

OCTOBER–DECEMBER 2025



Events support \$200 billion economy
Multicultural business excellence
Prepare for storm season



Lord Mayor, Adrian Schrinner

Brisbane business boom showing no chance of slowing: Lord Mayor Adrian Schrinner

The 2025 State of the City Report revealed our economy has surged past \$200 billion for the first time, with 274,000 new jobs created since 2020 and a record \$13.7 billion in visitor spending last year alone.

For local businesses, this means more customers, more investment and more opportunities to grow and thrive in the year ahead.

Visitors are filling our hotels, restaurants and shops, driving success across every corner of the city.

With more than \$100 billion invested in our infrastructure pipeline, we're building the foundations of a city that offers even greater opportunity in 2026 and beyond.

Brisbane is on the rise, and together we're creating an even better place for people to live, work and relax.

Celebrate multicultural business and excellence

Join us for an evening of celebration at the annual Lord Mayor's Multicultural Business Awards on Friday 14 November at Brisbane City Hall.

The event recognises the achievements of Brisbane's vibrant multicultural business community and offers the opportunity to network with industry leaders and connect with like-minded business operators.

By attending, you're not only recognising the businesses making an impact in Brisbane, but also supporting the Lord Mayor's Multicultural Business Scholarship Program, empowering the leaders of tomorrow.

Don't miss out on this unique opportunity to celebrate the diversity and excellence of Australia's most small-business-friendly city. Visit brisbane.qld.gov.au for ticketing information.



Join our network

Stay informed about Council business resources, services and opportunities with our monthly *Business in Brisbane* e-newsletter and our Business in Brisbane Facebook group.

Scan the QR code to subscribe and head to Facebook to join the group.



Local industries power Brisbane economy to record heights

Brisbane's economy has surpassed \$200 billion, confirming the city's spot as the best place to live, work and visit.

A major driver is our experience economy, with world-class events and tourism supporting a thriving hospitality and cultural scene.

Brisbane also has Australia's fastest-growing health industry, with the city's medical and pharmaceutical exports experiencing 3 times the national growth rate. The findings were showcased in the Brisbane Economic Development Agency's 2025 State of the City Report.

Council actively supports Brisbane's booming economy by providing resources, services and opportunities for local businesses, including access to business hubs and workshops, domestic and international networking events, and programs to revitalise local retail precincts.

To find out more, visit brisbane.qld.gov.au and search 'business support'. You can download the State of the City Report from beda.brisbane.qld.au

Let your precinct shine with bud lights

Did you know businesses in Brisbane located in commercial zones and precincts can apply to install bud lights on street trees next to their premises? Bud lighting creates ambience and encourages customers to spend more time in the area.

Conditions apply. Search 'street tree lighting' on our website for more information.



FOR MORE INFORMATION VISIT [BRISBANE.QLD.GOV.AU](https://brisbane.qld.gov.au) OR PHONE 3403 8888



What's on

SOCIAL MEDIA THAT PROMOTES, CONVERTS AND SELLS

**28 October, 1–3.30pm,
Ashgrove Library, Free**

Learn how to use social media to build awareness, engage your audience and drive action.

CANVA FOR SOCIAL MEDIA AND PRINT

**29 October, 10am–12 noon,
Suburban Business Hub, Free**

Use Canva to set up your brand and create social media posts, sales presentations and flyers.

START YOUR OWN BUSINESS: STEPS TO GROW FROM IDEA TO LAUNCH

**5 November, 10am–12 noon,
Suburban Business Hub, Free**

Get guidance to create a roadmap and action plan to turn your business idea into a launched venture.

CUTTING-EDGE AI STRATEGIES TO TRANSFORM YOUR BUSINESS

**12 November, 9–11.30am,
Suburban Business Hub, Free**

Embed AI into the way you work to drive business growth, improve efficiency and deliver better results.

Visit brisbane.qld.gov.au and search 'business events'.

Update your details in the Brisbane app

Keep customers in the know by updating your business listing in the Brisbane app. Once you've claimed or submitted a business in our free app, you can edit your listing, such as uploading new photos.

Visit brisbaneapp.com.au to find out more.

More river tourism on the horizon

We want to make Brisbane's lifestyle even better by opening our pontoons and jetties to more exciting tourism and recreational activities, creating more opportunities for local business.

Our River Access Network is made up of 8 river and recreation hubs, with most sites designed for short-term use for activities such as kayaking, stand-up paddle boarding and jet skiing, and pick-up and drop-off by tourism and recreation vessels. We want to tap into growing demand for our pontoons and bring better and more exciting river experiences for locals and visitors to enjoy.

We're working with the Queensland Government to review the future use of our river network and the former Gardens Point moorings near the City Botanic Gardens.



Turn your retail space into a sales tool

Unleash the full potential of your retail space with our *Shops that shine – Guide to visual merchandising*, which offers practical tips to maximise store layout, lighting, colour and signage.

With step-by-step advice and inspiring examples, our guide helps you turn your retail space into a powerful sales tool, helping to boost foot traffic and revenue.

"Working on visual merchandising was game-changing for my business," said Mathew Furbank, owner of Hamptons Avenue in Camp Hill. "The skills I gained continue to drive growth, elevate our customer experience, and set Hamptons Avenue apart in a competitive retail space."

Visit brisbane.qld.gov.au and search 'visual merchandising' to download the guide.

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Take your maker business to the next level

Applications open in November for the 2026 Maker Entrepreneurship Program, a free program to help independent, artisan and bespoke creators to gain skills to grow their businesses.

Running since 2020, the program provides tools and training ranging from financial basics and customer relations to photography and marketing.

Participants will benefit from 4 business skills workshops and a photography and styling session conducted during February and March 2026.

To see if you are eligible and to apply, visit our website and search 'Maker Entrepreneurship Program'.



Prepare your business for storm season

Having a business in Brisbane means you need to be prepared for possible severe weather and emergencies.

As storm season approaches, it's important to plan ahead to make sure your business is prepared to reduce the impact of storms and possible flooding.

Not sure where to start? Our website has a range of free tools and information that can help businesses understand their flood risk.

You'll also find useful tips to reduce the impact of a flood or storm on your business, including our *Flooding in Brisbane: A Guide for Businesses* and a business continuity plan template.

Remember, the best time to prepare your business for an emergency or natural disaster is outside of storm season.

Visit brisbane.qld.gov.au for helpful resources.

Make global connections

Are you ready to shape Brisbane's global influence? The Lord Mayor's Convention Trailblazer Grant is your ticket to help propel Brisbane to new heights and ignite its future as a global knowledge hub.

Talented professionals and researchers can receive up to \$5,000 to attend an international conference in their field. Brisbane Economic Development Agency will then join forces with successful trailblazers to drive Brisbane's bid to bring the event to our city in the future, amplifying our status as a world-class host city for conventions and business events.

Applications open on 15 October 2025 and close 24 February 2026. Visit beda.brisbane.qld.au for more information.

Brisbane City Council acknowledges this Country and its Traditional Custodians. We pay our respects to the Elders, those who have passed into the Dreaming; those here today; those of tomorrow.



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