next?’”*

*- Heidi Cooper, CEO, Business Chamber Queensland*



**Business  
Chamber**  
QUEENSLAND

We know  
business  
matters.



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