



410 QUEEN

McGEES



410 Queen Street is more than just an address.

Standing at the heart of Brisbane CBD, it is a building shaped by history and defined by its ability to evolve. From its early foundations to its role in today's commercial landscape, 410 Queen Street reflects the city's growth into a mature and sophisticated business centre.

This edition of Beyond the Building explores that journey, looking beyond the façade to understand how thoughtful stewardship, long-term management, and a clear vision have contributed to the asset's ongoing success. It also considers what lies ahead, as 410 Queen Street continues to adapt to the changing needs of the modern workplace.

A LEGACY BUILT ON LONGEVITY AND LOCATION

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The story of 410 Queen Street is one of evolution, resilience and long-term relevance. First identified for redevelopment in the early 1980s, the site was transformed into what became known as BNZ House, developed through a joint venture between F.A. Pidgeon & Son and the Girdis Group.

Purpose-built to accommodate a major banking tenant, the building was designed with double-thick walls to secure its banking chambers, a feature that reflected both the era and the calibre of its original occupants.



Source: Queensland University of Technology Digital Collections, Bain/O'Gorman Collection.

The Bank of New Zealand secured lead tenancy and naming rights, establishing 410 Queen Street early on as a trusted commercial address.

Over time, the building attracted a stable mix of professional and institutional occupiers, including Comcare, the Australian College of Rural and Remote Medicine and the Royal Australian College of General Practitioners. These organisations were drawn to its prominence, reliability and central CBD location.

Positioned within Brisbane's Golden Triangle, the building has experienced multiple ownership changes and market cycles, including periods of broader redevelopment consideration across the precinct in the early 2000s. Through these phases, 410 Queen Street maintained its presence as a standalone asset and valued for its structural integrity and ongoing appeal within the city's core commercial corridor.



Source: Peddle Thorp Architects, John Oxley Library, State Library of Queensland.



Ongoing capital investment has supported this longevity. Key upgrades, including a chiller replacement in 2013 and a full lift system upgrade in 2016, ensured the building continued to meet contemporary office standards while retaining its established identity.

This history provides 410 Queen Street with a distinct position in the Brisbane CBD office market – combining proven durability with the adaptability required to remain competitive over time.

A COMMERCIAL ASSET WITH MOMENTUM

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Today, 410 Queen Street is firmly established as a contemporary commercial address within Brisbane's Golden Triangle, benefitting from a prime position near Customs House at the Waterfront Brisbane end of Queen Street. Surrounded by leading cafés, dining destinations and the riverfront boardwalk, the fourteen-storey office tower enjoys expansive views across the Brisbane River and the city's iconic Story Bridge – a setting that continues to resonate with modern occupiers.

Since October 2014, McGees has played a central role in shaping the building's current identity through hands-on, proactive property management. The relationship deepened shortly after, with the McGees team relocating to the building in December 2014, reinforcing an on-site presence that supports both operational performance and tenant engagement. This level of on-site management is unusual for a building of this scale and reflects a hands-on approach more commonly associated with significantly larger assets.



Under McGees' management, 410 Queen Street has undergone a considered program of improvement. Two major foyer refurbishments have refreshed the building's arrival experience, while full bathroom upgrades and the introduction of modern End of Trip facilities have aligned the asset with the expectations of today's workforce. These upgrades have been complemented by a clear leasing strategy focused on attracting high-quality occupiers suited to the building's scale, location and character.

The result has been a marked evolution of the tenant profile. Comcare has maintained a long term presence in the building since 2011, with McGees joining in 2014, reinforcing 410 Queen Street's reputation for reliability, continuity and central CBD appeal.

One of the building's defining advantages lies in its scale and floorplate configuration, which makes it particularly well suited to small and medium-sized enterprises. Rather than being placed within fragmented or secondary spaces common to larger towers, occupiers at 410 Queen Street have the opportunity to secure entire floors, giving businesses a stronger sense of identity and ownership within the building.

This positioning has attracted organisations seeking a premium CBD presence without compromise, reinforcing the building's role as a natural home for established and growing enterprises.



LOOKING AHEAD, POSITIONED FOR THE NEXT CHAPTER

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As Brisbane CBD continues to evolve, 410 Queen Street is well positioned to move confidently into its next chapter.

Its Golden Triangle address, proximity to the river, and strong transport and amenity connections ensure the building remains relevant as occupier expectations continue to shift towards flexibility, experience and wellbeing.

With a solid foundation already established, the focus for the future is on maintaining performance while adapting with purpose. Ongoing asset management will continue to prioritise thoughtful upgrades, sustainability considerations and tenant-focused initiative to ensure the building remains competitive without losing the character that defines it.

McGees' long-standing involvement provides continuity and a deep understanding of both the asset and its market. This institutional knowledge, combined with an active, on-the-ground management approach, allows opportunities to be identified early and strategies to be implemented with confidence. It also ensures decisions are made with a long-term view to balance immediate outcomes with enduring value.



In an office market where relevance is no longer guaranteed by location alone, 410 Queen Street stands out as an asset shaped by time, guided by experience, and positioned for what comes next. Its story is not one of reinvention, but of evolution, a building that continues to respond to change while remaining true to its foundations.

410 Queen Street's story is one of longevity, adaptability and thoughtful leadership. From its origins as a purpose built commercial asset to its position today as a well established office within Brisbane's Golden Triangle, the building has continued to evolve in step with the city's changing business landscape.

Its success has not come from reinvention alone, but from consistent investment, proactive management and a clear understanding of what occupiers value – location, amenity, reliability and experience. These fundamentals have allowed 410 Queen Street to withstand market shifts while remaining relevant across decades.

Looking ahead, the building is well placed for continued success. With strong foundations, a prime CBD location and an experienced management team committed to its ongoing evolution, 410 Queen Street is positioned to meet the demands of the future workplace while respecting the character that defines it.

As this next chapter unfolds, we look forward to seeing 410 Queen Street continue to play an active role in Brisbane's commercial story, supporting the businesses, partnerships and communities that call it home.

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McGees Property Brisbane
07 3231 9777
brisbane@bne.mcgees.com.au
bne.mcgees.com.au

Level 5, 410 Queen Street
Brisbane City QLD 4000

PGA Management
+61 3 9660 8600
pgagroup.com.au

Level 11/1 Collins Street
Melbourne VIC 3000

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