

# JIMBOOMBA PLACE ACTIVATION AND EVENT STRATEGY

2023 - 2028











# Jimboomba

Where country values meet contemporary ease, we are proudly Jimboomba.

We value the past and how it has shaped us, but look to the future as we lead the next generation.

Our hometown pride radiates from our people with vivid childhood memories that define our connection to this place.

We think and act with the best interest of our growing local community, instilling a sense of home, whether you've been here for 5 minutes or 50 years.



## **Acknowledgment of Country**

Logan City Council acknowledges the Traditional Custodians of the land, water and country we now call the City of Logan. We pay our respect to Elders past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples across the city.

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## Introduction

The Jimboomba Place Activation and Events Strategy 2023–2028 is a key outcome of the Jimboomba Summit held in 2019 where Logan City Council engaged with local landowners, residents, businesses and developers to identify changes and potential opportunities to unlock the economic and place-making potential in the Jimboomba Town Centre.

Some of the key outcomes from the summit were to foster a night-time economy and support or attract more local community events and place-specific activations in the area.

This document provides an overview of the strategic approach Council is taking to encourage and support place activation and delivery of events, including helpful resources to guide businesses and communities who wish to run or invest in events and place activation activities.



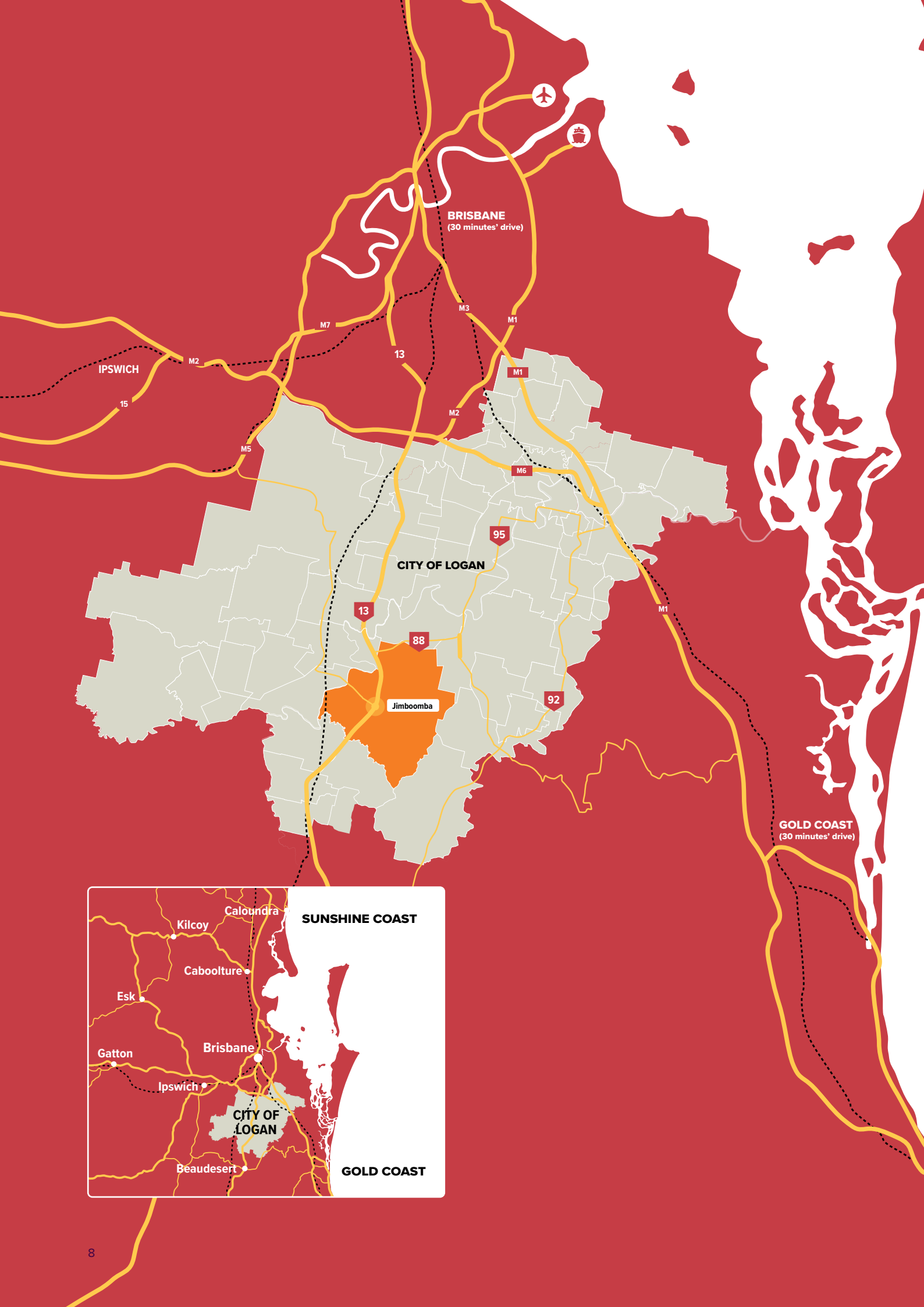
## Strategic approach

### Jimboomba Place Activation and Events Strategy 2023–2028

Strategic objectives include providing an overarching framework to build and support both events and activations for Jimboomba and surrounding suburbs and to focus on:

- > Existing recurring events, including community-run events, and where possible working to nurture these to become signature events for the region
- > Attracting new events that are inclusive for the local community to lift the local profile and contribute significantly to the economy
- > Highlighting the heritage, cultural, recreational and environmental assets of the Jimboomba region
- > Return patronage of residents and visitors
- > Showcasing the city as a thriving destination
- > Identifying and summarising key gaps and opportunities.





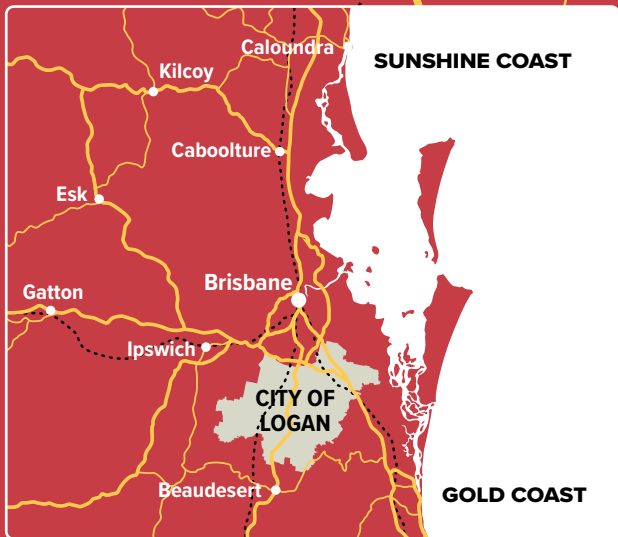
**BRISBANE**  
(30 minutes' drive)

**IPSWICH**

**CITY OF LOGAN**

**Jimboomba**

**GOLD COAST**  
(30 minutes' drive)



**SUNSHINE COAST**

**CITY OF LOGAN**

**GOLD COAST**



# Jimboomba Region Snapshot

The Jimboomba region, which is 58,243 hectares in size (based on ABS mapping SA3) was once known for its grazing farming landscape and has been shaped over years by its local population, now over 60,000 into a place that trades on heritage, recreational activities, small business, and community. The Jimboomba and surrounding suburbs foster and support a vibrant community that is reflective of history and identity. Since 2020, the population has grown by 3.95%, compared to the 1.84% growth in the City of Logan.<sup>1</sup>

1. Based on Jimboomba Statistical Area 3. [dbr.abs.gov.au](http://dbr.abs.gov.au)



**Population**

62,608



**Median age**

34



**Population growth  
(year-on-year)**

3.95%



**Local businesses**

3,861



**Households**

13,359



Source: Queensland State Library

## The place – Jimboomba

In the early years of large grazing leases and timber getting, Jimboomba was known as Gimboomba which is a Guginin word from the Indigenous people of the area, meaning 'place of loud thunder and little rain'.

Located 48km south of Brisbane, Jimboomba is situated on the Mount Lindesay Highway and since 2008 falls under the Logan City Council Local Government Area.

Known for its country values and strong community atmosphere, Jimboomba has continued to steadily develop over the years, with the Queensland Government's current plan to have the area become a major residential and business hub within the Brisbane metropolitan region in accordance with the SEQ Regional Plan.

**“** Jimboomba, as a place, is a hive of history where genuine connections are preserved. We put family first and hardworking country values are met with progressive and balanced lifestyles. We are proud, undoubtedly confident, respectful, and welcoming to all.



# Value of events in local communities

Logan City Council is committed to supporting and promoting activities that showcase the very best of our region’s diversity while celebrating its rich heritage.

Events and place activation can provide significant long-term benefits for local communities and visitors alike. It is acknowledged as an opportunity to stimulate economic growth and drive tourism by showcasing the local area and attracting visitors to the local area.

Positive visitor experience can significantly impact event attendees to become destination advocates and in turn, help promote an area, and potentially prompting a return visit to the area.

Studies undertaken by Tourism Research Australia indicate that an event is an impetus for 57% of first-time visitors to a region and 69% of repeat visitors.<sup>1</sup>

1. Tourism Research Australia- Events: Drivers of Regional Tourism 2014-  
www.tra.gov.au/tra/2016/documents/DVS\_Events\_-\_Drivers\_of\_Regional\_Tourism\_FINAL\_04082014.pdf

The research also shows that:

- > Three-quarters of event attendees are prompted to visit the region to attend an event and would not have travelled to the region if the event was not on.
- > Events create opportunities for local businesses to provide value for money and encourage event attendance by cross-promoting packages that include attractions, accommodation and transport.
- > Local events showcase what is authentic to the region and aim to increase social cohesion and create memorable event experiences for the local community and out-of-region visitors. By providing these opportunities, encourages first-time visitation, return visitation, and/or extended length of stay in areas people wouldn’t normally travel to.

# Event and activation definitions

Events can generate enormous economic and social value for local communities and bring people together to enjoy what their community has to offer. Events, place activations, and activities can be perceived in different ways and have different values for different groups of people.

Below is a basic outline of the definitions which will be referred to throughout the strategy.

|                         |   |
|-------------------------|---|
| <b>EVENT</b>            | Events are planned public and social activities that aim to bring together communities, businesses and stakeholders to the area in which they are held.   |
| <b>PLACE ACTIVATION</b> | Place activation is the outcome of place-making and place-management processes. A place must have people to be “active” or activated. Often the place-making and place-management process is required to provide the opportunity for place activation. Place activation accommodates activities, programming of spaces or small events that do not necessarily need to be Council-led, but can be business or community-led events, activities or programs. |
| <b>ACTIVITIES</b>       | Activations, programs, and campaigns refer to the art of driving residents, guests or consumers toward a specific action (or increased level of awareness), via a planned activity or experience. Within this context, they are considered as an undertaking of a specific initiative and not an event.   |
| <b>FESTIVAL</b>         | The term ‘festival’ refers to a large-scale event and in that sense is interchangeable with the term ‘event’. The historic definition of ‘festival’ refers to public joy, merriment and revelry. Within the context of this document, festivals refer to multi-faceted events, national celebration days and memorial days.   |

# Event tiering

The below event hierarchy can be used to identify different levels and sizes of events that aim to deliver social, environmental, and economic benefits to local communities.

| Tier 1 – Signature/destination event  |  |
|---|--|
| Signature/destination events have been specifically identified for the role they can play in giving the community a genuine competitive advantage where, over time, the events and the signature/destination become inseparable. This type of event identifies with the spirit or ethos of a town, city or region, becoming synonymous with the name of the place. The event showcases the uniqueness of the town to create interest and attract attention from attendees outside the region <sup>1</sup> . | Large-scale budget allocation<br>+ \$80,000 (plus in-kind services)  |
|   | 10,000 + attendees   |
|   | <b>Local and regional significance</b> <ul style="list-style-type: none"> <li>&gt; Destination event aimed to attract people from the local and regional areas</li> <li>&gt; Local, regional and state media promotion.</li> </ul>   |
| Tier 2 – Significant event  |  |
| Significant events are major events in terms of their scale and the level of media interest. These events can attract significant visitor numbers, boost the local economy and tourism, and provide social, community and cultural benefits <sup>1</sup> .  | Mid-scale budget allocation<br>\$15,000 (plus in-kind services)  |
|   | 1,000 + attendees  |
|   | <b>Local significance (community event) for locals</b> <ul style="list-style-type: none"> <li>&gt; Landmark event optimised for economic development</li> <li>&gt; Drive community engagement</li> <li>&gt; Local and regional media promotion</li> <li>&gt; Examples include Christmas and Anzac Day events.</li> </ul> |
| Tier 3 – Local event  |  |
| Local events are targeted at local audiences and are staged primarily for their social, fun and entertainment value due to their unusual nature or unique setting. The events celebrate locations and mainly aim to attract local visitors <sup>1</sup> .   | Small-scale budget allocation<br>< \$10,000 (plus in-kind services)  |
|   | < 1,000 attendees  |
|   | <b>Local area and target group focused</b> <ul style="list-style-type: none"> <li>&gt; Drive community engagement</li> <li>&gt; Local media promotion</li> <li>&gt; Examples include cultural events, small civic or charity events, community-themed events such as Easter, and sporting events.</li> </ul>             |

1. A Festival & Events Strategy for the Redlands (2008)



## Australia Day recreation ride event

An example of a successful Tier 2 annual event organised by the community.



Rotary 

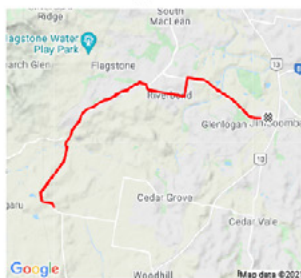
*Logan and Scenic Rim*

**AUSTRALIA DAY**

**RECREATIONAL RIDE 2022**

**WEDNESDAY 26<sup>TH</sup> JANUARY**

Our annual AUSTRALIA DAY BIKE RIDE is back!  
Come join us for the 30KM, 75KM or 100KM ride through the beautiful Scenic Rim



**30 KM**

Start Time: 7.00am  
Entry Fee: \$39  
\$30 (Auscycling Members)



**75 KM**

Start Time: 6.00am  
Entry Fee: \$49  
\$40 (Auscycling Members)



**100 KM**

Start Time: 5.30am  
Entry Fee: \$59  
\$50 (Auscycling Members)

Raising funds to support brain trauma, injury and research.

### REGISTER

Registrations on Eventbrite <https://2022-australia-day-ride.eventbrite.com.au>  
Updates on Facebook @RotaryClubOfJimboomba and [www.rotaryjimboomba.com.au](http://www.rotaryjimboomba.com.au)

### BUFFET BBQ BREAKFAST

The Buffet BBQ Breakfast is free for participants (included in entry fee) and by a gold coin donation for families and community joining at the finish line.

**This is an Auscycling sanctioned event.**

For more information on AusCycling membership visit [www.auscycling.org.au/membership](http://www.auscycling.org.au/membership)



# Current and past events

Throughout the years, Jimboomba has held events, including traditional Anzac Day ceremonies, Australia Day recreational rides, Christmas carols, rodeos, and circus events that have attracted thousands of local and regional guests to the area.

There is a large range of events and activations that showcase Jimboomba as a thriving destination; and highlight its heritage, cultural, recreational, and environmental assets.

These events strive to create a strong and unique identity with Jimboomba's evolving urban and rural landscapes along with having a positive impact on the local emerging community.

Below is a list of the current and past events that have played a significant part in activating the Jimboomba community.

| EVENT  | MONTH     | TIER | ORGANISER                          |
|--|-----------|------|------------------------------------|
| Jimboomba Country Markets                    | Monthly   | 3    | Jimboomba State School P&C         |
| Bingo/Trivia Nights                          | Various   | 3    | Quota Jimboomba                    |
| Australia Day Recreational Ride              | January   | 3    | Rotary Club of Jimboomba           |
| Pink Stumps Day                              | February  | 3    | Jimboomba Cricket Club             |
| DogFest                                      | March     | 2    | Griffith University                |
| Project Pink High Tea                        | April     | 3    | Jimboomba Tavern                   |
| ANZAC DAY (Dawn, Parade and Morning Service) | April     | 3    | Jimboomba RSL / Logan City Council |
| Jimboomba Silver Spurs Rodeo                 | May       | 1    | Silver Spurs Rodeo                 |
| Car Show & Rock 'n' Roll event               | July      | 3    | Rockin Jimmy's                     |
| Cent Auction                                 | August    | 3    | Quota Jimboomba                    |
| Circus Rio Jimboomba                         | September | 1    | Circus Rio                         |
| FLAME BBQ Street Festival                    | September | 1    | Logan City Council                 |
| Monster Mash Halloween Disco                 | October   | 3    | Rotaract of Scenic Rim             |
| Jimboomba Art Show                           | October   | 3    | Quota Jimboomba                    |
| Melbourne Cup Luncheon                       | November  | 3    | Quota Jimboomba                    |
| Jimboomba Christmas Brigade                  | December  | 2    | Logan City Council                 |
| Jimboomba Christmas Carols                   | December  | 2    | JC Family Church                   |





FLAME BBQ Street Festival



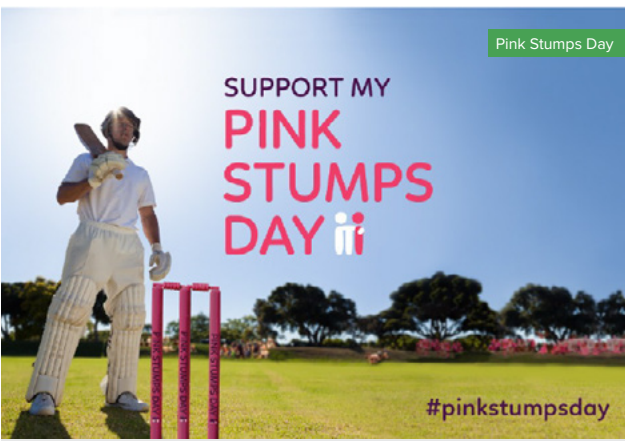
Jimboomba Christmas Brigade



ANZAC Day



Rockin' Jimmy's Car Show



Pink Stumps Day

SUPPORT MY  
**PINK  
STUMPS  
DAY** 

#pinkstumpsday





# Seed events

This Place Activation and Events Strategy identifies an important role for Council to establish and grow events and activities with the aim of handing over management of these events to the community once they have been trialled and are successful.

Two seed events for the Jimboomba region were run in 2021 and 2022 – the Jimboomba Christmas Brigade and the FLAME BBQ Street Festival.

Both these events were workshopped with the Jimboomba Town Centre Working Group as part of the strategy development.

## Jimboomba Christmas Brigade (Tier 2 Event)

Held in Rotary Park on 10 December 2022, the Jimboomba Christmas Brigade along with the opening of the Heroes Bridge activation, was the first seed event held in Jimboomba as part of this strategy.

The objective of these community event is to create a fun, Christmas-themed event that the Jimboomba community could eventually adopt as their own and would in turn give local community groups and businesses an event, they could all be a part of.

The event involved arts and crafts, Christmas carols, emergency services, food truck vendors, outdoor cinema, face painting and Christmas games and activities.

The VIP kids were a special addition to the event which involved Santa giving all the registered foster and disadvantaged children presents in the Little Brown Church and they received a VIP experience of the event before the general public.

The Heroes Bridge activation was part of the Jimboomba Christmas Brigade event, where it was decided to dedicate the bridge in Rotary Park in honour of the Jimboomba Fire and Rescue and Queensland Rural Fire Service. The bridge was painted red and a shield-shaped plaque was placed near the bridge, with the official opening of Heroes bridge held on 4 November 2021.

This event was a great success with over 2000 people attending and lots of positive feedback from the community.





## FLAME BBQ Street Festival (Tier 1 Event)

The FLAME BBQ Street Festival was a signature event designed not only for local residents of Jimboomba but for all of Logan and surrounding cities. Located on the intersection of Brisbane Street and Cusack Lane, Council partnered with BBQ & Beer Roadshow to bring Logan's first BBQ street festival to life.

This event was workshopped through the Jimboomba Town Centre Working group which was a key part of the strategy to demonstrate Jimboomba as a unique centre in the region, attracting locals and out-of-region visitors.

Key objectives for hosting the event:

- > Showcase what our great city has to offer, attracting people from the broader Brisbane, Ipswich and Gold Coast markets, as well as local residents.
- > Raise the profile of the City of Logan and the region of Jimboomba and positively influence perceptions of the city as a food and tourism destination.
- > Help boost the economy by involving and promoting local businesses, vendors, entertainers, and facilities of the town centre not just during the event but for ongoing visitor impact.

The event space was originally designed for an estimated 10,000 attendees however there was an overwhelming demand for the event with attendance reaching over 18,000 on the event day. The event included a large number of local and regional market and food vendors, live BBQ and music stages, kids' fun zone with rides and roving entertainment for the whole family.





## Key outcomes – FLAME BBQ Street Festival



10,000

Expected



17,519

Registered



18,000+

Attended



13

local town centre  
businesses participated



2

Entertainment stages  
with well-received  
programs (BBQ and music)



5

Community groups  
participated



23

Food and beverage  
vendors (9 Logan-based)



21

Market stall vendors  
(7 Logan-based)

## Quick statistics



3,916

Attendees registered  
in the last 48 hours



33%

Out-of-region  
registrations

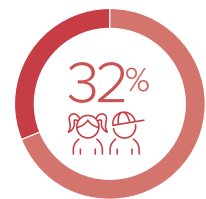


67%

Logan resident  
registrations



Adult  
attendees



Children  
attendees

## Top out-of-region visitors

43% Ipswich region

28% Brisbane

21% Gold Coast

## Top Logan visitors\*

28% **4280** (Jimboomba, Flagstone,  
South and North MacLean,  
Stockleigh, Glenlogan, Riverbend)


15% **4207** (Beenleigh, Yatala\*, Eagleby,  
Yarrabilba) \*postcode based

14% **4285** (Beaudesert\*, Kooralbyn\*,  
Gleneagle, Cedar Vale, Mundoolun)  
\*postcode based

# Jimboomba events and place activation survey

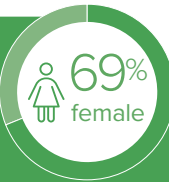
## Have Your Say community engagement

During October and November 2022, we asked the community to let us know what events and activations they would like to see more of through the Have Your Say Survey. The below outcomes were received.



The survey was completed by **383** people

### Demographics of respondents






The largest portion were **aged between 35–44** followed by 25–34 and 45–54 years of age.

**35% of respondents were from Jimboomba**, followed by Flagstone, Cedar Vale and Greenbank.

### Event locations

The top 3 locations respondents wanted to hold / attend events were:

|   |                                       |
|---|---------------------------------------|
|  | ① School ovals                        |
|  | ② Town centre (Cusack Ln/Brisbane St) |
|  | ③ Local parks                         |

### Top 5 events and activations you wanted to see more of



- ① Food and drink events
- ② Street parties and festivals
- ③ Community fairs
- ④ Themed events (ie. Christmas/Easter)
- ⑤ Children/family-orientated events

### The most popular event ideas

|  |  |  |
|--|--|--|
| <br>Food and music festivals | <br>Motocross /supercross               | <br>Car shows |
| <br>Environmental events     | <br>Rodeos and animal orientated events |  |

### Your top five future events

- ① Food and beverage festivals
- ② Motocross/supercross
- ③ Night markets and music festivals
- ④ Holiday events
- ⑤ Country fairs and family friendly activities

For more information on the survey email [placemakingandurbandesign@logan.qld.gov.au](mailto:placemakingandurbandesign@logan.qld.gov.au)

# Spaces and places

Jimboomba has a wide range of different event spaces and facilities which are being used to host many popular community events ranging from annual Anzac Day ceremonies to sporting and themed park events. Some of these locations include:



FLAME BBQ Street Festival



Jimboomba State School ovals

## Jimboomba Town Centre (Cusack Lane/ Brisbane Street)

The Jimboomba Town Centre is a great space for local events that bring people into the local business community. This area consists of 2 main streets which include Cusack Lane and Brisbane Street which are surrounded by 4 shopping complexes and many other local businesses.

There have been several different events held on Cusack Lane adopting a street festival vibe, these include the 2018 Jimboomba Summit (a community engagement event), Eats & Beats and the FLAME BBQ Street festival.

Streets can create a great backdrop to facilitate engaging and different event spaces. Before booking a street event ensure that detailed business consultation is conducted for any size event that may impact the area.

Holding an event or activation in a street will require a traffic management plan, temporary road closure permits and will require traffic control.

## Jimboomba State School ovals

The Jimboomba State School has 2 large ovals that can provide a great large space for bigger local events as well as car parking.

Access is located off Johanna Street and has an entry and exit point for easy traffic management.

The Jimboomba State School Country Markets is currently the biggest event held on the ovals every month however the grounds can cater for many other events.

You will have to seek permission from the Jimboomba State School for any events on the ovals.

For enquiries, please contact the school on:

☎ 07 5548 8333

✉ [administration@jimboombass.eq.edu.au](mailto:administration@jimboombass.eq.edu.au)





Rotary Park

## Rotary Park

Located on Johanna Street, directly behind the main Jimboomba business and shopping centres, Rotary Park is the central hub for many local community events including Christmas, Anzac Day and birthday parties.

The park has ample amenities including toilet facilities, drinking fountains, several undercover eating areas with tables and chairs for picnicking and barbeques. Concrete paths weave through the park which leads you to a children’s playground. A war memorial in memory of those from the Jimboomba district who lost their lives in World War One is also on the park’s grounds.

Events in Rotary Park can be booked through Logan City Council’s website link below.

👉 [logan.qld.gov.au/holding-event-park-2](https://logan.qld.gov.au/holding-event-park-2)



Tully Memorial Park

## Tully Memorial Park

Tully Memorial Park is a beautiful space just off the Mt Lindesay Highway and adjacent to the Logan River in North Maclean. It’s an ideal base, close to Jimboomba and within an easy drive of Logan Village, Beenleigh, Mt Tamborine and the Scenic Rim.

Eats & Beats and DogFest events have been held at Tully Memorial Park; with public toilets, BBQ wood and a picnic area, Tully Memorial Park is a beautiful space to hold your next event. Tully Memorial Park has an overnight stay area for self-contained campervans and caravans only.

Events can be booked through Logan City Council’s website link below.

👉 [logan.qld.gov.au/holding-event-park-2](https://logan.qld.gov.au/holding-event-park-2)



Little Brown Church

## Little Brown Church

Built circa 1900, this quaint little church has been restored to its former glory by the members of the Rotary Club of Jimboomba. If you're looking for a venue for hire for intimate weddings, baptisms, naming ceremonies and other special functions, The Little Brown Church is ideal.

Facilities include 4-person pews, air conditioning, fans, TV monitor for presentations and wheelchair access.



Dorrington House

## Dorrington House

Built circa 1900, Dorrington House was donated to the Rotary Club of Jimboomba which has restored this venue to its former glory, located next to the Little Brown Church on Johanna Street, Jimboomba. It has a beautiful old veranda entrance, kitchen and toilet facilities, plus AV equipment for meetings. The fully fenced grounds include lovely gardens, a small gazebo and a firepit surrounded by sandstone blocks for seating. Ideal for private or corporate functions, seminars, community events and social gatherings. The venue capacity seats around 50 guests plus there is a generous size balcony.



Jimboomba District Community Hall

## Jimboomba Community District Hall

Jimboomba Community and District Hall is a superb venue to hire for a wide range of functions and is directly managed by the local Rotary Club of Jimboomba. Conveniently located in the hub of Jimboomba (behind Jimboomba central shopping centre and Woolworths), it has ample car parking, onsite and across the road at Rotary Park. The hall can be hired for private, group or community use and can be hired for half-days, full-days or night times. The hall is ideal for a wide range of functions including private and corporate functions, community charity events and seminars and training sessions. The venue has the capacity to seat 160 or 300 standing in cocktail-style events, it also includes facilities such as a bar, caterers' kitchen, bathrooms, stage, air-conditioned, fully equipped AV systems with microphones, speakers and projector, lectern and tables and chairs.

Event enquiries can be made through the Rotary Club of Jimboomba website. ↗ [rotaryjimboomba.com.au/contact](https://rotaryjimboomba.com.au/contact)

# Sports and recreation facilities

Sporting and recreational clubs play a significant role in activating the local communities by engaging people of all ages and using the facilities provided to put on a number of sporting and fundraising events.

Below is a list of some of the local sporting park facilities and the clubs which use the area.

## Jimboomba Sports Park

📍 1 South Street, Jimboomba

### SPORTING ACTIVITIES AND CLUBS

#### Touch football

Jimboomba Social Touch Association Inc

#### Gymnastics

Jimboomba and District Sporting Association Inc.

#### Basketball

Jimboomba Basketball

#### Rugby league

Jimboomba Junior Rugby League Football Club Inc.

#### Martial arts

Jimboomba Karate  
Jimboomba and District Sporting Association Inc.

#### Netball (Outdoor)

Jimboomba Netball Association Inc.

#### Equestrian

Jimboomba Pony Club Inc

## Glenlogan Park North

📍 1–59 Henderson Road, Jimboomba

### SPORTING ACTIVITIES AND CLUBS

#### Tennis

Jimboomba Tennis Club Inc.

#### Cricket

Jimboomba Cricket Association Inc.

#### AFL

Jimboomba Redbacks AFL Inc.

## Glenlogan Park South

📍 2–86 Henderson Road, Jimboomba

### SPORTING ACTIVITIES AND CLUBS

#### Equestrian

Jimboomba Equine Carriage Club Inc.

#### Athletics

Jimboomba Branch Little Athletics Centre Inc.

## Kurrajong Park

📍 94–96 Henderson Road, Jimboomba

### SPORTING ACTIVITIES AND CLUBS

#### Soccer (football)

Jimboomba United Football Club Inc.





## How to get involved

Council offers a range of sponsorship and support opportunities for businesses, individuals, community groups and performers to be involved in events held in the City of Logan. We also provide free listings for public events and promotional opportunities sponsored by Council via our seasonal marketing campaigns.

Contact our events team for more information:  
 ☎ 07 3412 3412 or email ✉ [events@logan.qld.gov.au](mailto:events@logan.qld.gov.au)

### Plan and operate your own event, your way

Big or small, running an event can be well worth the investment if you are clear about your goals. A well-planned event can generate quality outcomes and deliver a great return on your investment. Council is committed to creating a supportive relationship with your company or organisation. When you decide to host an event, Council will be available to provide advice on your event plan that will help you achieve your objectives.

### Become a sponsor or vendor

Got a brand or product you wish to promote without the hassle of managing the event itself? Sponsorship opportunities are available with many of Council's events including principal partnership, naming and presenting rights, product sampling and supply rights. Event and partnership promotion can be achieved across a range of marketing channels and opportunities associated with your event, including Council owned and bought marketing channels.

Sponsoring an event with Council will:

- > Place your company or organisation in front of your target market
- > Strengthen your business image by demonstrating community goodwill
- > Increase your brand awareness and media exposure
- > Increase your reach and exposure to new clients, customers and businesses
- > Reconnect with customers and engage with a captive audience

Contact our events team for more information:  
 ☎ 07 3412 3412 or email ✉ [events@logan.qld.gov.au](mailto:events@logan.qld.gov.au)

# Funding, sponsorship and grants for your event

## Logan City Council

Logan City Council offers grants to community organisations, individuals, clubs and services. They cover a range of areas and interests: sports, arts, events, programming, environment, education, and individual aspirations.

For more information, visit:

👉 [logan.qld.gov.au/community-support/grants](https://logan.qld.gov.au/community-support/grants)

## Queensland Government

Sponsorships are available to businesses, associations, local councils and not-for-profit events that: create jobs and a diverse economy, deliver quality frontline services, and build safe, caring and connected communities.

For more information, visit: 👉 [qld.gov.au/sponsorship](https://qld.gov.au/sponsorship)

## Arts Queensland

Arts Queensland partners with local governments to support quality arts and cultural experiences across Queensland. The Regional Arts Development Fund (RADF) promotes the role and value of arts, culture and heritage as key drivers of diverse and inclusive communities and strong regions.

For more information, visit:

👉 [arts.qld.gov.au/regional-arts-development-fund](https://arts.qld.gov.au/regional-arts-development-fund)

## Celebrating the Multicultural Queensland Program

The Celebrating Multicultural Queensland grants program funds initiatives that celebrate and promote Queensland's multicultural identity. These initiatives increase community awareness of multiculturalism, foster community cohesion and support, and, equal access to opportunities for people from diverse cultural backgrounds.

For more information, visit:

👉 [qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/celebrating-multicultural-qld-grants-program](https://qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/celebrating-multicultural-qld-grants-program)

## Tourism and Events Queensland

The Queensland Destination Events Program (QDEP), seeks to leverage the crucial link between events and the destinations. Its goal is to extend the flow of the economic, marketing and social benefits of events throughout Queensland.

For more information, visit:

👉 [teq.queensland.com/Events/Events-Support/Queensland-Destination-Events-Program](https://teq.queensland.com/Events/Events-Support/Queensland-Destination-Events-Program)

## The Funding Network (TFN)

TFN partners with grassroots non-profits and early-stage social enterprises that have the potential to create positive change for individuals, communities and society over the long term. Social issue areas that TFN supports include homelessness, living with disability, mental health, education and employment.

For more information visit:

👉 [thefundingnetwork.com.au](https://thefundingnetwork.com.au)

## The Grants Hub

An award-winning grants directory and team that makes finding funding easy.

See more at 👉 [thegrantshub.com.au/](https://thegrantshub.com.au/)

## Gambling Community Benefit Fund

Up to \$35,000 is available per application. Applications are considered from not-for-profit community-based organisations who apply to enhance their capacity to provide services, leisure activities and opportunities for Queensland communities.

More information about grants and funding can be found at:

👉 [qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/qld-government-grants](https://qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/qld-government-grants)

# Permits

## Logan City Council

Road closure permits and event licences may be required for your event, for more information visit the links below.

Temporary road closure permits:

↳ [logan.qld.gov.au/road-and-infrastructure/road-permits](https://logan.qld.gov.au/road-and-infrastructure/road-permits)

Event Licence:

↳ [logan.qld.gov.au/events-markets-information/events-markets-information-1](https://logan.qld.gov.au/events-markets-information/events-markets-information-1)

## Office of Liquor and Gaming Regulation

Visit their website for liquor licences, gaming licences, lottery licences, RMLV, ID scanning licences, or to produce alcohol.

↳ [olgr.qld.gov.au](https://olgr.qld.gov.au)

## Australasian Performing Rights Association Limited (APRA)

An APRA licence is required for your event when sound recordings and the composition of musical works are protected under copyright and need approval from owners to play in public.

↳ [apraamcos.com.au](https://apraamcos.com.au)

# Helpful sources

## Logan City Council Toolbox

A quick guide to applications and advice for waste management.

↳ [lgtoolbox.qld.gov.au/logancitycouncil/home](https://lgtoolbox.qld.gov.au/logancitycouncil/home)

## Temporary Event Licence

Your event may need a licence under Local Law No.9 (Licensing) to ensure the event or market maintains high standards of public health and safety.

↳ [logan.qld.gov.au/events-markets-information/events-markets-information-1](https://logan.qld.gov.au/events-markets-information/events-markets-information-1)

## Holding your event in a Park

Notification form of your intent to hold your event in a park.

↳ [logan.qld.gov.au/holding-event-park-2](https://logan.qld.gov.au/holding-event-park-2)

## Temporary Road Closure Application Form

For the closure or partial closure of a public road or car park.

↳ [logan.qld.gov.au/downloads/file/1080/application-for-road-closure-application](https://logan.qld.gov.au/downloads/file/1080/application-for-road-closure-application)

## Permit for a Temporary Sign or Advertisement on a Public Place

Signs advertising your event in a public space may require a permit.

↳ [logan.qld.gov.au/business-licencing/local-law](https://logan.qld.gov.au/business-licencing/local-law)

## Food Business Licence

Under the Food Act, 2006 (the Act) requires most food businesses to be licensed by Council.

↳ [logan.qld.gov.au/business-licencing/food](https://logan.qld.gov.au/business-licencing/food)

## Temporary Food Event Licence

Under the Food Act 2006 (the Act), Logan City Council licenses and monitors food safety at temporary food stalls, although most fundraising activities involving the sale of food are exempt from licensing.

↳ [logan.qld.gov.au/business-licencing/food](https://logan.qld.gov.au/business-licencing/food)



## Free additional bins for Not-For-Profits

We allow approved organisations hosting a community event within Logan up to \$400 per financial year to use towards 240L standard or recycle bins for events.

↳ [logan.qld.gov.au/waste-exemptions-community-event-bins](https://logan.qld.gov.au/waste-exemptions-community-event-bins)

## Tourism and Events Queensland Manual

Comprehensive events manual for further guidance.

↳ [teqld.uberflip.com/i/1012067-queensland-events-guide-2018](https://teqld.uberflip.com/i/1012067-queensland-events-guide-2018)

## How to write an event business plan

Eventbrite provides a step-by-step overview of what should be included in your business plan.

↳ [eventbrite.com.au/blog/event-business-plans00](https://eventbrite.com.au/blog/event-business-plans00)

## A protocol guide to Forms of Address

A protocol guide to Forms of Address. A complete understanding of forms of address for all levels of hierarchy.

↳ [premiers.qld.gov.au/publications/categories/policies-and-codes/assets/att1-forms-of-address.pdf](https://premiers.qld.gov.au/publications/categories/policies-and-codes/assets/att1-forms-of-address.pdf)

## Volunteering Queensland

Register with Volunteering Queensland to advertise opportunities through the biggest volunteer database in Queensland.

↳ [volunteeringqld.org.au](https://volunteeringqld.org.au)

## TransLink (public transport)

Please note that if your event will attract more than 5000 people per day you will need to declare it as a special event with TransLink. Dependent on the scale of the event, a 'park-and-ride service may be needed. All transport options should be communicated through your event promotion.

↳ [translink.com.au](https://translink.com.au)

## Fireworks

The Queensland Government provides a detailed understanding of how to plan for fireworks.

↳ [qld.gov.au/emergency/safety/explosives-fireworks/fireworks/planning-fireworks-display](https://qld.gov.au/emergency/safety/explosives-fireworks/fireworks/planning-fireworks-display)

# Get in touch

If you would like to learn more about this Place Activation and Events Strategy or need some advice on planning your event, please contact Council's Place Making and Urban Design Program below.

Logan City Council

✉ [jimboomba@logan.qld.gov.au](mailto:jimboomba@logan.qld.gov.au)

☎ 07 3412 3412

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**JIMBOOMBA**