

MEDIA RELEASE**WEDNESDAY 20 FEBRUARY 2008****NEW NAME AND FRESH LOOK FOR LEADING BUSINESS ASSOCIATION**

One of Queensland's premier business associations has a new name and new brand after Premier Anna Bligh last night formally launched "Business South Bank".

More than 200 guests from the business, arts and education communities attended the launch event at the State Library of Queensland.

Formerly the South Bank Business Association - which was established in 1999 to be the 'voice' for the precinct - Business South Bank has a corporate membership which employs about 6000 people – more than the population of Goondiwindi.

Business South Bank Chairman Barton Green said that after nine successful years of operation it was time to give the Association a fresh look.

"While the name change to 'Business South Bank' is only a small step, the fresh branding which comes with a new logo and our new positioning statement, 'well connected', really sums up what we do - we connect businesses, we are connected to the issues that affect our precinct, and we are well connected with government," Mr Green said.

"With our two local MPs being the Prime Minister and the Premier, Business South Bank is in a unique position in Australia as far as business associations go.

"This is one of the most dynamic areas of Queensland, with significant infrastructure projects underway or about to start, it is the cultural and arts heartbeat of Queensland, and it is one of the most significant education precincts in the State.

"Our view is if something that is happening in the South Bank precinct is good for business, then it will have the support of Business South Bank and its members."

Mr Green thanked the Premier for conducting the launch and the event sponsor Emporium Hotel for their generous support, and also the State Library of Queensland for hosting the function.

The Business South Bank Board is:

- Barton Green (Chair), Executive Director, Three Plus;
- Ian Galloway (Vice Chair) Director, Queensland Museum South Bank;
- Robert O'Keeffe (Treasurer) General Manager, Brisbane Convention & Exhibition Centre;
- Danielle Anderson, General Manager Corporate Services, South Bank Corporation;
- Mike Connell, Executive General Manager, Thiess;
- Morag Hocknull, Director of Development, Somerville House;
- Norm Jagger, Project Director, South Bank Institute;
- Paul Cleveland, Director, Queensland College of Art, Griffith University;
- Rob Kent, Managing Partner, Mojo Publicis;
- Stewart Walls, Senior Development Manager, ARIA Property International;
- Sue Fergusson, General Manager, Saville Hotel.

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