



Media Release

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Premier launches world-class Royal International Convention Centre

The RNA's world-class \$59 million Royal International Convention Centre (RICC), officially unveiled by Queensland Premier Anna Bligh in Brisbane today, is projected to attract more than 220 events and 30,000 visitors annually.

Due to open in March 2013, the 22,000m² multi-level centre is set to hold international, national and local business events, which in 2010-2011 pumped a total of \$211 million* into the Brisbane economy.

In its first nine months of operation, about 140 events are expected to be held at the RICC - estimated to be worth an additional \$20 million to the local economy.

The only convention centre currently under construction in Australia, the RICC has created 240 jobs already in partnership with project developer Lend Lease – 120 in its current construction phase, plus a further 120 new staff positions.

The Premier also unveiled the interior design of this exciting centre, which is part of stage one of Australia's largest Brownfield development and the most significant urban renewal project in Brisbane since Southbank – the \$2.9 billion 15 year RNA Showgrounds Regeneration Project.

Construction on transforming the iconic Industrial Pavilion, known to the public as the showbag pavilion, into the RICC will finish this December, with the ground floor ready for this year's Royal Queensland Show (Ekka), to be held in six months time.

RNA Chief Executive Jonathan Tunny said the historic regeneration of the RNA Showgrounds – a famous Queensland social heritage and cultural landmark – will cement its place as a leading national and international events precinct.

"After many years of planning, it's wonderful to see the Industrial Pavilion undergoing a long overdue transformation into the RICC and we thank the Premier for her great support of this project," he said.

"The RICC has been designed to cater for Brisbane's significant growth with state-of-the-art facilities which the community and visitors to the Ekka can enjoy all year round."

Mr Tunny said visitors to this year's Ekka are in for a treat, with the RICC's ground floor housing the show's largest competition – canines, which attracts 2,500 entries on average a year. It will also feature exhibits from the popular Agricultural Hall, while showbags will remain in the sideshow alley entertainment precinct.

"Competitions lie at the heart of the Ekka and will remain a major part of the show throughout the 15 year regeneration project," he said.

The RICC features three exhibition halls, seven adaptable meeting rooms, two board rooms, a large commercial kitchen, approximately 280 car parks and fronts a revitalised Ekka Plaza area.



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The RNA Showgrounds is Brisbane's biggest indoor / outdoor events venue and attracts almost a million visitors a year.

Lend Lease Head of Development David Rolls said the delivery of the Industrial Pavilion is a critical step in the transformation of the site into a thriving new precinct of Brisbane that includes public markets, restaurants, residential and commercial.

"Showground Hill is underway with infrastructure being completed to support the new and regenerated buildings," he said.

"The first residential apartment building, The Green, is about to commence."

Once completed, the \$2.9 billion RNA Showgrounds Regeneration Project will include 340,000m² of new residential, commercial and retail precincts and become home to more than 3,000 residents and 15,000 workers.

(*Source: Brisbane Marketing – Economic Value of Brisbane's Events Industry)

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Editors please note: A series of artist's impressions of the centre's interior design are available on request.