

**CREATIVE CITY**

**LOGAN CITY COUNCIL  
ARTS, CULTURE AND  
HERITAGE STRATEGY  
2018–2022**





Queensland Music Festival Under this sky, 2015





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## INTRODUCTION

Logan City Council respectfully acknowledges the Traditional Custodians of the lands 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 City Council has a vision for the City of Logan as an innovative, dynamic city of the future—one that offers social, cultural, environmental and economic health now and for generations to come. The Logan of the future will be flexible and agile, with an active, visible and connected community. It will be a place where connections are made between creativity, culture, economics, technology, and innovation.

To achieve this vision, the input of our creative and diverse community is essential. *Creative city: Logan City Council's Arts, Culture and Heritage Strategy 2018–2022* (the strategy) was developed through consultation with our community. Council recognises that a community who values creativity and innovation will champion different perspectives, embrace fresh ideas, and take advantage of emerging, future opportunities.

Through this strategy Council aims to achieve a vibrant creative ecology where collaborators, enablers and partnerships thrive, where connections are made between creators from diverse backgrounds, new ventures can start up, and collaborative clusters and hubs can form.

The strategy sets a vision where the creative industries are part of our everyday lives, valued for the distinctively Logan story that can be told from our past and our present, and making a valuable contribution to our future creative economy.

## WHY DO WE NEED AN ARTS, CULTURE AND HERITAGE STRATEGY?

This strategy is a whole of council document that states Council's commitment to arts, culture and heritage. It defines the key areas, strategies and actions to guide the management, sites and provision, and plan for its future growth and development. The strategy outlines areas where Council will work to develop more opportunities for the community and its arts, culture and heritage professionals to watch, enjoy and participate in creative activities, with the aim of enhancing quality lifestyle, creative industries and business across the region. It is an integral part of developing the city as an emerging tourist destination.

## HOW WAS THE STRATEGY DEVELOPED?

The strategy was developed after extensive consultation with Logan's community, local cultural practitioners and stakeholders. It builds on the achievements of the past, includes new ideas and incorporates existing and future plans and activities across all areas of Council. The strategy supersedes the Arts, Culture and Heritage Strategy 2014–2017, is informed by Logan's Cultural Map 2015, and community consultation undertaken during 2017.

## WHAT HAVE YOU TOLD US AND HOW HAVE WE USED IT?

Through undertaking online and face-to-face surveys, meetings, focus groups and individual interviews across the city, the community's concerns, ambitions and vision for the future of arts, culture and heritage were revealed. Feedback indicates while there are plenty of opportunities, we need to foster connections, ensure access to new technologies, celebrate our achievements and get the message out about the innovative and creative work being undertaken in Logan. Feedback from community consultation is integrated into this strategy through the key areas and the accompanying action plan.

## HOW WILL THE STRATEGIC DOCUMENT BE IMPLEMENTED AND REPORTED?

Five key areas link to Logan City Council Corporate Plan 2017–2022, and are underpinned by input from community consultation:

- Development
- Engagement
- Places and Spaces
- Partnerships
- Communication.

These key areas provide a framework for an action plan that will be reviewed and reported annually, and the strategy will be reviewed in 2022.

## STRATEGIC FIT

*Creative city: Logan City Council's Arts, Culture and Heritage Strategy 2018–2022* responds to the framework set out under the Logan City Council Corporate plan 2017–2022 and Council's Cultural Development Policy. Council's Corporate Plan identifies the city's vision as *City of Logan: Innovative, Dynamic, City of the Future*. The vision embodies Council's expectations and hopes for the future of our city and is underpinned by six key priority areas:

- Quality Lifestyles
- Conveniently Connected
- Economic Transformation
- Image and Identity
- Green and Renewable
- Next Generation Governance.

Quality Lifestyles and Image and Identity are the most relevant priority areas for this strategy, and Logan's creative industries are a key driver of the creative economy contributing to economic transformation.

In addition, the strategy 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.

The strategy also intersects with the following existing Council strategies and action plans:

- City Futures Strategy
- Community Engagement Strategy 2017–2021
- Cultural Diversity Policy
- Global Connections Strategy 2016–2021
- Local Connections Strategy 2016–2021
- Reconciliation Action Plan
- Recreation Trails Strategy 2010–2020
- Tourism Investment Attraction Strategy 2016–2018
- Draft Community Infrastructure Strategy
- Draft Destination Management Plan

Forest of memories, Logan Village

## RELATIONSHIP MAP

DIRECTION	INFORMED BY	STATEMENT OF PURPOSE ON ARTS, CULTURE AND HERITAGE STRATEGY
<b>United Nations</b>	Article 27—Universal Declaration of Human Rights.	Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.
<b>UNESCO</b>	Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO, 2005	<p>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. It was adopted because the international community signalled the urgency for the implementation of international law that would recognise:</p> <ul style="list-style-type: none"> <li>• The distinctive nature of cultural goods, services and activities as vehicles of identity, values and meaning;</li> <li>• That while cultural goods, services and activities have important economic value, they are not mere commodities or consumer goods that can only be regarded as objects of trade.</li> </ul>
<b>Australian Government</b>	National Arts and Culture Accord 2013	A commitment between all levels of government to work together to support arts and culture, signed in perpetuity.
<b>Australian Government</b>	Australia Council strategic plan 2014–2019	<p>The Australia Council has four goals to achieve its vision of Australia being recognised as a culturally ambitious nation, and its purpose, to champion and invest in Australian arts:</p> <ul style="list-style-type: none"> <li>• Australian arts are without borders.</li> <li>• Australia is known for its great art and artists.</li> <li>• The arts enrich daily life for all.</li> <li>• Australians cherish Aboriginal and Torres Strait Islander arts and cultures.</li> </ul>
<b>Queensland Government</b>	Arts Queensland 2017	Arts Queensland is dedicated to growing a vibrant and sustainable arts and cultural sector in Queensland. It recognises the public value of Queensland's dynamic arts and cultural sector and its delivery on the Queensland Government's community objectives. Specifically, its contribution to the creation of jobs and a diverse economy, and building safe, caring and connected communities.
<b>Local Government Association of Queensland</b>	Position statement	<p>Arts and culture heritage are intrinsic to who we are as Queenslanders. In metropolitan and regional areas, arts and culture bring richness and meaning to individuals lives and strengthen communities by:</p> <ul style="list-style-type: none"> <li>• building community cohesion, wellbeing and resilience</li> <li>• creating attractive places to live, work and visit</li> <li>• highlighting creative talent, natural assets and unique cultures</li> <li>• strengthening economic direction.</li> </ul>
<b>Logan City Council</b>	Corporate Plan 2017–2022	Council commits to developing and maintaining arts, culture and heritage as key elements to support its vision for an innovative, dynamic city of the future and an emerging destination in the South East Region.
	Cultural Development Policy	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.
	Arts, Culture and Heritage Strategy 2014–2017	Logan City Council recognises the significance our community places on developing and sustaining City of Logan's history, culture and creativity. Council's vision is for a region that nurtures, develops and celebrates our diverse arts, culture and heritage practices, and recognises their importance in building our communities, businesses and pride.



# VISION – WHERE DO WE WANT TO BE?

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. Creative industries comprise nine creative sectors:

- 1

Advertising and marketing
- 2

Architecture
- 3

Crafts
- 4

Design: product, graphic and fashion design
- 5

Film, TV, video, radio and photography
- 6

IT, software and computer services
- 7

Museums, galleries and libraries
- 8

Music, performing and visual arts
- 9

Writing and publishing

They are the practices based on individual creativity, skill and talent that then have the potential for wealth and job creation—contributing to the creative economy. The creative economy intersects and connects creativity, culture, economics, technology and innovation.

Council understands the positive impact the creative economy can have on:

- social cohesion
- urban and regional renewal
- our economic prosperity and sustainability
- our lifestyle
- the health and wellbeing of our community.

Our mission is to create the strategic architecture to develop an environment where a diversity of creative practices grow and flourish in our region, attracting businesses, enriching lives, and making our city more vibrant.

STRATEGIC DOCUMENT	VISION	PRIORITY AREA
Corporate plan 2017–2022	Logan City: innovative, dynamic city of the future	<ul style="list-style-type: none"><li>• Quality Lifestyles</li><li>• Image and Identity</li></ul>
Cultural Development Policy	<ul style="list-style-type: none"><li>• build community capacity</li><li>• promote the community's access to services</li><li>• promote inclusion, social justice and harmonious community relations</li></ul>	





## OUTCOMES

Over the life of this strategy, we aim to achieve the following outcomes:

- a strong, creative community that is vibrant, innovative and diverse, and attractive to residents, visitors and investment
- a thriving, connected community whose active engagement with arts, culture and heritage improves lifestyle and wellbeing
- high quality, up-to-date and safe places and spaces that are conveniently connected and well used by our community
- well-developed strategic partnerships that contribute to the sustainability of Logan's arts, culture and heritage
- distinctive arts, culture and heritage are positioned as a key element of Logan's city image and identity.

These outcomes underpin the five key areas of development, engagement, places and spaces, partnerships and communication.

## POLICY POSITION

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



Beenleigh Historical Village

## WHERE ARE WE NOW?

Logan is a young, culturally and geographically diverse city. It is located in South-East Queensland, bounded by Brisbane and Redland cities to the north, Gold Coast City to the south-east, Scenic Rim Regional Council to the south and Ipswich City to the west. Logan City comprises 70 suburbs, encompassing urban, semi-rural and rural areas. Its 314,000\* residents have come here from all over the world, with 217 cultural groups represented across the city. Logan is one of the fastest growing cities in Australia and by 2031 it is expected to grow by an additional 200,000 people. Logan City Council's arts and cultural facilities include nine libraries, Logan Art Gallery, Mayes Cottage House Museum, Logan Entertainment Centre, Kingston Butter Factory, Beenleigh Events Centre, and Logan Metro Sports and Events Centre which hosts concerts and events.

To meet the needs of our population and to support the development and management of arts, culture and heritage into the future, Council has the responsibility to plan for cultural development and service provision.

\*Estimated Residential Population, Australian Bureau of Statistics, 2016

## WHAT DO LOGAN RESIDENTS WANT?

Access to and participation in creative industries is important to Logan residents. In the Logan Listens: 2016 Residents' Survey, the Council Libraries, Logan Entertainment Centre and Logan Art Gallery satisfaction levels increased, and importance remained constant. These results were supported by the *Arts, Culture and Heritage* survey and focus groups undertaken in 2017. Survey and focus group respondents wanted a commitment from Council to:

- enable connections, networking and professional development opportunities

- promote and publish Logan stories
- provide funding and funding assistance
- provide and advocate for the use of places and spaces where creative enterprises can flourish
- provide advice and guidance on creative industries
- support festivals, events, street art and public art throughout the city.

Responses from community consultation have been incorporated into the strategy's action plan.

## WHO ARE THE PEOPLE WHO MAKE UP LOGAN'S CREATIVE INDUSTRIES?

Logan's creative industries are growing: they comprise individuals, organisations or businesses that create, produce, disseminate or enjoy a broad range of artistic, cultural or heritage products, services and activities.

### Census 2016

The 2016 Census revealed a number of creative industries professionals live in the Logan local government area. These include people working in heritage, visual and performing arts, arts and media, information, media and telecommunications, publishing, motion picture and sound recording, broadcasting, library and other information services, architecture and design.

### Logan's Cultural Map

Research undertaken to develop Logan's Cultural Map 2015 revealed more than 250 individuals and organisations working in the creative industries were based in Logan. Individuals and organisations may be professional, para-professional, not-for-profit or volunteer-run.

## WHERE ARE WE GOING?

Logan City continues to be one of the fastest growing areas in Queensland. Our city changes in response to political, social, economic, environmental, technological and legislative shifts. As a community, we face many future challenges and opportunities.

Five major global trends are shaping up as key factors driving the future of Queensland over the coming decade:

- 1 Emerging markets
- 2 Digital disruption
- 3 Increased urbanisation
- 4 Environmental challenges, and
- 5 Demographic change.

*(Shaping future cities | Confidently Queensland report, 2017, Deloitte Touche Tohmatsu)*

Logan is no exception to these trends. We need to leverage our existing strengths, promote opportunities and create new possibilities to tackle emerging issues. While managing growth will present us with challenges, by strategically planning for the future, it will also provide us with a range of opportunities for our city to continue to grow and prosper into a liveable and sustainable city where people choose to live.

## WHERE DO WE WANT TO BE?

Based on community consultation, over the next four years we hope to achieve a highly developed creative ecology, with infrastructure to encourage growth opportunities for innovation, and to support and attract specialists. Our vibrant and cohesive communities are creative, innovative and connected. With over 80 per cent of residents having internet connections at home, information about our programs, collections and resources is easy to access online. Whether our communities live in urban or rural areas, they will be able to actively participate and contribute to our growing creative economy. Our city will have spaces and places where people can meet up, make, present and be inspired to participate in emerging markets, online and in real time. We will celebrate and share our arts, culture and heritage in Logan, develop partnerships and promote our 'good news stories'.



## 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 robust and connected creative community
- increase participation and engagement in creative industries
- improve and maintain our places and spaces
- develop partnerships with internal and external stakeholders
- communicate the value of arts, culture and heritage as a key part of the creative economy.



## HOW ARE WE GOING TO GET THERE?

In the City of Logan a range of activities are undertaken by Logan City Council as core business, shared with community or managed by community. While core business is Council's focus, it is concerned with the full range of issues that affect the wellbeing of our communities. The table below describes the three tiers of Council involvement:

- Core business: Council takes the lead in providing services to the community, facilities, buildings, programs, and to fulfil statutory responsibilities.
- Shared responsibilities: Council can influence and form partnerships with other local, state and/or federal governments, non-government organisations, education

and health sector, and/or private organisations and individuals.

- 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.

Council can't do everything. We need to work with others to enable our creative industries to grow into a diverse and multi-layered ecology where many different voices are heard. The strategic outcomes, aims and actions are key to how we get there.

*ARTS letters 2015, by Evangeline Goodfellow, Mark Davey, June Hintz and Vanghoua Anthony Vue with project lead Robyn Pell. Body painting by Sandra Temple*





## STRATEGIC OUTCOMES

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



*Gallipoli's mirage* (detail) 2016, by Jacques van der Merwe



# STRATEGIC OUTCOME 1: DEVELOPMENT

## Aim

Develop a robust and connected creative community that is vibrant, innovative and diverse, and is attractive to residents, visitors and investment.

## Actions

Support the development of high quality, innovative arts, culture and heritage

- Provide inspiring exhibitions, displays, events, resources and programs
- Continuously improve the quality of development, production and presentation
- Provide resources and grant funding to support arts development in our region through Regional Arts Development Fund, Community Events and Community Project grant programs

Develop and manage our collections for public access

- Effectively manage and develop Logan City Council's arts, culture and heritage collections
- Collect and preserve the many stories of Logan's diverse communities
- Broaden Local Studies heritage collection
- Provide physical and virtual access to our libraries, Logan Art and Mayes Cottage collections through displays and online resources

Support lifelong learning

- Provide access to resources, learning, mentoring and training
- Develop professional networks and connections
- Provide programs to increase literacy in arts, culture and heritage
- Support cultural exchanges
- Build networks and professional development opportunities for practitioners

Support creative industries

- Provide access to affordable spaces for rehearsal, practice and presentation
- Assist business skills development
- Create and deliver services, programs and resources using technology
- Encourage the use of technology
- Maximise the use of social media to connect people.



# STRATEGIC OUTCOME 2: ENGAGEMENT

## Aim

Improve the lifestyle quality and wellbeing of our community through connecting, engaging and participating in the creative industries.

## Actions

Increase knowledge and understanding of the diverse arts, culture and heritage practices of our communities

- Support programs to enhance awareness of Aboriginal and Torres Strait Islander languages and cultures
- Support programs to enhance awareness of Logan's diverse languages and cultures
- Support major festivals and events
- Provide online access to programs, resources and events
- Ensure all residents can access resources and information and have opportunities to share their knowledge

Encourage participation

- Work with communities to identify opportunities that are relevant to their needs
- Ensure all programs, events and resources are high quality and accessible
- Support events to build audiences for emerging creative industries
- Ensure a variety of Council-run events are free or low cost
- Present activities and events in non-traditional places and spaces

Ensure excellent customer focussed service at all times

- Provide a positive welcome experience
- Conduct audience research
- Evaluate programs and activities
- Undertake benchmarking and evidence based research.





Eats & Beats, Logan Hyperdome

# STRATEGIC OUTCOME 3: PLACES AND SPACES

## Aim

Provide high quality, up-to-date, accessible and safe places and spaces for imagination, reflection and innovation, where stories are told and ideas are shared.

## Actions

Provide and maintain attractive, high quality arts and cultural infrastructure and facilities, including:

- Beenleigh Events Centre
- Beenleigh Town Square
- Community Centres
- Heritage buildings on Logan Village Green
- Kingston Butter Factory
- Logan Art Gallery
- Logan City Council Libraries
- Logan Entertainment Centre
- Mayes Cottage House Museum

Explore opportunities to develop a sense of place, connection and ownership to existing places and spaces for Logan's Aboriginal and Torres Strait Islander community

- Raise awareness of Aboriginal and Torres Strait Islander peoples' unique culture and heritage within the region
- Provide opportunities for communities to tell their own stories through arts and cultural expression
- Provide access to facilities to be used as meeting places

Provide and maintain distinctive, attractive and safe public spaces

- Develop temporary and permanent public artworks that reflect a sense of place
- Provide spaces where performances, films and festivals can be held

- Develop street art and enhancement projects involving art in public spaces
- Include access to Wifi in upgrades of public spaces
- Ensure arts, culture and heritage are included in regional planning

Support the development of facilities, clusters, hubs and precincts for arts, culture and heritage throughout the community and region

- Involve creative industries practitioners and community representatives in planning for place making
- Ensure facilities can support a wide range of creative and cultural purposes
- Identify properties of significant social or cultural heritage, and ensure they are included on Council's heritage register
- Designate spaces and places where innovation and creativity can thrive

Advocate for the development and use of diverse spaces and places for creative industries

- Privately owned properties including shop fronts, buildings and walls
- Council owned properties including buildings, parks and town centres
- State government owned properties and utilities, including electricity poles and bus shelters.





Aunty Jeanette Fabila lives in the City of Logan, and is a professional Indigenous contemporary dancer, choreographer, performer, consultant and trainer.



## STRATEGIC OUTCOME 4: PARTNERSHIPS

### Aim

Our well-developed strategic partnerships contribute to the sustainability of Logan's unique heritage and growing creative industries.

### Actions

Identify and foster partnerships to provide resources, support and assistance

- Maintain partnerships with the Australian Government, the Queensland Government and their Statutory Authorities
- Develop and maintain partnerships with Aboriginal and Torres Strait Islander groups, culturally diverse groups and community groups, including diaspora communities
- Seek funding for partnership projects of benefit to our communities
- Provide assistance to applicants developing creative industries funding submissions

Grow creative industries and expand audience reach through developing relationships

- With for profit and not-for-profit organisations
- Community and cultural organisations
- Collaborate with the private and public sector
- Teaching institutions
- Organisations and venues with comparable demographics and interests, including Sister Cities
- Tourism and tourism industry

Develop and maintain relationships within Logan, with neighbouring regions, arts, culture and heritage organisations and professionals

- Neighbouring Local Government Areas
- Expand the reach and develop new audiences
- Encourage artists and local businesses to collaborate, share knowledge and develop innovative solutions
- Maintain Sister City and expand international relations
- Support touring exhibitions and cultural exchanges.



Memorial Church of St John the Evangelist, Mundoolun



# STRATEGIC OUTCOME 5: COMMUNICATION

## Aim

Our distinctive stories are positioned as a key element of Logan's city image and identity.

## Actions

Develop and market cultural tourism as part of Logan's image and identity

- Promote, market and advertise our programs, activities, venues and collections
- Tell positive stories about Logan's unique creative industries and diverse arts, culture and heritage
- Develop and implement marketing plans that incorporate creative industries
- Support promotion of music across Logan
- Undertake community outreach activities at diverse events and locations
- Ensure creative industries are included in relevant destination marketing activities

Communicate our message across multiple platforms and to diverse audiences

- Provide access to information through diverse media including online, in print form and in person
- Ensure messages are accessible to people of all abilities
- Encourage word-of-mouth promotion through engaged stakeholders
- Target users and non-users

Celebrate and promote the uniqueness of Aboriginal and Torres Strait Islander arts, culture and heritage

- Involve Aboriginal and Torres Strait Islander peoples in decisions that affect them and their community
- Work with the Aboriginal and Torres Strait Islander reference group to ensure appropriate information is published
- Implement Council's protocol when working with Aboriginal and Torres Strait Islander peoples
- Review and refresh Logan City Council's Reconciliation Action Plan

Celebrate and promote Logan's diverse communities

- Work with Logan's culturally diverse communities to develop and promote programs, activities and events
- Facilitate communities to tell their stories in their own words
- Disseminate information through community networks.



## HOW WILL WE ACHIEVE OUR GOALS?

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

## ACKNOWLEDGEMENTS

*Creative city: Logan City Council's Arts, Culture and Heritage Strategy 2018–2022* provides a framework for the development of creative industries in Logan. The strategy would not have been possible without the assistance and involvement of a number of key organisations and individuals, including:

- Logan 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 strategy



Silvertop Park mural, Hillcrest





## COMMENTS AND REFERENCES

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

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



## GLOSSARY OF TERMS

**ARTS** — a large part of culture incorporating a broad range of creative disciplines, including visual arts, craft, writing, design, theatre, dance, music, gaming, festivals, museums, galleries, libraries and many other creative forms

**ARTS BUSINESS** — the ways in which arts work is organised and managed sustainably to deliver outcomes

**ARTS AND CULTURAL ECOLOGY** — the network or system which includes all components of the arts and cultural sector and its audiences, participants, communities, facilities, partners, investors, competition and supporters

**ARTS AND CULTURAL SECTOR** — arts and cultural practitioners, businesses and organisations who identify as producing or supporting arts and cultural activity and products

**ARTWORKER** — someone who works in the arts sector to support or manage artists and arts programs

**COLLECTIONS SECTOR** — organisations, keeping places and institutions, including galleries, libraries, archives and museums which care for and collect cultural stories, records and objects

**COMMERCIAL APPROACHES** — a focus on buying and selling arts activities with a view to making a profit

**COMMUNITY/COMMUNITIES** — a group/ groups of people who share values, culture or environments

**CREATIVE INDUSTRIES** — industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property

**CULTURE** — the way we live and interact, including visual and verbal language, food, rituals, tradition, heritage, history, sport, games and arts

**CULTURAL CAPITAL** — cultural assets (excluding finance) that promote social belonging and advancement, for example, education

**CULTURAL TOURISM** — tourism focused on exposure to, and participation in, a region's culture, including its arts and cultural activities and events

**DESIGN** — a shape or process given to ideas and objects to create solutions

**ENTERPRISE** — a business or company of any size with a focus on commercial activity, eg. selling goods or services

**ENTREPRENEURIAL** — organising and managing an enterprise or enterprises with considerable initiative and risk

**HERITAGE** — a natural, cultural or virtual inheritance from the past

**HERITAGE SECTOR** — organisations and institutions which keep and preserve the heritage legacies from past generations for present and future generations, for example, cultural elders, museums and libraries

**INNOVATION** — doing something different with the aim of improving process and outcomes

**INTRINSIC VALUE** — the belief that arts, culture and heritage are valuable in and of themselves, separate from their contribution to broader economic and social or other aims

**INVESTMENT** — providing resources toward something to ensure its growth or maintenance

**THE PUBLIC** — all people in general, in this case, all residents of Logan

**PUBLIC VALUE** — general consensus of what value the public may assign to, or receive from something. In arts and culture, public value can be measured on a spectrum from individual and personal lives to communities, societies and cultural institutions, e.g. 'arts make me feel good' to 'the library deserves support'

**RETURN ON INVESTMENT** — the value received from investment, including a social, cultural, artistic or financial return

**WELLBEING** — the maintained good health of communities, groups and individuals





*Brachychiton rupestris* 2004, by Christopher Trotter

