

## FACT SHEET

November 2009

# Queen Street Mall History and highlights

Brisbane's Queen Street Mall has long been considered the centre of fashion and retail in Queensland. Here's a taste of the history and highlights that have cemented this precinct as Queensland's premier retail destination.

- 1825 (July) - A penal colony was established on the present site of Brisbane by order of the then Governor of New South Wales, Sir Thomas Brisbane.
- One of the first convict barracks built was on the site of the present day Queen Adelaide Building in the 1820s.
- The prisoners' barracks was the largest building in the settlement and it determined the position and orientation of Queen Street. Subsequent streets were later built parallel.
- When Queensland separated from New South Wales in 1859, the barracks took on a new role as the first Supreme Court and the first Parliament House. The barracks was eventually demolished in 1880.
- The Treasury building site was originally occupied by military barracks. The new Treasury building began construction in 1886 and was not completed until 1928.
- Brisbane's General Post Office was built on the site of the convict settlement's female factory prison.
- 1840: The Brisbane penal settlement closed and became a free settlement. Prior to this time, free settlers were not allowed within 50 miles of the area.
- 1864 (December): The Great Fire of Brisbane destroyed fifty houses and a number of businesses in a block between Queen and Elizabeth. George and Albert Streets were completely destroyed in two and a half hours.
- Following the fire, the area was redeveloped with buildings from more substantial materials, constructed of stone and brick rather than timber.
- 1882 (December): Queen Street was first illuminated by electricity as a demonstration. Electricity only replaced gas lighting on Brisbane's streets in 1917.
- 1885: The first tramline in Brisbane opened and ran from the fiveways at Woolloongabba to the Valley.
- 1915: Tar sealing of city streets begin.
- 1929: Queen Street Mall's Regent Cinema opened. The cinema was designed for both films and live productions and was the first of the lavish American-styled picture palaces to be built in Queensland.
- 1927 (November): Albert Street's Metro Cinema opened and was known as the 'The Theatre of the Stars'. Built for MGM, the Art Deco cinema was designed by American, William Fountain.
- In World War II, General Douglas MacArthur directed the Pacific campaign from the AMP Building (now MacArthur Central) in Queen Street.
- 1942: Emergency air raid shelters constructed along Elizabeth Street - a few weeks after Pearl Harbour.
- 1954: Her majesty the Queen's royal procession down Queen Street saw unprecedented crowds gather.
- 1982: New Queen Street Mall marks revitalisation of Brisbane CBD. The mall was first created between Edward and Albert Streets and later extended to include the top section of Queen Street (from Albert to George Streets).
- 1988: The Victorian styled Myer Centre opens as the largest CBD shopping centre in Australia with six levels of shopping and four levels of parking.
- 1999: The Queen Street Mall re-development takes just over 10 months to complete.

- 2003: Downtown Brisbane was recognised by the International Downtown Association (IDA) as the world's best downtown precinct beating some of the world's higher profile cities.
- 2005: Stage one of QueensPlaza, the newest addition to the mall's already expansive retail offer, is complete.
- 2005: 'Let Loose' Queen Street Mall campaign commences including the 'diamond bracelets' television commercial.
- 2006: The Inaugural Mercedes-Benz Fashion Festival is launched. The five-day fashion festival kicks off with the prestigious QueensPlaza runway showcase and cocktail party. This debut show set the tone for the festival, unveiling a collection of stylish international and national brands including Alannah Hill, MaxMara, Max & Co, De Cjuba, Jigsaw and Ojay.
- July 2007: Albert Street refurbishment is complete. Starting at the City Botanic Gardens it spans across Elizabeth Street and through the Queen Street Mall to King George Square and features an array of great retailers and eateries.
- December 2007: GUESS opens its first flagship store in Australia in the Queen Street Mall. Featuring over 333,000 square metres of selling space, the store comes complete with an internal escalator.
- February 2008: David Jones refurbishment finishes, completing the second and final stage of the QueensPlaza development. Australia's largest one location David Jones outlet, double the size of the original carries over 200 new brand installations including Australia's first Chloe in-store boutique and international luxury giants Christian Dior, Bulgari, Burberry and Tod's.
- March 2008: The 20th anniversary of the opening of a Brisbane and Queen Street Mall icon, The Myer Centre. The Myer Centre created retail history when it opened its doors 20 years ago as Australia's largest CBD shopping complex. Twenty years on it remains Queensland's largest CBD retail centre with 185 stores and the state's largest Myer.
- May 2008: The Queensland Government's \$333 million Inner Northern Busway (INB) is the second busway in the network to be built. The INB is the heart of Brisbane's busway network that spans the city and gives passengers a congestion-free ride on frequent and reliable services. The INB runs from Queen Street in the city to the Royal Children's Hospital at Herston.
- August 2008: The 'Queen Street Mall Live' program is launched delivering live, informal installations, celebrations and special events. The Live program provides a platform to promising designers and artists.
- September 2008: QSM Kids is launched, a FREE school holiday designed to keep the little ones entertained during the holiday periods.
- October 2008: Brisbane Arcade celebrates its 85th year of shopping success.
- March 2009: Jan Power's Farmers Markets comes to Reddcliff Place.
- June 2009: Queen Street Mall launches Follow the Fashion – a competition which saw emerging fashion designers compete for the chance to win a store on the Queen Street Mall rent free for six months.
- August 2009: Museum of Brisbane launches In Fashion: Dressing up Brisbane – an exhibition which delves into the private collections of Brisbane women and designers to unveil the role of fashion in the making of the city.
- September 2009: Bianca Daly from the label blanc + delta is announced the winner of the Follow the Fashion competition.
- September 2009: Myer Brisbane City extends its trading hours til 7pm from Monday to Thursday.
- October 2009: The newly refurbished King George Square opens.
- December 2009: blanc + delta opens in Broadway on the Mall. The Q&A Building is completed and is home to new Universal and Napoleon Perdis stores, to name a few.

Visit [www.queenstreetmall.com](http://www.queenstreetmall.com) for further information about the Queen Street Mall.