

**LOGAN CITY COUNCIL**

# **ARTS, CULTURE AND HERITAGE PLAN**

**2023–2027**



**CITY OF  
LOGAN**



Loganlea Road Healthy Street project featuring designs by Logan artists Therese Flynn-Clarke, Evangeline Goodfellow, Vikki Kindermann, Missy Knox, Jessica Skeen-McKinnon, Sally Terare, Rachael Lee, Samuel Tupou and Chloe Wigg

# ACKNOWLEDGMENT OF COUNTRY

Logan City Council respectfully acknowledges the Traditional Custodians of the lands and waterways across the City of Logan, and extends that respect to the Elders, past, present and emerging for they hold the memories, the traditions, the cultures and hopes of Australia's First Peoples.

Logan's rich tangible and intangible cultural heritage of the people who call Logan home is respectfully acknowledged. This is inclusive of Aboriginal and Torres Strait Islander cultural heritage, cared for by Traditional Owners, and community members of all cultural backgrounds.

Yulu Barri Ba dancers conducting a Traditional Smoking Ceremony at Logan Art Gallery, featuring mural *Cycles of change* by Aunty Peggy Tidyman



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Cover image: Eric Kagorora from the Imanzi Rwandan Cultural Dance Group performing at Kingston Butter Factory Cultural Precinct Launch Party.



## MAYOR'S MESSAGE

The City of Logan is one of the most vibrant and diverse communities in Australia.

It's no surprise then that arts, culture and heritage play an important role in the fabric of who we are, and how our people express themselves and interact with the world.

As a council, we understand, value and celebrate the richness of the arts, culture and heritage on offer in Logan. We have developed the Logan City Council Arts, Culture and Heritage Plan 2023–2027 to help spark new collaborations to create distinctly Logan experiences that can be enjoyed by locals and visitors alike.

This plan, developed in partnership with our community, aims to invigorate places and spaces across the city through fresh creative ventures, innovative partnerships and sustainable business opportunities for growth, imagination and connection. It will also support our community to enjoy and participate in local arts, culture and heritage experiences, including families, our First Nations community, people living with disabilities and older adults.

A community that values creativity and its heritage knows itself and its strengths. Embracing those strengths will help us face future challenges, embrace new ideas, and create a proud, connected and healthy city.

Mayor Darren Power

City of Logan

## EXECUTIVE SUMMARY

Our creative industries play a key role in realising Logan City Council's vision for the City of Logan as a green city full of pride, opportunity and culture – a sustainable city with long-term social, environmental and economic health for our residents now and for generations to come.

'As our families, communities and nation come to terms with the uncertainty, isolation and social and economic disruption of the world in the wake of the COVID-19 pandemic, the power of the arts and creativity to connect and uplift us, to reduce expenditure across health and social services and to stimulate tourism and local economies, has never been more important.'

*Creative Economies Outlook 2022,  
United Nations Conference on  
Trade and Development*

We are living and working through ongoing change and transformation. By building on our city's creative capital, we boost opportunities to imagine and express new possibilities, ideas and solutions for Logan through creative activity.

**'We are committed to raising community appreciation, understanding and awareness of the creativity, cultural diversity and heritage of the City of Logan and its residents.'**

*Logan City Council, Cultural Development Policy*

## VISION – WHERE DO WE WANT TO BE?

**We aspire towards a flourishing creative economy where arts, culture and heritage are threaded through our places and spaces and shape a proud city identity, contributing to the environmental, social and economic health of the city.**

Whether residents live in urban or rural areas, established or newly developed areas of the city, they can enjoy and contribute to our growing creative economy. Artists have opportunities to share new ideas and skills, create and present their work in affordable spaces, and collaborate to create uplifting events, art in public places and cultural activities for everyone in all areas of the city.

We will use technology to promote and discover our artists, illuminate Logan's stories and celebrate our vibrant culture and diversity. Creative practitioners will be supported to forge sustainable careers and pathways in the City of Logan.

Through this vision, Council affirms its commitment to creating a green, proud city providing opportunities for our current and emerging community to thrive through stimulating arts, culture and heritage experiences across the city.



Fire twirlers, FLAME BBQ Street Festival, Jimboomba

# OVERVIEW

**Why do we need an arts, culture and heritage plan?**

This plan is a whole of council document that states Council’s commitment to arts, culture and heritage. It defines key aims and actions that will guide our services, events and facilities to meet and respond to community needs and aspirations. The plan outlines areas where Council will work to develop more opportunities for our community to enjoy and participate in creative activities to foster a welcoming, proud and healthy city.

The *Logan City Council Arts, Culture and Heritage Plan 2023–2027* provides a foundation for Council, together with our community, to support the sustainable growth of Logan’s creative industries over the next 4 years, ensuring we take advantage of the extraordinary opportunities that lie ahead for our region.

## How was the plan developed?

The plan resulted from extensive consultation with Logan’s community. This included local arts, culture and heritage practitioners and key stakeholders. It builds on achievements of the past and identifies new ideas and opportunities. Existing and future plans and activities across all areas of Council are represented. The plan draws on Logan’s 2019 Cultural map and community input during 2022. It replaces the *Logan City Council Arts, Culture and Heritage Strategy 2018–2022*.

## What have you told us and how have we used it?

Our community and key stakeholders described their vision for the future of arts, culture and heritage in Logan. Their feedback highlighted the need to build our creative sector. This will support Logan’s artists and creatives to develop in the lead-up to the Olympic and Paralympic Games in 2032. We will work together to build networks and skills, develop new work and activate our spaces.

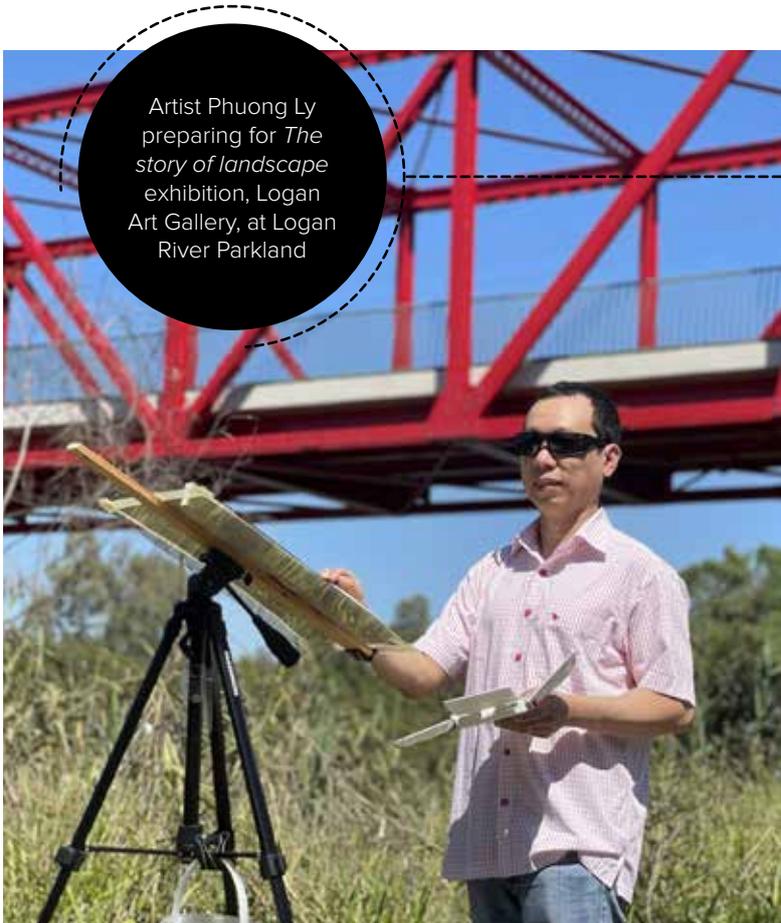
Feedback called for more access for everyone to our arts, culture and heritage. Stakeholders also identified opportunities to promote our city through new cultural tourism experiences. Community aspirations communicated during consultation have informed this plan.

## How will the plan document be implemented and reported?

**Five key areas** are linked to the *Logan City Council Corporate Plan 2021–2026*, and resulted from community consultation:



These key areas provide a plan for an action plan. The action plan will be reviewed and reported on annually. The plan will be reviewed in 2027.



*This project was supported by the Regional Arts Development Fund, a partnership between the Queensland Government and Logan City Council to support local arts and culture in regional Queensland*



Playing in the garden at Mayes Cottage House Museum

THIS CITY VISION EMBODIES COUNCIL'S HOPES FOR THE FUTURE OF OUR CITY AND BUILDS ON 7 FOCUS AREAS:

- 1. MAINTAINING CURRENT LEVELS OF SERVICES
- 2. PROUD CITY
- 3. ENVIRONMENT
- 4. HEALTHY CONNECTED COMMUNITY
- 5. ECONOMY AND GROWTH
- 6. INFRASTRUCTURE
- 7. HIGH PERFORMING ORGANISATION

*Proud city, Healthy and connected community, Infrastructure and Economy and growth* are the most relevant focus areas for this plan.

The plan intersects with the Cultural Development Policy that aims to:

- > build community capacity
- > promote the community's access to services
- > promote inclusion, social justice and harmonious community relations.

*Logan City Council Arts, Culture and Heritage Plan 2023–2027* reflects the *Logan City Council Corporate Plan 2021–2026*, Council's Cultural Development Policy and embraces the Logan Community Vision:

Logan is a thriving, forward-thinking community, building a smart future by embracing innovation, diversity and equality for all. No matter where you're from, you're welcome in Logan.

The Plan supports our Corporate Plan and City Vision:

City of Logan, a green city full of pride, opportunity and culture.

*This project was supported by the Regional Arts Development Fund, a partnership between the Queensland Government and Logan City Council to support local arts and culture in regional Queensland.*



Emma Bosworth, Dr Robert Davidson and Jackie Marshall performing songs from the HEART project in the Butterbox Theatre, Kingston Butter Factory Cultural Precinct

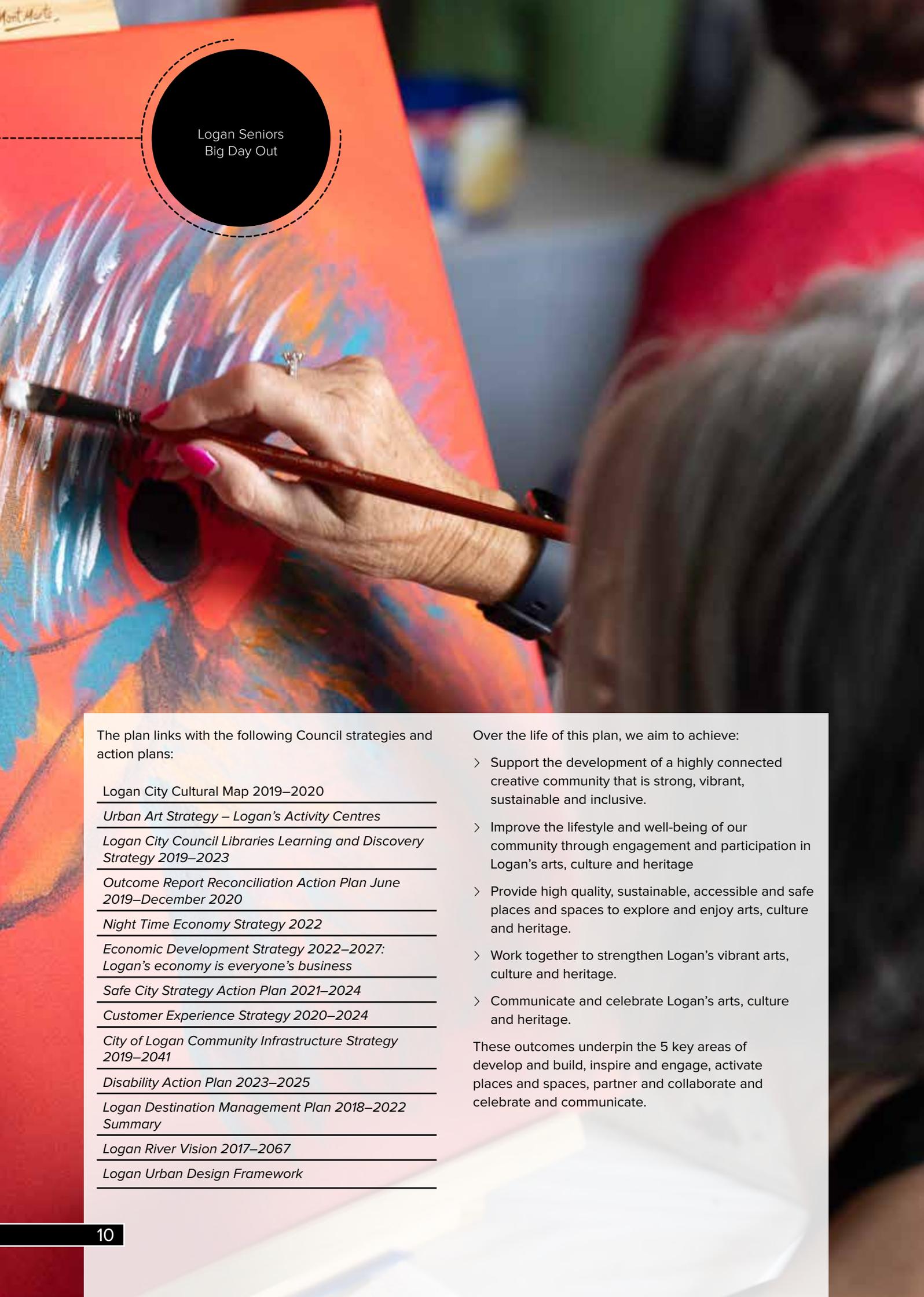
## Relationship map:

DIRECTION	INFORMED BY	STATEMENT OF PURPOSE ON ARTS, CULTURE AND HERITAGE
United Nations	<i>Article 27 – Universal Declaration of Human Rights.</i>	Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.
United Nations	<i>United Nations General Assembly resolution 74/198, 14 January 2020</i>	<i>International Year of Creative Economy for Sustainable Development, 2021</i> Raise awareness, promote cooperation and networking and encourage the sharing of best practices and experiences, enhance human resource capacity and promote an enabling environment at all levels, as well as tackle the challenges of creative economy.
UNESCO	<i>Convention on the Protection and Promotion of the Diversity of Cultural Expressions, 2005</i>	The convention is a legally-binding international agreement that ensures artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.
UNESCO	<i>Voices of the city, 2019</i>	The 2030 Agenda for Sustainable Development calls on us to imagine more sustainable, more human, more creative cities. Inventive cities that can act as a driving force for progress, both at the economic, social and environmental levels. Cities that encourage citizenship, dialogue and mutual understanding.
UNCTAD	<i>Creative Economies Outlook 2022, 2022</i>	The notion of creativity and creative economy is evolving. The creative economy encompasses all the industries relying on creative activities. The concept of the creative economy is closely linked with the “knowledge economy”.
Australian Government	<i>Revive: a place for every story, a story for every place 2023</i>	Australia’s National Cultural Policy for the next 5 years.



Young families reading together at Logan Central Library

Australian Government, Australia Council for the Arts	<i>Creativity connects us – corporate plan 2021–2025</i>	We are all connected through arts and creativity. Our arts are vital expressions of human experience. They embody individual and collective stories, histories, identities and help us understand what it means to be human. They connect us to our past and imagine our future.
Australian Government	<i>Australia Council digital cultural strategy 2021–24</i>	A vision for a digitally enabled and thriving arts and cultural industry. It provides an overarching framework to guide our approach and priorities for digital development.
Queensland Government	<i>Creative together 2020–2030: a 10-year roadmap for arts, culture and creativity in Queensland</i>	This 10-year strategy looks to the future, where the strength of the sector will foster the growth of bold and rich cultural experiences for audiences, and where arts and culture are valued for the important role they play in enriching Queensland and securing a prosperous and creative future for the state. The key priorities of this strategy include: <ul style="list-style-type: none"> <li>&gt; Embrace Brisbane 2032 across Queensland</li> <li>&gt; Elevate First Nations arts</li> <li>&gt; Activate Queensland’s places and spaces</li> <li>&gt; Drive social change and strengthen communities</li> <li>&gt; Share our stories and celebrate our storytellers.</li> </ul>
Australian Local Government Association (ALGA)	<i>Inquiry into Australia’s creative and cultural industries and institutions, October 2020</i>	Local Government plays a vital role in the burgeoning creative and visitor economies, investing and delivering capital investment and ongoing arts and culture programs in metropolitan and regional areas of Australia.
Logan City Council	<i>Logan Community Vision: Final Report 2021</i>	Community Vision Statement: “Logan is a thriving, forward-thinking community, building a smart future by embracing innovation, diversity and equality for all. No matter where you’re from, you’re welcome in Logan.”
Logan City Council	<i>Corporate Plan 2021–2026</i>	Council commits to developing and maintaining arts, culture and heritage as key elements to support its vision for a green city full of pride, opportunity and culture.
Logan City Council	<i>Cultural Development Policy</i>	Council recognises the direct contribution which cultural development makes to the community’s quality of life, sense of identity and future opportunities. This policy provides the framework for Council to manage cultural development.
Logan City Council	<i>Cultural diversity policy</i>	To provide a framework by which Council will be inclusive, equitable and culturally sensitive in its service development and delivery to people of culturally and linguistically diverse backgrounds in the City of Logan, including descendants of people born overseas and Aboriginal people and Torres Strait Islander people. Council will do this through positive community relations and symbolic gestures.
Logan City Council	<i>Logan City Council Arts, Culture and Heritage Strategy 2018–2022</i>	Council is committed to establishing Logan as a city recognised for its innovation and creativity: as a city that champions arts, culture and heritage for their inherent value and for the social and economic benefits they can provide. Developing and supporting Logan’s creative industries is key to this vision, as they are increasingly important to economic, social and cultural well-being.



Logan Seniors  
Big Day Out

The plan links with the following Council strategies and action plans:

*Logan City Cultural Map 2019–2020*

*Urban Art Strategy – Logan’s Activity Centres*

*Logan City Council Libraries Learning and Discovery Strategy 2019–2023*

*Outcome Report Reconciliation Action Plan June 2019–December 2020*

*Night Time Economy Strategy 2022*

*Economic Development Strategy 2022–2027: Logan’s economy is everyone’s business*

*Safe City Strategy Action Plan 2021–2024*

*Customer Experience Strategy 2020–2024*

*City of Logan Community Infrastructure Strategy 2019–2041*

*Disability Action Plan 2023–2025*

*Logan Destination Management Plan 2018–2022 Summary*

*Logan River Vision 2017–2067*

*Logan Urban Design Framework*

Over the life of this plan, we aim to achieve:

- › Support the development of a highly connected creative community that is strong, vibrant, sustainable and inclusive.
- › Improve the lifestyle and well-being of our community through engagement and participation in Logan’s arts, culture and heritage
- › Provide high quality, sustainable, accessible and safe places and spaces to explore and enjoy arts, culture and heritage.
- › Work together to strengthen Logan’s vibrant arts, culture and heritage.
- › Communicate and celebrate Logan’s arts, culture and heritage.

These outcomes underpin the 5 key areas of develop and build, inspire and engage, activate places and spaces, partner and collaborate and celebrate and communicate.

# POLICY POSITION

Logan City Council's Cultural Development Policy underpins, and has guided, the development of this plan.

## Where are we now?

We're one of the largest and fastest-growing cities in Australia, with a population of over 360,000. Logan is located in South-East Queensland, bounded by Brisbane and Redland cities to the north, City of Gold Coast to the south-east, Scenic Rim region to the south and City of Ipswich to the west. We're a young and diverse city, home to people from more than 234 cultural backgrounds. Around 50 per cent of our population are 30 years old or younger. 500,000\* people will call Logan home by 2036. Given our location, young population and workforce, Logan is well placed to strengthen its position as a major economy in the region.

Logan City Council's arts and cultural facilities include 9 libraries, Logan Art Gallery, Living Museum of Logan, Mayes Cottage House Museum, Logan Entertainment Centre, Kingston Butter Factory Cultural Precinct, Beenleigh Events Centre, and Logan Metro Sports and Events Centre.

To meet the current and emerging needs of our population, and to support the development and management of arts, culture and heritage into the future, Council is responsible for planning cultural development and service provision.

\* *Population projections – regions*, Queensland Treasury Corporation, Queensland Government, 2019

## What do Logan residents want?

Access to and participation in creative industries is important to Logan residents. In the Logan Listens: 2022 Residents' Survey, Logan City Council Libraries, Logan Entertainment Centre and Logan Art Gallery recorded high satisfaction levels. The importance of these facilities remained constant with previous surveys.

Through consultation for this plan, community said they wanted:

- › To network and collaborate
- › Support for inclusive events, art in public places and cultural activities throughout the city
- › Spaces to create, rehearse and present their work
- › To use technology to promote and discover our artists, Logan's stories and vibrant culture
- › Sustainable careers and pathways.

Our community wants new ways to engage with our heritage. This includes wider audiences learning about our shared histories. Consultation also called for greater awareness, knowledge and interpretation of Aboriginal and Torres Strait Islander tangible and intangible cultural heritage.

Responses from consultation with our community informs this plan's outcomes, aims and actions.

## Who are the people who make up Logan's creative industries?

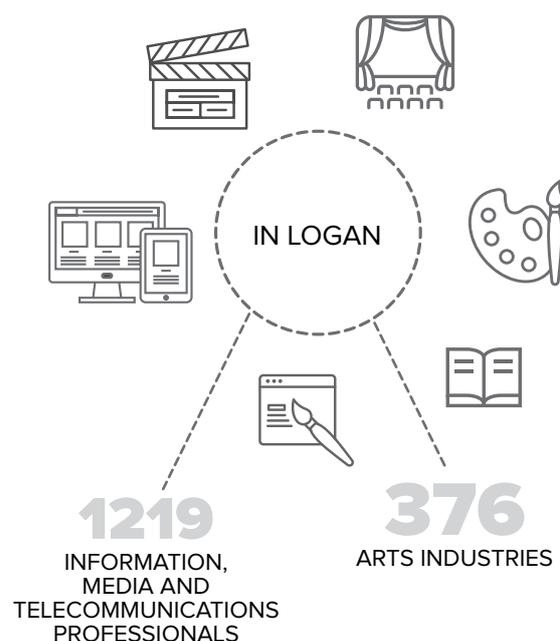
Logan's creative industries include individuals, groups, organisations and businesses. They create, share, sell or enjoy a range of artistic, cultural or heritage products, services and activities.

## Census 2021

The 2021 Census revealed 376 arts industries and 1219 information, media and telecommunications professionals live in Logan. This includes people working in heritage, creative and performing arts, publishing, motion picture and sound recording, broadcasting, library and other information services.

## Logan's Cultural Map

Research undertaken to develop Logan's Cultural Map 2019 revealed more than 250 individuals and organisations working in arts, culture and heritage were based in Logan. Individuals and organisations are professional, para-professional, not-for-profit or volunteer-run. Logan's Cultural Map will be updated in 2024.



CENSUS 2021

## WHERE ARE WE GOING?

The City of Logan continues to be one of the fastest growing areas in Queensland. Over the next 10 years, arts and culture will be important to the economic growth of South-East Queensland. Through strategic partnerships, our city can meet these growth challenges and take up emerging opportunities presented by the 2032 Cultural Olympiad. By celebrating our region, we can build a reputation as an arts and cultural destination. This will create new sustainable careers for Logan's creative practitioners and grow our creative economy.

Logan will also need to meet evolving audience expectations, progress reconciliation and embrace ongoing change. As a thriving community, we will navigate global economic, social and environmental challenges together. By doing this we can ensure our city continues to prosper as an inclusive, sustainable and resilient city.

Through strategic partnerships with Arts Queensland and Creative Australia, we can work together to support Logan's arts, culture and heritage, and better respond to the demands of our local audiences and regional visitors.

The adaptability and strength of our creative industries will help embrace the 9 key factors identified by the Australia Council for the Arts for a thriving creative sector to deliver value to our communities:

- › Investment in the creative economy and recovery
- › Arts and culture for mental health and well-being
- › Leveraging culture and creativity for economic recovery and prosperity
- › Creativity in the future of work
- › Digital transformation and income streams
- › Addressing systemic barriers and building equity and social cohesion
- › The Australian Government's Indigenous Visual Art Action Plan
- › A new framework: National Performing Arts Partnership Framework implementation
- › Driving social, cultural and economic success in an evolving landscape.

*Creativity Connects Us, Corporate Plan 2021–25,*  
Australia Council for the Arts, Australian Government

*This project was supported by the Regional Arts Development Fund, a partnership between the Queensland Government and Logan City Council to support local arts and culture in regional Queensland.*

## KEY AREAS OF INTEREST

Five key areas of interest have been identified that are critical to achieving our vision for Logan. We need to:

- › develop a strong, connected creative community that is inclusive and sustainable
- › expand engagement and participation in Logan's creative industries
- › build, improve and maintain accessible and safe places and spaces
- › work together with key partners and stakeholders to support community aspirations and economic opportunities
- › communicate and celebrate the value of Logan's rich arts, culture and heritage.



Michaela Shuttleworth,  
Jenna Kenney, Natalie  
Baker, Cmos Le,  
Lawrence McCudden  
and Orion Mandla on  
the set of the short film  
*Junk shop.*

## HOW ARE WE GOING TO GET THERE?

Logan City Council focuses on a range of activities as our core business, shared with, or managed by community. However, Council is concerned with the full range of issues that affect the well-being and liveability of Logan.

Council is involved in the delivery of services for the community across 3 tiers:

**Core business:** Council takes the lead to provide services to the community, access to facilities, maintain Council buildings, develop community programs and to fulfil statutory responsibilities. This supports Logan artists, creative businesses and the community to create and enjoy arts, culture and heritage activities.

**Shared responsibilities:** Council can influence and form partnerships with community and other governments agencies, non-government organisations, education and health sectors, private organisations and individuals to support arts and cultural activities that enrich the region's cultural vitality.

**Advocacy:** Council can respond to issues of concern or importance for the community and, where appropriate, advocate to businesses and other levels of government on their behalf to support development and investment in Logan's arts, culture and heritage.

Council, community, industry partners and our creative practitioners need to work together to continue to grow a diverse arts ecology, enabling the prosperity of our creative industries. The plan outcomes, aims and actions are key to how we get there.





Duku Fore at Hive Central coworking space, Logan Central Library

## OUTCOMES

Five plan outcomes are based on the key areas of interest resulting from community consultation. The outcomes, aims and actions are:

### OUTCOME 1:

#### DEVELOP AND BUILD

##### AIM

Support the development of a highly connected creative community that is strong, vibrant, sustainable and inclusive.

##### ACTIONS

- 1.1 Support development and life long learning:**
- › Deliver skills development programs and support residents with opportunities to build career pathways in creative industries for all ages
  - › Provide mentoring opportunities between established and emerging practitioners
  - › Support professional development of local heritage organisations and practitioners
  - › Provide training and creative development opportunities for our young people
  - › Expand learning opportunities through the use of digital technology.

#### 1.2 Build the strength and sustainability of creative industries:

- › Provide resources and grant funding to support arts development in Logan through Regional Arts Development Fund, Community Events and Community Project grant programs
- › Support and encourage First Nations-led creative businesses
- › Investigate opportunities for Logan’s creative industries to be involved in the Cultural Olympiad 2032
- › Engage Logan practitioners of all ages, cultures and abilities to create content for events, programs and facilities in Logan.

#### 1.3 Create an inclusive arts, culture and heritage sector through knowledge sharing and connection

- › Strengthen arts, culture and heritage networks throughout the City of Logan
- › Encourage First Nations knowledge exchange and critical discussion, involving Aboriginal and Torres Strait Islander peoples in decision making
- › Encourage participation by culturally diverse practitioners and artists with disabilities in knowledge sharing.

## OUTCOME 2:

### INSPIRE AND ENGAGE

#### AIM

Improve the lifestyle and well-being of our community through engaging and participating in Logan's arts, culture and heritage.

#### ACTIONS

##### 2.1 Inspire and enrich our community through innovative arts, culture, and heritage:

- › Continue to share Logan's culturally diverse stories through accessible displays, exhibitions and programs
- › Provide opportunities to engage our community through First Nations-led truth-telling and celebrate First Nations stories, languages and collections
- › Increase knowledge of Aboriginal and Torres Strait Islander tangible and intangible cultural heritage in partnership with Traditional Owners
- › Create opportunities for cultural exchange and co-creation
- › Develop arts, culture, and heritage programs to engage young people
- › Continue to manage, develop and provide access to Logan City Council's libraries, gallery and museum collections that reflect our communities and preserve our stories and heritage.

##### 2.2 Encourage participation in the arts:

- › Provide festivals, events and programs that are accessible, culturally-safe and welcoming to everyone of all ages, including our older community
- › Integrate arts and cultural experiences at non-arts events around the City of Logan
- › Build a vibrant and healthy community by providing events that help families to learn together
- › Grow participation through use of technology and in new locations.

##### 2.3 Ensure we serve our diverse and vibrant community with pride:

- › Build our cultural knowledge and competency to provide a positive welcoming experience
- › Engage our community to ensure we provide accessible and inclusive services and seek feedback for continuous improvement.

Mural *Wander free*  
by artist Sally Terare,  
The Plaza, Kingston  
Butter Factory  
Cultural Precinct

## OUTCOME 3:

### ACTIVATE PLACES AND SPACES

#### AIM

Provide sustainable, accessible, inclusive, safe places and spaces for exploration and reflection, where stories are told and ideas are shared.

#### ACTIONS

##### **3.1 Provide enhanced access to diverse arts, culture and heritage experiences:**

- › Activate unexpected places and spaces with family-friendly arts and cultural experiences, including in our natural environment
- › Provide access to affordable spaces for artists and audiences of all ages and for people with disabilities
- › Explore co-location opportunities to encourage resource sharing and sustainability
- › Work with our diverse communities to activate Logan's cultural facilities
- › Investigate incentives to encourage arts, culture and heritage activation of precincts across Logan.

##### **3.2 Support the delivery of Council's Community Infrastructure Strategy and maintain vibrant, inclusive Council infrastructure and facilities for arts and culture across the City of Logan including:**

- › Logan City Council Libraries
- › Logan Art Gallery
- › Logan Entertainment Centre
- › Mayes Cottage House Museum
- › Kingston Butter Factory Cultural Precinct
- › Living Museum of Logan

- › Butterbox Theatre
- › Beenleigh Events Centre
- › Logan's Activity Centres
- › Beenleigh Town Square
- › Council's neighbourhood and community centres
- › Other Council facilities such as parks and the natural environment.

##### **3.3 Foster a sense of community inclusion, safety and connection:**

- › Support the integration of art, design, creative lighting and smart technologies into public places, Council facilities and spaces
- › Activate spaces and places through inclusive performance, film, projection, temporary art and festivals
- › Support the delivery on Council's Night Time Economy Strategy to improve access to and safety of places at night
- › Support First Nations-led activities that increase opportunities for cultural practice and story-telling across Logan.

##### **3.4 Improve Logan's spaces and places through creative opportunities:**

- › Encourage private property owners to provide opportunities for artists
- › Engage creative practitioners in place making and advocate for artist participation in the enhancement of transport corridors, public amenities, utilities and vehicle parking facilities
- › Support urban art in Logan's Activity Centres
- › Support universal design and urban design principles in our distinctive, attractive public spaces and infrastructure projects.



*A Holly Christmas*  
performed by  
Scott "Buddy"  
Cameron and band,  
Logan Entertainment  
Centre



Logan City Council  
Libraries First Five  
Forever story time,  
Underwood Park

## OUTCOME 4:

### PARTNER AND COLLABORATE

#### AIM

Work together to strengthen Logan's vibrant arts, culture and heritage.

#### ACTIONS

##### 4.1 Attract resources, support and opportunity to Logan:

- › Attract major sponsors to invest in Logan's creative communities
- › Strengthen partnerships with the Australian Government, the Queensland Government and their Statutory Authorities
- › Integrate public art across Logan with key partners
- › Collaborate with profit and not-for-profit, community and cultural organisations, the private and public sector and teaching institutions to increase opportunities for Logan residents
- › Collaborate to deliver integrated urban art projects and actions of Council's *Urban Art Strategy – Logan's Activity Centres 2022*
- › Support new partnerships, such as with health, digital inclusion and sustainability, to create arts outcomes of benefit to the community.

##### 4.2 Strengthen our regional and international relationships:

- › Advocated for Logan's creative industries in regional planning in the lead-up to the 2032 Olympic and Paralympic Games
- › Grow cultural tourism to inform, inspire and welcome visitors to the region
- › Build on Sister City relations to foster arts and cultural exchanges
- › Collaborate with neighbouring Local Government Areas and industry partners to connect Logan arts products and services with new markets and audiences.

##### 4.3 Support our creative practitioners, organisations and groups to thrive:

- › Deliver skills development programs with key partners to develop sustainable careers and businesses
- › Support First Nations artists to access opportunities in the lead up to 2032 Cultural Olympiad
- › Partner with key stakeholders to provide accessible funding opportunities for our diverse community.

## OUTCOME 5:

### COMMUNICATE AND CELEBRATE

#### AIM

Communicate and celebrate Logan's arts, culture and heritage.

#### ACTIONS

##### 5.1 Build Logan's reputation as a vibrant and inclusive place to live and visit:

- › Promote our arts, culture and heritage to tell positive stories about Logan
- › Use digital and emerging technologies to reach new audiences
- › Celebrate Logan's creative industries as key to our vibrant city image
- › Attract new visitors and audiences through cultural tourism opportunities.

##### 5.2 Share our message with Logan's community:

- › Ensure our messaging is easy to find and accessible to people with disabilities and from diverse cultures
- › Target users and non-users by marketing our creative opportunities, programs, activities, venues and collections
- › Understand our community to ensure effective communication and share information through community networks
- › Respect cultural protocols when working with Aboriginal and Torres Strait Islander peoples and continue to promote reconciliation across our community.

##### 5.3 Promote Logan's diverse arts, culture and heritage:

- › Support our culturally diverse communities to share their stories and promote their programs, activities, festivals and events
- › Promote the uniqueness of Aboriginal and Torres Strait Islander arts, culture and heritage by supporting First Nations-led story-telling and cultural practice.

## How will we achieve our goals?

This plan sets a clear direction for creative industries in the City of Logan, and its ambition and focus are shared by the diverse communities who have helped shape it. We seek input from people who have contributed to the plan's development, and who have the potential to contribute to achieving these goals. Feedback is welcome.

### Action plan

An action plan will be developed from the 5 outcomes. The action plan will be reviewed and reported on annually and the plan will be renewed in 2028.

### Implementation

The financial implications associated with the implementation of this plan will be funded through the approved existing budget, and via any savings and efficiencies that can be realised. External grants will also be sourced in support of initiatives.

## Acknowledgements

*Logan City Council Arts, Culture and Heritage Plan 2023–2027* provides a plan for the development of creative industries in Logan. The plan would not have been possible without the assistance and involvement of key organisations and individuals, including:

- › Logan's Aboriginal and Torres Strait Islander Elders and community members
- › Artists, performers, and writers from the Logan region
- › Individuals working in the creative industries
- › Museum and heritage workers and volunteers
- › Logan City Council Mayor, Councillors and staff
- › And the many individuals who made time to attend focus groups, complete surveys, be interviewed and provide comment on the draft plan.

## Comments and references

Comment on this plan should be directed to the Libraries and Creative Industries Branch within Community and Lifestyle Directorate of Logan City Council.

A full list of references is available from Libraries and Creative Industries Branch of Logan City Council.



"Logan is home because of the... with a sunny day in Raydie, with warmth and streets and paths I used to take to work. Remembering the route, I used to take Schudel St, Woodridge, Wonder St, Avenue, Kingston, Opal Street, Kings Loganlea, Faculty Circuit, Logan Reserve, Borumba St, Logan Reserve... The places I have lived before received a

Museum Curator tour, Living Museum of Logan

**Logan City Council**

📍 150 Wembley Road,  
Logan Central, QLD 4114  
☎ 3412 3412  
✉ council@logan.qld.gov.au

City Road,  
Beenleigh Town  
Centre Streetscape  
Upgrade, featuring  
designs by artist  
Mary Elizabeth Barron