














Candidate Information Pack

Brisbane 2032
Olympic and Paralympic Games Host
Queensland

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Welcome





We are delighted that you are interested in joining the Brisbane 2032 team. We are the team charged with delivering the Brisbane 2032 Olympic and Paralympic Games, an event that will truly help shape Brisbane, Queensland, and Australia over the years to come.

It was a proud moment for all Australians when Brisbane was awarded the rights to host the Games, and we are eager to deliver an event that Australians the world over can celebrate and be proud of. A Games where people feel a strong sense of belonging that empowers them to push beyond their personal best and encourage others to do the same. A Games where we acknowledge that teamwork and collaboration will deliver the strongest outcomes for all Games participants and a legacy to our entire region.

To deliver on these ambitions, we are not only looking to recruit the best and brightest individuals, but we also want to recruit people who understand the importance of team and community. We are looking for people who will live our values every day and who will ensure the principles of sustainability, inclusion and diversity are embedded in everything we do.

There is no doubt that the challenge we face is significant, but the opportunity to be part of this moment in Australia's history outshines it.

We thank you for your interest in being part of the team that will deliver this historic moment and showcase Brisbane, Queensland and Australia to the world.

After all, we do shine brightest, together.

Andrew Liveris AO
President of the Brisbane 2032 Board

Cindy Hook
CEO of Brisbane 2032

Introducing Brisbane 2032







The Brisbane Organising Committee for the 2032 Olympic and Paralympic Games (Brisbane 2032) was established to plan, organise, finance and stage the 2032 Olympic and Paralympic Games. Between July and September in 2032, Brisbane will host both Games over an exciting and history making 29 days of ceremony, festival and competition.

The Games will see 14,850 athletes from over 200 teams arrive on our shores to compete for Olympic and Paralympic glory. Their heroics will be broadcast to a global audience of over 3 billion viewers and millions will descend on Queensland to experience the event live.

Whilst the Games are known as the Brisbane Games, events are being hosted more broadly across Queensland and Australia. They are a Games that will bring our State and our Nation together and will provide a once-in-a-lifetime opportunity for transformational change that will create a legacy for future generations. The Games give Australia the chance to showcase all that it has to offer to the world. It is also a chance to celebrate the world's second oldest living culture, the Australia's First Nations peoples, and to promote and further the cause of accessibility and opportunity for all.

Brisbane 2032 will truly be a Games where everyone has the opportunity to shine their brightest.

The Games

Brisbane 2032
Olympic and Paralympic Games Host
Queensland

One Event, Two Games

Olympic Games

Managed by the International Olympic Committee formed in 1894 and based in Lausanne, Switzerland.

Olympic Games held since 1896

206 National Olympic Teams

10,000+athletes

17 Days of events

IOC vision

Building a better world through sport

IOC values

Friendship Excellence Respect

"The most important thing in the Olympic Games is not winning, but taking part; the essential thing in life is not conquering, but fighting well."

The founder of the modern Olympics, Baron Pierre de Coubertin.

Paralympic Games

Managed by the International Paralympic Committee formed in 1989 and based in Bonn, Germany.

Paralympic Games held since 1960

184 National Paralympic Teams

4,000+ athletes

12 Days of events

IPC vision

An inclusive world through Para sport

IPC values

Inspiration Equality, Courage Determination

"Paralympic sport helps people understand that we aren't defined by what happens to us, but by the choices we make, the responsibility we take, and the way we show up"

Vanessa Low, Australian Paralympic gold medalist.



A Once-in-a-lifetime Opportunity

To deliver a great Games in 2032, we'll need to attract, develop and retain a diverse and talented team of people from all over the world. Being part of such a team is truly a once in a lifetime opportunity. Not only will you be working with and learning from the best in the business, you will be helping stage one of the world's most iconic sporting events... right here in Queensland. The work you do will create the stage where our next generation of Olympic and Paralympic athletes will captivate the globe and become household names. This is not just any career opportunity, it's a career opportunity that puts you right at the heart of history. It's also an opportunity that will open future career paths that you never thought possible and create memories that will last you a lifetime. If you're ready to step up and be part of something truly unique and inspiring, then this could be the opportunity for you.

Our Values and Culture

At Brisbane 2032, we are driven by a set of values that shape our decisions and guide our actions. These values are the bedrock of our corporate identity and reflect our commitment to excellence and to creating a culture where every employee feels valued and empowered.

- Excellence: We strive for greatness every day and in every interaction. We may not always win, but we must know in our hearts that we have given our all to achieve the highest standard, because excellence builds trust and respect.
- Inclusivity: We are deeply committed to inclusion in all its forms. We believe when people can show up as their authentic selves they not only belong, but can perform to their full potential.
- Collaboration: We believe that collaboration is at the heart of everything we do. In our team, with stakeholder, with suppliers and with partners we create genuine partnership though transparency, communication and teamwork.
- Innovation: While we will always learn from the past, we will never stop searching for a better way. Wherever we need to, we will reimagine new and different ways of doing things that move the Olympic and Paralympic Games forwards.
- Fun: We know delivering this iconic event is a great honour and responsibility, but it's just as important to have fun together along the way. We should play as hard as we work.

Career Defining

It's not just the athletes who need to perform at their best for the Games to be successful. Behind every gold medal moment will be the dedication and hard work that the entire Brisbane 2032 team has put in to make that moment possible. It's a big responsibility and to ensure we're ready as a team, we must get ready as individuals.

- High-Performance Support: It's not just the athletes that need to be at the top of their game! Brisbane 2032 has developed a high-performance support framework to help our people put in their own gold medal performances. Each year you will be supported to develop your performance and career goals for that year, create a plan for achieving them, identify any training and support you need and then work within our performance support framework to implement and achieve.
- Continuous Learning: Brisbane 2032 offers a range of learning initiatives designed to enhance your skills and knowledge and to empower you to excel in your role. Whether that be technical training to keep you up to date with best practice in your field or Games specific experiences and training to ensure you know all you need to know about delivering a major international sporting event, continuous learning will be a huge part of your Brisbane 2032 journey.
- Cross-Functional Exposure: Working within an Olympic and Paralympic Games Organising Committee gives you a truly rare opportunity to gain exposure to over 55 different functional areas, some that are very unique and specific to delivering a major international sporting event. You'll have the opportunity to contribute to projects that cross an exciting and diverse range of functions and to collaborate with experts from all over the world in those fields. This contributes to an enriching work experience that is difficult to replicate anywhere else.
- Legacy and Contribution: Brisbane 2032 is the smallest city to ever be awarded the rights to host a summer Olympic and Paralympic Games. It is also the first to be awarded under the International Olympic Committee's New Norms. If we do our job and do it well, we will contribute to the longevity of the Olympic and Paralympic movements in a way no organising committee in history has done before. That humble ambition creates an opportunity for every individual and team to truly shine and contribute. If you ever wanted a career opportunity that was about more than 'just a job', then there is no greater opportunity that this.
- A Global Brand: The Olympic Rings are perhaps one of the most recognisable and respected brands in the world. When your journey with Brisbane 2032 ends, you will be able to display those five rings proudly on your CV and take your experiences and learnings from this truly global project into the next exciting phase of your career. This could be the role that defines your career and sets you up for future success in a way no other role could.

A Place Where You Can Shine

Joining Brisbane 2032 means becoming part of a community that values your well-being and success both in and out of the workplace. To support you in the most holistic way possible, we offer a comprehensive range of benefits designed to assist you in both the professional and personal aspects of your life. Some of the benefits currently available to our team members include:

- Mental Health: your mental health is important to us and a key factor in supporting your success. You will have access to services such as counselling via our employee assistance program, mental health apps and the ability to take paid leave if ever you need to manage mental health issues.
- Physical Health: as an organisation that exists to create a stage for the world's best athletes to compete on, it's only natural we want to support the physical well-being of our employees. You will have access to a range of benefits including ergonomic work-station solutions, flu vaccinations, healthy kitchen snacks and regular 'sport experience' days where the team leaves the office behind to experience the sports our athletes will compete in (often joined by Olympic and Paralympic athletes).
- Financial Health: to support you in managing your finances we offer above market superannuation benefits and personalised support and advice on finance related matters via our employee assistance program. We also offer access to an evolving range of discounts and benefits from delivery partners and suppliers.
- Family Health: we know that you will only perform at your best if your family and broader support network is taken care of. We offer a range of flexible work options to help you meet your non-work priorities as well access to a range of leave entitlements such as compassionate and carer's leave, domestic and family violence leave, generous parental leave and, our favourite, 'pawternity leave' to help you settle in any new fur and feather babies! Your immediate family also has unlimited access to our employee assistance program.
- Community Health: Brisbane 2032 is not just about sport, it's about legacy and driving social change and we encourage our team to be active contributors in their local communities. To support this, we offer paid and unpaid leave for certain community service activities as well as to allow people to meet obligations under traditional law, customary law and to celebrate religious and cultural observances.



Our Structure

Brisbane 2032 has a flat organisational structure designed to support both internal and external collaboration and the optimised implementation of our strategy. Our business is unique and many of our functions and roles are too. We encourage candidates to look closely at role descriptions rather than titles and reporting lines to determine if they are the right fit for a role. We will eventually need thousands of employees, volunteers and external contractors, so if this role isn't right for you... there's bound to be a role in the future that will be.

The Role

The Commercial Asset Development Manager will report to the Director of Business Development to support revenue growth by leading the development of new and evolved rights, benefits, assets, and programs for Partners and Prospects of Brisbane 2032 and the Australian Olympic and Paralympic teams.

The Commercial Asset Development Manager will be responsible for supporting Brisbane 2032's revenue-generating efforts by developing and managing compelling commercial offers to drive commercial partner acquisition and retention. This role will lead the development of rights, benefits, assets, and programs for sponsors and target sponsors of Brisbane 2032. The role involves creating strategic initiatives, collateral and campaigns, collaborating with cross-functional teams, and analysing market trends to ensure the success of commercial initiatives.

Key Responsibilities

- Support the Director of Business Development in the creation or evolution of Games-related assets and the communication of those assets to prospective partners.
- Have a strong curiosity to examine and understand the business and competitive landscape of our Partners and prospect sponsors, to develop commercial assets & programs that efficiently and effectively reach their target audiences and seamlessly support revenue-driving initiatives.
- Write, design, develop, and produce conceptual content for commercial campaigns and proposals. More specifically design proposals for new prospects, as well as new assets like Signature Properties.
- Collaborate with internal functional areas including the Partnership Management Team, Brand, Marketing, Sports, Impact & Legacy to create and deliver the highest quality and strategically sound experiences.
- Conduct market research to identify trends and partner preferences, using insights to inform offer development and marketing strategies.

Relationships

- Internal relationships: This role reports to the Director of Business Development and will be required to work closely with all Brisbane 2032 functional areas, in particular the brand, marketing, legal, sport, procurement and finance functions.
- External relationships: commercial partners, International Olympic Committee, Australian Olympic Committee, Paralympics Australia.

What we look for in a candidate

We are looking for candidates who are passionate about working on one of the most iconic sporting events in the world, who share our vision and values, who are eager to learn and contribute, and who have the following skills and qualifications:

- Bachelor's degree in Sports Management, Business, Design or a related field
- 5+ years proven experience as a Marketing or Commercial Manager in the sporting industry (e.g. league, team, athlete stakeholder groups)
- Experience working in the sponsorship / marketing / experiential space
- Proven track record of developing and executing activations, marketing, experiential or other programs that have yielded greater ability for partners to leverage sponsorship assets
- Strong understanding of design thinking and service design methodologies
- Excellent communication and collaboration skills
- Ability to work and thrive in a fast paced, dynamic and highly visible environment, under tight deadlines
- Analytical skills and organisational skills with the ability to understand, interpret, present and report data effectively
- Proficiency in conceptual design and design software (preferred)

The application process

Our selection process is designed to be thorough, fair and accessible. We want to find the best match between our candidates and the opportunities we offer. Our approach is based in transparency and respect, and we strive to create an inclusive environment where every applicant is evaluated based on the value they can bring to the role and the team.

The closing date for applications is **Sunday 6 April** and we encourage applicants to apply early. Due to the high level of interest in working with Brisbane 2032 only candidates shortlisted for interview will be contacted.

How to apply

If you are interested in being a part of this iconic project, please apply through the job platform.

If you require any support in submitting your application or during the selection process, please let us know. We are committed to ensuring our opportunities are accessible to all and are happy to make all reasonable accommodations to facilitate this.

A word from our team...



“At Brisbane 2032, we have made a commitment to ‘Shine Brightest. Together’. In a practical sense, this means the more we collaborate, the more we achieve, the greater the event. The whole really is greater than the sum of its parts. I love this sense of team.”

Brendan Keane – Director of Sport.

“Being part of Brisbane 2032 makes me feel a genuine sense of belonging to a team that is unwaveringly passionate and driven in not only delivering our best Games but for the world to see our home, our stories and our people.”

Niki Chin – Procurement Specialist





“The thing I most love about Brisbane 2032 is that I can bring my full authentic self to work. It’s a really friendly and inclusive place to work and the organisation is 100% committed to making a genuine difference to people's lives through the vehicle of the Games. Including its workforce!”

Merrilee Barnes – Head of Impact and Legacy

Keen to learn more?

Brisbane2032.org

