

South East Queensland presents lucrative investment potential pre and post-Olympics

James Fitzgerald, author of Bulletproof Investing and JLF Group of Companies managing director, recently sat down with leading demographer Simon Kuestenmacher to discuss the impact the 2032 Olympic Games may have on South East Queensland in the coming years.



OUR EXPERT

JAMES FITZGERALD

is the author of Bulletproof Investing and JLF Group of Companies managing director.



MR FITZGERALD SAID THE SOUTH EAST WOULD SEE THE PROPERTY MARKET

go from strength to strength in the years surrounding the Brisbane Olympic Games.



“Sydney is a great reference point. The median house price doubled between 1997 and 2003 in the lead up to and directly after the 2000 Olympics,” he said.

“In the lead-up, the increase in prices was driven by job creation and infrastructure investment, and in the aftermath, from increased migration as a result of Sydney putting itself on the global stage.

“It’s hard not to see the same thing happen in South East Queensland.”

The positive impact of hosting the Olympics stretches far beyond the two-week sporting extravaganza. Approximately eight years before the event and 20 years after, host cities typically experience a surge in infrastructure investment, urban development projects, and job creation.

Mr Kuestenmacher said that with nine years to go before the Brisbane Olympic Games, now was the right time to invest.

“This phase provides an ideal window for potential investors to capitalise on the city’s expansion and development initiatives, as improvements to transportation networks, sports facilities, and urban planning take shape,” he said.

The key factors contributing to growth as a result of the Olympics:

1. Affordability: With Brisbane having largely resisted the downturn pressures that Melbourne and Sydney have experienced over recent times, the city offered competitive property prices compared with other capital cities. “Brisbane is one of the cities that currently offer the best value for money and is likely to continue seeing strong growth as we get closer to the Olympics,” Mr Fitzgerald said. Data released by CoreLogic in September 2023 shows that the median price for a house in Brisbane is just over \$830,000.

2. Infrastructure: Brisbane is already seeing significant development with projects such as the Cross River Rail, Brisbane Metro, and Queen’s Wharf Precinct improving transportation networks and connectivity. However, Mr Kuestenmacher said as Brisbane edges closer to the Olympics Games, more infrastructure was needed to boost connectivity in South East Queensland. “If the necessary infrastructure is built to connect the four hubs of South East

Queensland – Brisbane, the Sunshine Coast, the Gold Coast, and Toowoomba, it will become a hyper-connected megacity with three international airports.”

3. Job creation: The Queensland government has predicted that the Olympics will bring about the creation of more than 100,000 jobs in South East Queensland. “It is, for this reason, I am bullish on Brisbane and South East Queensland where a lot of jobs are being created today – that is only going to ramp up the closer we get to the Olympics,” Mr Fitzgerald said.

4. Migration: Data released by the Australian Bureau of Statistics in April reveals that Brisbane was the fastest-growing of Australia’s capital cities. “The Brisbane population is forecast to increase by 1.9 per cent each year for the next decade and it will see further interstate and international migration as a result of the Olympics,” Mr Fitzgerald said. “Population growth supported by job creation and infrastructure investment have historically proven to be a great recipe for house price growth.” [VIP](#)