Night Time Economy Strategy

October 2022



logan.qld.gov.au

CITY OF LOGAN

Acknowledgement 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.



The smoking ceremony is an ancient custom among Indigenous Australians and is believed to ward off bad spirits.

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Logan City Council engaged JOC Consulting to develop the Night Time Economy Strategy.

jocconsulting.com.au

JOC CONSULTING
creative urban planners

Vision

Logan's night time economy is seen in a new light – emerging within the South East Queensland region as a visibly safe, diverse, inclusive, and attractive region that champions its local businesses.

Our city is safe and welcoming for everyone no matter the time of day, with a variety of interesting things to do for families and residents. Our centres are dynamic and innovative with well-co-ordinated offerings in arts, culture and creativity. Our productive night time economy has attracted businesses from across Queensland and beyond to setup within our city.



Eats & Beats at Kingston Butter Factory.


City of Logan
CITY OF LOGAN



Eats & Beats at Kingston Butter Factory.

About this strategy

Our focus areas

To achieve this vision, four focus areas were developed to guide the development of actions in this strategy. These focus areas were collaboratively identified, tested and confirmed in the first community engagement process.

FOCUS 1:
SAFE CENTRES

FOCUS 2:
BUSINESS DIVERSITY

FOCUS 3:
COMMUNITY EXPERIENCE

FOCUS 4:
REGIONAL ATTRACTION

Strategy alignment

The City of Logan's Night Time Economy Strategy responds to the framework set out in the Logan City Council Corporate Plan 2021–2026. Council's Corporate Plan identifies the city's vision as City of Logan, a green city full of pride, opportunity and culture. The vision embodies Council's expectations and hopes for the future of our city and is underpinned by seven focus areas, being:

- Focus 1: Maintaining current levels of service
- Focus 2: Proud city
- Focus 3: Environment
- Focus 4: Healthy connected community
- Focus 5: Economy and growth
- Focus 6: Infrastructure
- Focus 7: High performing organisation

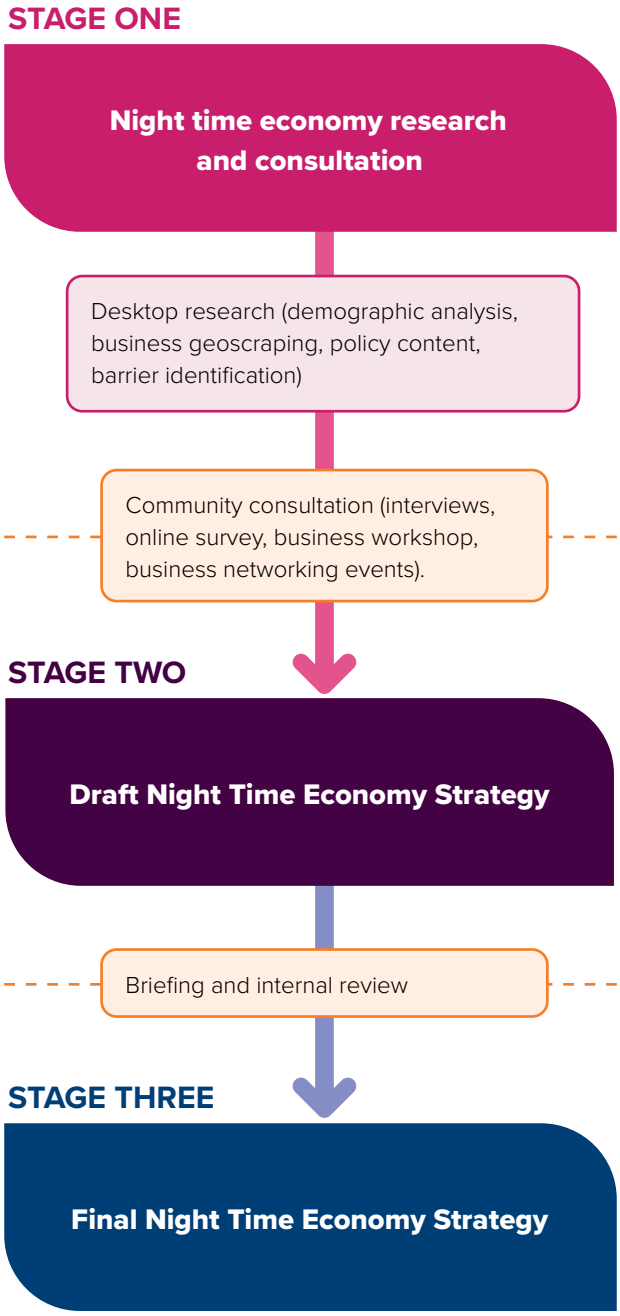
Proud city and Economy and growth are the most relevant focus areas for this strategy, with our priority on helping mature the city's economy to meet modern expectations of our growing city, with things to see and do throughout the day and night.

It is important to note that Logan City Council has influenced the night time economy both directly and indirectly through a variety of previous initiatives. This Night Time Economy Strategy builds on the success of a number of existing projects, policies and programs, and intersects with these documents including:

- City Centre Summits and Implementation Plans
- City of Logan Destination Management Plan
- Urban Art Strategy
- Economic Development Strategy 2022–2027
- Safe City Strategy and Action Plan 2021–2025.

What we've done

This Night Time Economy Strategy is the product of background research and engagement with the Logan community. The research collates demographic analysis, policy context, business geoscraping, and barrier identification to form a strong evidence-based foundation for the study. The community consultation engaged over 340 participants across a range of online and face-to-face formats.



What is the night time economy?

The night time economy consists of all non-domestic activities which take place as the traditional 'business day' ends – between the hours of 6 pm and 6 am. In the city, night time activities form a distinct environment to the day-time equivalent, organised within three distinct periods. Each phase has unique dynamics and community needs, and is defined in this strategy below as:

Day time: 6 am – 6 pm

FOCUS OF THIS STRATEGY

Evening: 6 pm – 9 pm

Night time: 9 pm – 2 am

Late night: 2 am – 6 am

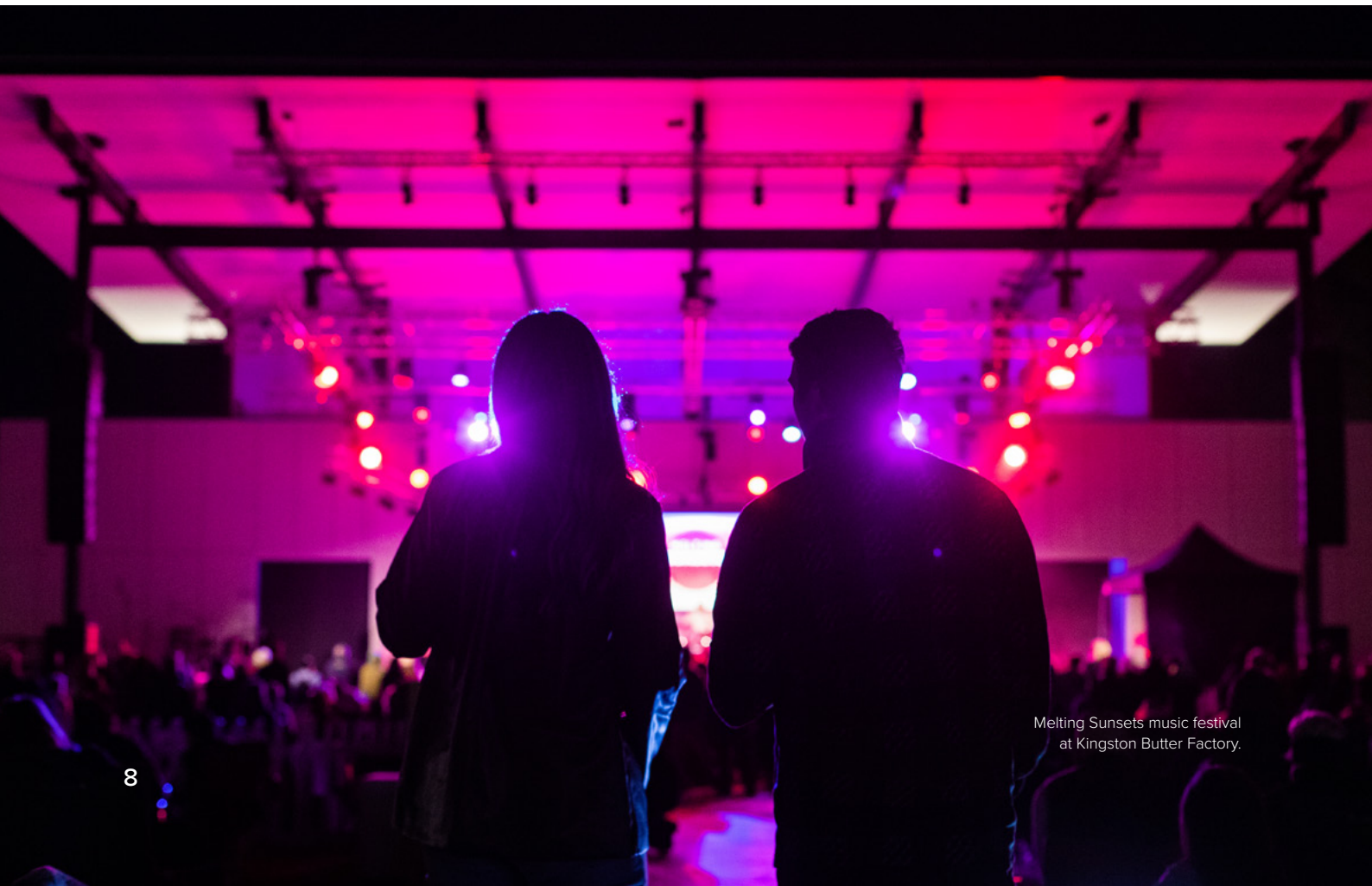
Night time economies are defined by the unique factors of place and context, activity and aspirations, meaning no two night time economies will be the same. Using a combination of global best practice, three key areas of business activity are commonly referenced, categorised as 'core businesses' and six are referred to as 'supporting (non-core) businesses:

Core night time businesses

- Entertainment (e.g. clubs, sports, galleries, and performing arts)
- Food (e.g. cafes and restaurants)
- Drink (e.g. pubs and bars)

Supporting night time businesses

- Health (e.g. pharmacies and gyms)
- Groceries (e.g. supermarkets and convenience stores)
- Hospitality (e.g. accommodation, clothing and department stores)
- Transport (e.g. public transport and on-demand services)
- Services (e.g. dry cleaning and beauticians)
- Social (e.g. open space and community centres)



Melting Sunsets music festival at Kingston Butter Factory.

How do our residents view the night time economy?



Our city's families want places to stay out during the Evening period (6 pm to 9 pm)



Food, drink and entertainment options are essential



Our residents want more to do and see outside in our streets, plazas and public spaces

> "Logan needs more family friendly things to do for young families and families with super young kids (4yo and younger). More night time markets would be amazing with activities like workshops for kids and face painting etc.
> **– Survey Participant**

> "I would love to see more entertainment in Beenleigh town centre, as well as restaurants...Arts venues in Beenleigh would be great too. These things could increase patronage in the town which might then attract more retail.
> **– Survey Participant**

> "Businesses close too early and there is a lack of variety of good restaurants and nothing very interesting going on. I usually have to go into the city or Southbank for a night out instead.
> **– Survey Participant**

Benefits of the night time economy

The benefits of a night time economy are broad and far-reaching. A successful night time economy benefits the local economy, place context, and community wellbeing, and will generate flow-on effects for other economies and aspects of the community.

Some of the key benefits generated by the night time economy include:



Contributing to a robust economy through increased dwell time and foot traffic



Drawing in visitors from beyond the region to experience night time offerings



Improving safety by investing in night-friendly urban design, improved lighting, passive surveillance and CCTV



Addressing perceptions of antisocial behaviour and place stigma at night



Diversifying night time experiences in the city as the population grows



Activating vacant or disused spaces for creative sectors such as art and performance



Enhancing cultural activation, creating a distinct night time identity and reputation



Attracting and retaining local talent across the region's workforce



Managing potential land-use conflicts while promoting mixed use areas to diversify activities



Enriching community connectedness, inclusivity, satisfaction and overall wellbeing

Our City Context

Our community and place

Located at the heart of the South East Queensland region, the City of Logan has been the focus of significant greenfield development and urban renewal. As of 2022, the local government area (LGA) has an estimated population of 345,098 which is forecasted to grow to 500,000 over the next 15 years. The region's demographic is young with a median age of 34, and primarily comprised of family households which account for 67% of all households in the LGA.

As a young, diverse and family-orientated city with a growing population, our night time economy needs to reflect the changing needs and desires of our residents, demanding our city have the modern conveniences of urban living. In addition to our pubs and bars, we will also need late night businesses and local entertainment that cater to young families.

Our employment and economy

As of the 2020/21 FY, the City of Logan had a total of 117,248 employed persons.

Analysing employment within the total employment base of the LGA indicates 32.7% of current employment industries within the LGA directly or indirectly intersect with the night time economy.

Nearly 60% of persons working in these industries live locally within the LGA. Growing the NTE will create more secure employment and directly grow employment opportunities for locals.

External challenges

Like other regions in Queensland and Australia, The City of Logan is impacted by a wide variety of external influences: 'drivers of change' which have created new challenges to developing our night time economy.

With the South East Queensland region anticipated to nearly double its population over the next 50 years, there is increasing pressure for housing, employment and new services. This growth will transform the region and is driving significant changes to the physical makeup of the city.

Based on research other drivers of change include:

- Pressures on meeting demand for infrastructure investment
- Social and lifestyle changes (disruption)
- Night time governance
- COVID-19 recovery and public health challenges
- Flood, climate change and natural disasters recovery.



Sugar Creek Smokehouse at Distillery Road Market.

OUR COMMUNITY

Logan has an estimated resident population of **345,098** as of 2022

and is recognised as one of the fastest growing areas in Australia projected to reach **500,000** by 2036

34 median age

33.1% renters

44.9% couples with children

14,523 residents identified as Aboriginal and/or Torres Strait Islander*

67.3% family households

OUR PLACE

70 suburbs, including the strategic centres of Logan Central, Beenleigh, Meadowbrook and Springwood

217 cultures are celebrated in Logan, marking one of Australia's most diverse cities

59.1% of Logan's local workers live and work in the area

OUR ECONOMY

$14.36b estimated Gross Regional Product (3.83% of QLD GSP)

18.7% of Logan's existing businesses have the potential to directly contribute to the NTE

14% of Logan's existing businesses have the potential to indirectly contribute to the NTE

117,248 local jobs

23,409 local businesses

*NB: The local Aboriginal and/or Torres Strait Islander community have advised that this figure is much higher.
2016 Census QuickStats: Logan, Australian Bureau of Statistics, 2016
First Nations people, City of Logan, 2022
City of Logan Community Profile, ProfileId, 2016
City of Logan Profile, Logan Office of Economic Development, 2022
City of Logan Economic Analysis 2020/2021, Logan Office of Economic Development, 2022

The opportunity

What we've heard

The outcomes of this strategy have been heavily influenced by the feedback from the community. A public survey was hosted for 4 weeks, receiving over 340 responses, and was complimented by a business focused workshop, interviews with stakeholders and attendance at business networking events.

The community voice and sentiment has been integrated throughout this strategy and across our various engagement methods, our community has painted a clear message:

> "We want safer centres, more to see and do at night and are willing to spend in Logan.
> **– Survey Participant**

> "We have no choice but to go to Brisbane or the Gold Coast for a special night out.
> **– Survey Participant**

> "Depending on the location, I would be willing to spend much more (up to $199) on a night out in Logan.
> **– Survey Participant**

> "I would love to see more arts and culture and live music at night in Logan.
> **– Survey Participant**

> "I don't feel safe taking my family out at night.
> **– Survey Participant**



Melting Sunsets music festival at Kingston Butter Factory.

The challenges

Barriers

The City of Logan experiences a number of barriers which are directly influencing how the night time economy is currently experienced. The following barriers have been identified through desktop research and community consultation:

Safety

Crime, poorly lit public spaces, and a lack of security measures such as CCTV contribute to a feeling, both real and perceived, of the LGA as unsafe and unactivated.

Accessibility

Poor public transport options in the evening make mobility across the LGA difficult.

Diversity of offerings

A lack of business variety after dark, particularly in restaurants and entertainment uses means the existing night time economy has a limited appeal to our city's families and young adults.

Geography and urban design

Dispersed businesses, car-centric development, and low levels of residential density have led to poor connections, accessibility and walkability between, and within centres.

Personal barriers

Family responsibilities (such as caring for young children), combined with the rise of at-home entertainment (with varying degrees of digital literacy), mean many residents opt for nights in.

Culture and awareness

Some businesses do not have the capacity or desire to open late, and many residents remain unaware of what's on offer by night.



Strategic Approach

Creating a network of centres at night

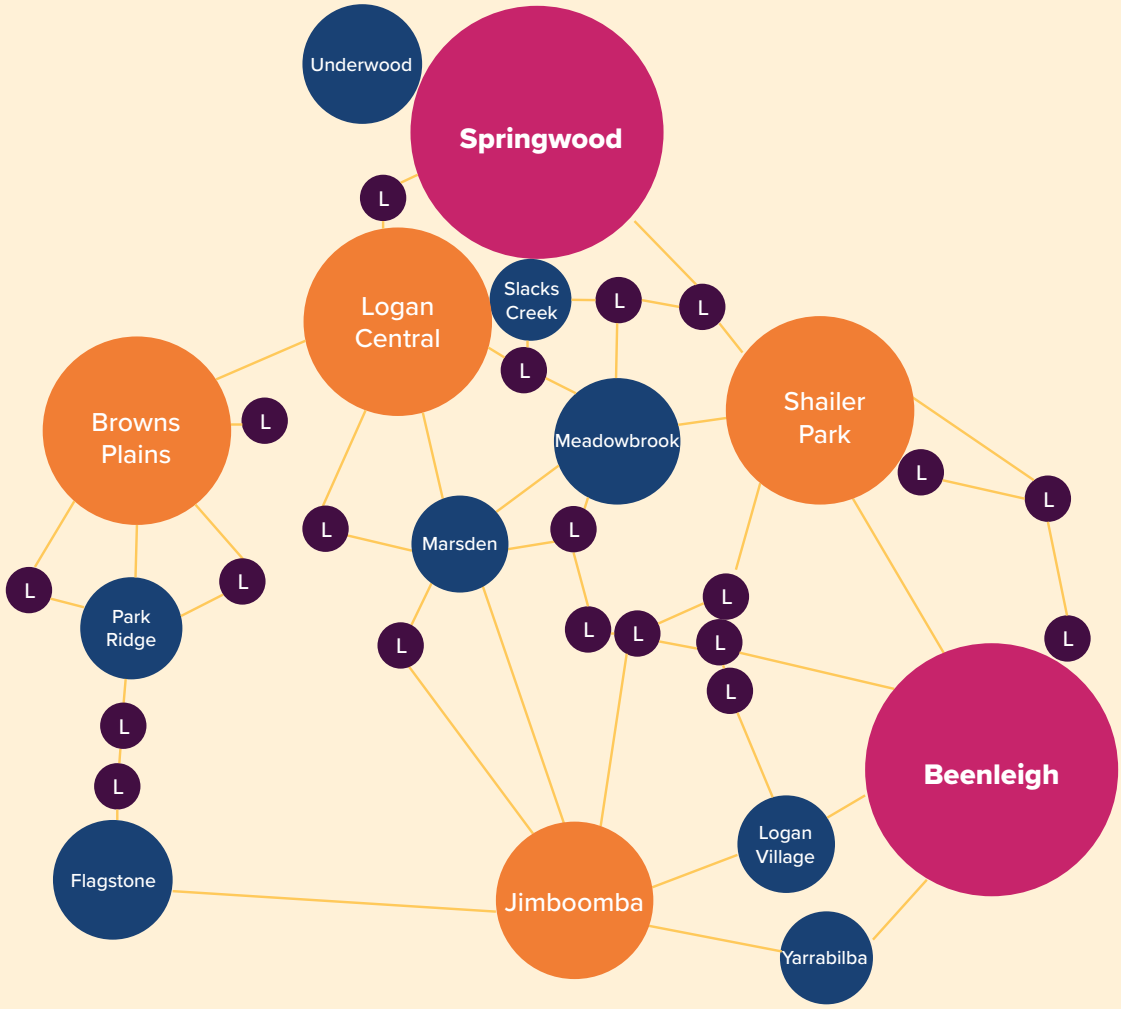
Our city is characterised by 'point to point' settlement with each of our centres typically serving local catchments.

A key outcome of this strategy is to 'raise the standards' across all our centres equally, and to not leave any behind. This NTE strategy considers all types of centres and provides recommendations for city-wide policies, projects and programs for growing our night time economy although some may be appropriate in some centres but not others.

What is the Neon Grid?

Similar cities with thriving night time economies often have a network of centres, each with their own distinct roles and functions that create something more than the sum of their parts.

The 'Neon Grid' is a conceptual way to explore what connections lie between each of our city's centres, and identify those that are emerging, and those that need attention. A night in Beenleigh is different to a night in Meadowbrook, and therefore requires a different response.



PRINCIPLE CENTRE
- Springwood
- Beenleigh

MAJOR CENTRE
- Browns Plains
- Logan Central
- Jimboomba
- Shailer Park

DISTRICT CENTRE
- Underwood
- Park Ridge
- Marsden
- Meadowbrook

OTHER CENTRES
- Slacks Creek
- Flagstone
- Logan Village
- Yarrabilba

LOCAL AND NEIGHBOURHOOD CENTRES

Centres and public spaces

> “Public space is for living, doing business, kissing and playing. Its value can’t be measured with economics or mathematics; it must be felt with the soul.
> **– Enique Penalos**

Council has adopted a place-based approach to developing our city’s centres and have been implementing a range of targeted policies, projects and programs to create places with great amenity for everyone during the day and night.

In the context of the night time economy and this strategy – Council’s larger higher-order centres (defined in our planning scheme as Principal, Major and District),

- have the capacity and scale to provide range of offerings to a broad range of users
- can deliver economies of scale for new projects and programs.

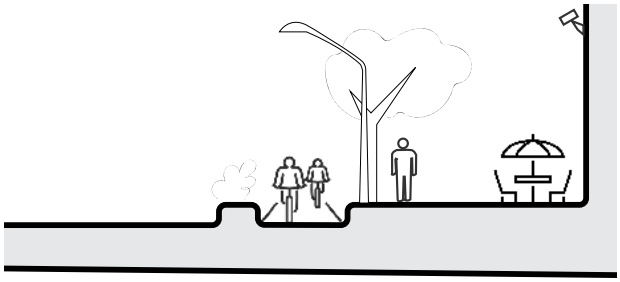
Whereas Council’s smaller lower-order centres (Local, Neighbourhood and Other),

- due to their size may find it difficult to compete for ‘range of offerings’ with major centres
- are likely lacking a key ‘ingredient’ found in major centres and providing it may be unsustainable
- may develop better by providing niche offerings and experiences to overcome these disadvantages.



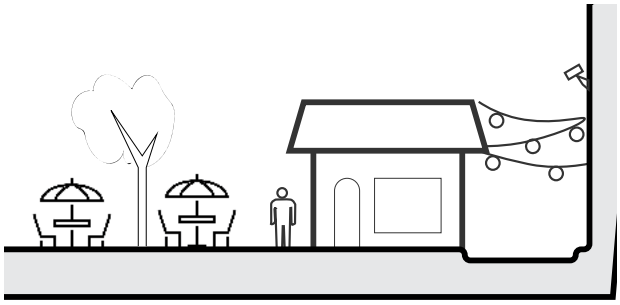
Beenleigh Town Square.

For our city's centres the typologies of public space, and the areas which should be utilised are identified below:



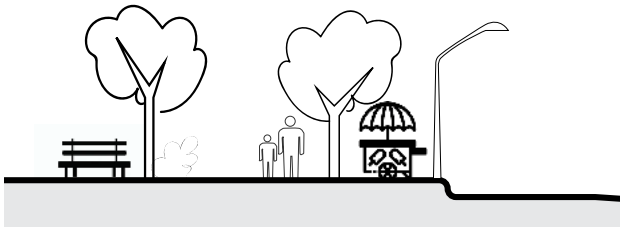
Streets and footpaths

The streets and footpaths are the most recognisable and trafficked spaces of the city centre. They provide throughfare for a mix of different transport modes. Activation of our streets can create unique, well-connected spaces, that encourage increased foot traffic past local businesses.



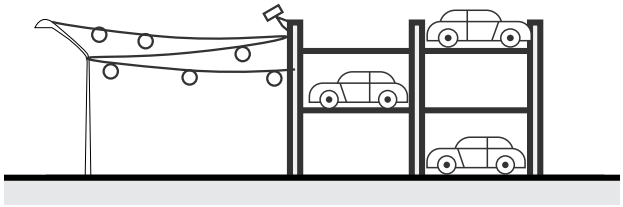
Laneways and plazas

Often tucked away, intimate, and recognisable spaces, Laneways and Public Plazas form the pedestrian friendly places within our cities. Some of our centres within the city are fortunate to have laneways and public plazas which directly connect key attractions to each other, such as John Lane in Beenleigh.



Green public open spaces

Cool, green and inviting. Our Green and Open Spaces such as public parks or open fields are desirable places allowing residents, workers and visitors to retreat to. These spaces work best when integrated with other interesting uses, helping draw people to our parks.



Carparks and transit stops

An often-overlooked public space, carparks and public transit terminals are in abundance across the City of Logan. While vital to the function of the city, these sometimes-dull spaces can be transformed through a variety of initiatives and creative uses.

Its focus is on public spaces as while private spaces such as shopping centres with dining and entertainment precincts, major venues such as sports clubs and pubs are all key contributors to the night time economy, these spaces typically have their own privately provided security and amenities and Council has little influence over these places.

Focus areas

Four strategic focus areas have been defined to provide a lens to address identified barriers and challenges. These focus areas have been developed using background research, community consultation, recent best practice strategies, and understanding the local context and demographic of the City of Logan.

FOCUS 1: SAFE CENTRES



The City of Logan will be safe and welcoming for everyone no matter the time of day or night.

FOCUS 2: BUSINESS DIVERSITY



The City of Logan is home to a resilient and diverse network of businesses that work together, and create unique destinations.

FOCUS 3: COMMUNITY EXPERIENCE



The City of Logan is lively, dynamic, and innovative, filled with well-co-ordinated offerings in arts, culture, and creativity.

FOCUS 4: REGIONAL ATTRACTION



The City of Logan attracts new and develops existing NTE-focused businesses and events in the City of Logan.

These four focus areas then inform the actions, policies, programs and pilot projects proposed in this strategy.

BARRIERS

- Safety
- Accessibility
- Diversity of offerings
- Geography and urban design
- Personal barriers
- Culture and awareness

FOCUS AREAS

- Safe centres
- Business diversity
- Community experience
- Regional attraction

RESPONSES

- Priority actions
- Policies
- Programs
- Pilot projects

Focus 1 – Safe centres

Goal:

The City of Logan will be safe and welcoming for everyone no matter the time of day or night.

Creating desirable and exciting night time places starts with guaranteeing residents, workers and visitors can safely commute, shop, stroll and explore the unique offerings of our city. Importantly, we want to turn dark and dingy into bright and bougie.

We also understand that people experience safety differently across the City depending on their experiences and familiarity of the place. A well-planned night time economy considers how various demographics such as women, or those with a disability can comfortably get around easily and without concern.

Council is fortunate to have a dedicated Community Safety Program undertaking community safety and crime prevention initiatives throughout the City of Logan. Council and key stakeholders are actively working to dispel these perceptions, promote vibrancy in the city to counteract dormancy, and work proactively with our community to initiate best practices in crime prevention through environmental design, community education and management of crime and safety matters in our City.

The type, location and frequency of transport options can greatly impact on a person's choice to travel and by what means. This includes both arriving and departing a destination (such as using public transport and driving) and then accessing the service (via footpaths, walkways and intersections). As a city of many centres, creating an effective late-night range of transport opportunities is both a challenge for addressing safety and an opportunity for the development of a robust night time economy.

What we heard



50% of survey participants identified they were concerned about safety within the City of Logan at night



Numerous participants were concerned with safety at train stations at night



Additional CCTV, street lighting & police presence were some common ideas shared by survey participants

Focus 1 Safe centres – Priority Actions	Policy, Program or Project	Stakeholders
Develop a creative lighting strategy which will explore how both functional and creative lighting can improve amenity within our centres	Policy	Council
Develop a creative lighting and urban art delivery program to deliver improved amenity across the city	Project	Council Local business
Collaborate with the Department of Transport and Main Roads and advocate to maximise safety at new or upgraded stations as part of the Logan and Gold Coast Faster Rail Project	Program	Council QLD Government
As part of future updates to the Logan Planning Scheme, develop and implement strategies to improve safety and increase activity around new or upgraded stations as part of the Logan and Gold Coast Faster Rail Project	Policy	Council QLD Government

Pilot programs

Pilot programs are short term actions or investigations to be undertaken by Logan City Council. The purpose of the pilot programs is to test the strategic focus areas, take learnings from activations within public spaces, and apply them to future actions within this strategy. These will test how larger changes could play out across the LGA and allow for refinement and fine tuning of actions.

Pilot 1 – Sunsets at Slacks Creek

WHAT

Trialling a month-long event where lighting (such as fairy lights and creative lights) is installed across the creek. The event could be expanded to something akin to VIVID in Sydney, with food trucks, live music, and events. There are opportunities to partner with artists for temporary public art installations, or with universities to generate interest for local young adults (e.g., Griffith University).

Local businesses nearby should be encouraged to open late to complement the event.

WHY

- Trialling lighting options as a way to inform the future lighting strategy
- Activating an underutilised space
- Creative way to bring people out and utilise recent investment by Council
- Opportunity to create branding and interest for the locality

WHO

- Council
- Local Businesses

WHEN

Anytime

DESIRED OUTCOMES

Activated public spaces that address multiple concerns of residents (safety, not enough to do, night time experiences)



Case study – NOX Night Sculpture Walk at Randwick

NOX Night Sculpture Walk is a three-night event held biannually in May, which celebrates art, nature, community, and togetherness. Located in Randwick Environment Park, the park and wetland are transformed into an illuminated outdoor art gallery, featuring a leisurely 1.5km loop sculptural walk, food trucks, live entertainment, outdoor cinema (NOX Night Cinema), and creative workshops.

In 2021, the event announced maximum capacity just one hour into the program. The event is free to attend and run by Randwick City Council, in collaboration with UNSW and students from the Art & Design faculty. All artworks featured were powered by renewable energy.

In 2022, the event attracted over 1 million visitors – four times more than when it was previously held in 2019.



Focus 2 – Business diversity

Goal:

The City of Logan is home to a resilient and diverse network of businesses that work together, and create unique destinations.

A review of 12 urban centres across the City of Logan identified that 59% of core night time economy businesses (such as restaurants, bars and entertainment venues) and nearly 70% of supporting businesses (such as gyms, supermarkets, and pharmacies) close by 9pm on Saturdays. The high rate of businesses closed after dark is reflected in the community survey, where participants identified 'more to see and do in the evening' as the biggest barrier for our city's night time economy.

The City of Logan is home to many gems, and unique businesses operated by passionate locals. This Strategy seeks to further support their business growth and look at ways of extending, or starting, operations into the night.

Recent investment for public realm upgrades and new open spaces across the city provides new opportunities for businesses and services to operate. This can include outdoor dining and events within these refreshed public spaces to create lively and active centres.

What we heard

40% of survey participants were willing to spend over two times the amount they currently do at night

"Options" was the most common phrase associated with a successful nightlife and mentioned **51** times by survey participants

67% of participants feel there is not enough on in Logan at night

Focus 2 Business diversity – Priority Actions	Policy, Program or Project	Stakeholders
Trial the use of temporary furniture across high or main streets to encourage outdoor dining and create eat streets. Share the insights with the business community through a targeted marketing campaign	Project	Council Local business
Create a tailored NTE-specific incentives program that includes façade improvement, creative lighting, outdoor dining, and other works targeted at creating night-time ready business offerings to boost business investment in the NTE.	Policy	Council
Explore Council-led strategic land acquisition and development of sites for NTE catalyst projects	Policy	Council
Explore how vacant shopfronts and underutilised spaces can be used as pop-ups for businesses and services (by using council-led seed funding)	Program	Council

Pilot 2 – Strategic NTE land acquisition and standalone dining precinct investigations

WHAT

The identification of land within or adjacent to city centres that could be acquired or leased to deliver catalytic NTE outcomes or remove impediments to NTE outcomes.

Ultimately, this land acquisition could facilitate small-scale interventions such as new laneways or public spaces or large-scale interventions such as a stand-alone dining precinct or 'eat street'.

WHY

Council-led initiatives send a clear market signal to potential investors and existing businesses of Council's commitment to economic growth and regeneration. The identification and ultimate acquisition of strategic land that contributes to NTE outcomes provides Council with the ability to control major elements of the public realm in our centres or new locations.

WHO

- Council

WHEN

Anytime

DESIRED OUTCOMES

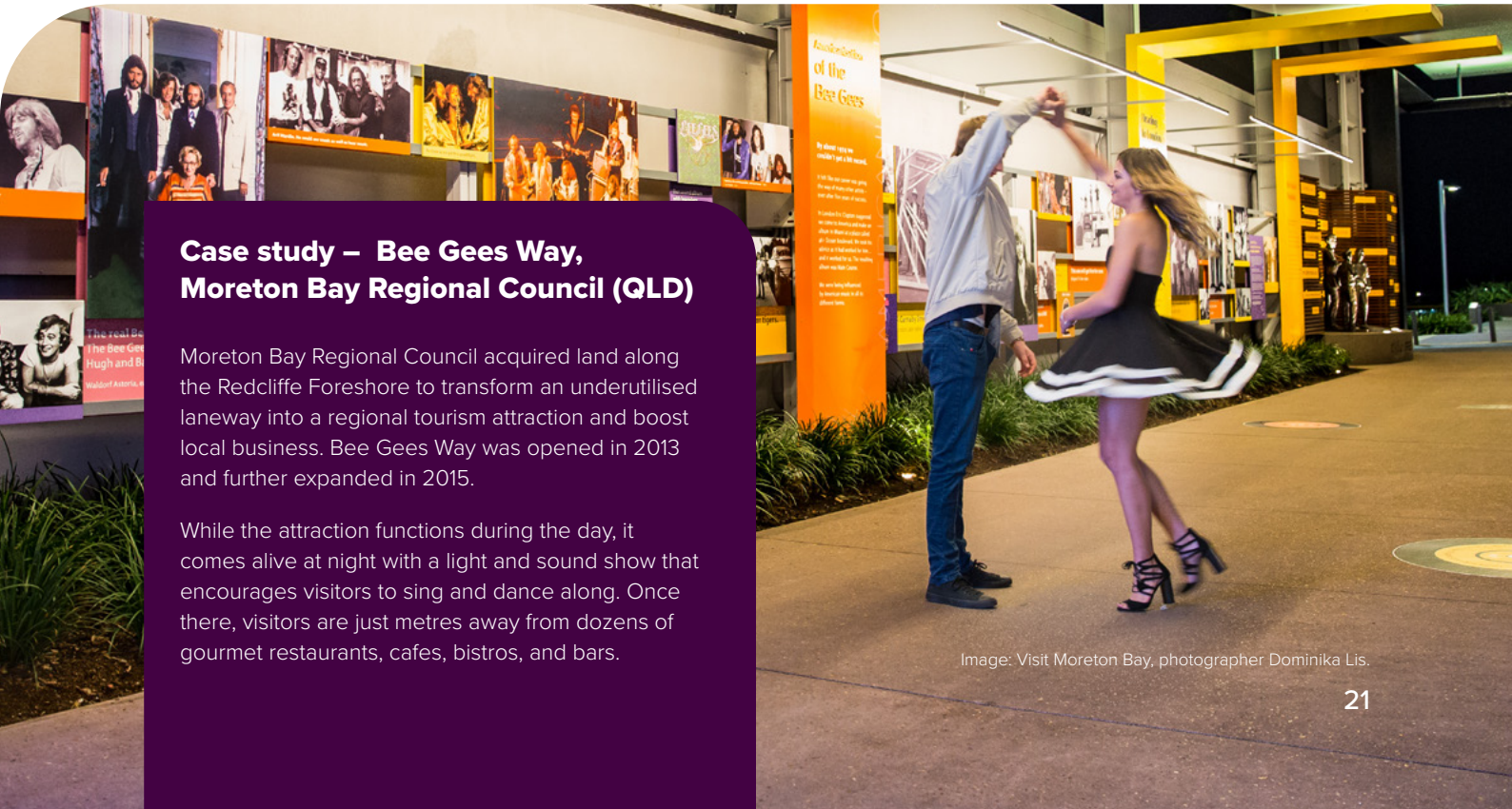
A program and process for the identification and acquisition of strategic land within city centres for Council-led delivery of catalytic NTE outcomes.



Case study – Eat Street, Economic Development Queensland

Economic Development Queensland (EDQ) manages the 64 hectares of government-owned land at Northshore. Eat Street was first launched in 2013 and instantly became one of Brisbane's biggest food and entertainment destinations.

Most recently, EDQ invested $1.5 million in supporting infrastructure to enable the relocation, including the construction of car parking facilities, service connections and a connection to the Northshore Hamilton CityCat Terminal. The return on EDQ's investment was realised in under two years, with Eat Street contributing significantly to EDQ's annual revenue.



Case study – Bee Gees Way, Moreton Bay Regional Council (QLD)

Moreton Bay Regional Council acquired land along the Redcliffe Foreshore to transform an underutilised laneway into a regional tourism attraction and boost local business. Bee Gees Way was opened in 2013 and further expanded in 2015.

While the attraction functions during the day, it comes alive at night with a light and sound show that encourages visitors to sing and dance along. Once there, visitors are just metres away from dozens of gourmet restaurants, cafes, bistros, and bars.

Image: Visit Moreton Bay, photographer Dominika Lis.

Focus 3 – Community experience

Goal:

The City of Logan is lively, dynamic, and innovative, filled with well-co-ordinated offerings in arts, culture, and creativity.

We want to create robust places filled with excitement, liveliness that are as unique as our residents.

An evening audit of three centres on a Saturday within the City of Logan identified a visible lack of arts, culture and liveliness within the streetscape. Streetscapes and public spaces can be brought to life through creative placemaking, light, sound and activity to enhance appeal and increase foot traffic to our local businesses. Buzzing streets also improve the perception of safety in the evening, which is extremely important to the success of night time hubs.

Based on research, families are the largest demographic within the LGA, which is why the City of Logan's night time experience should cater towards families and local residents, encouraging them to visit and spend within our centres. Accordingly, the focus of this strategy will be to improve the 'Evening' (6 pm – 9 pm) of the night time economy.

The City of Logan: a Neon Grid of multiple urban and regional centres, is fortunate to be home to a variety of laneways, streets, and parks across the LGA. This presents immense opportunity for unique and creative uses, ranging from having live music to installing public art within our centres that utilise our public assets. Importantly, we should explore barriers that prevent our public spaces from realising their true potential as third spaces.

What we heard

78% of survey participants are most likely to visit dinner establishments in the evening period (6 pm to 9 pm)

Entertainment, dinner and creative arts were the top activities participants wished to see more of in Logan

Music was the most common phrase used to describe Logan's biggest night time opportunity mentioned **100** times by survey participants

Focus 3 Community experience – Priority Actions	Policy, Program or Project	Stakeholders
Consider the requirements of night time entertainment in the construction of new public spaces and public domain (e.g. Installation of three phase power, CCTV, etc)	Project Policy	Council
Review how Council's venues, parks and public spaces can be better activated by businesses and community groups undertaking activities that support the NTE by removing impediments and/or providing incentives	Policy	Council
Develop an incentive program to encourage vacant shopfronts and spaces to be utilised as pop-up art galleries, restaurants, music venues to activate the street and drive more creative and cultural opportunities (by using council-led seed funding)	Policy	Council
Develop a Place Making Strategy for the city with a focus on night time economy outcomes	Policy	Council
Deliver key actions from the Urban Art Strategy relevant to the night time economy	Policy	Council

Pilot 3 – Beenleigh outdoor furniture trials

WHAT

A 3–6 month trial in Beenleigh, where restaurants along the high streets can borrow outdoor dining and furniture, obtain liquor licenses and outdoor dining approvals at little to no cost. Businesses can use the furniture as they see fit on footpaths directly adjoining their primary frontage.

WHY

Help local businesses understand the value of outdoor dining for their revenue, while not having to make a large upfront investment without being aware of returns.

WHO

- Council
- Local business

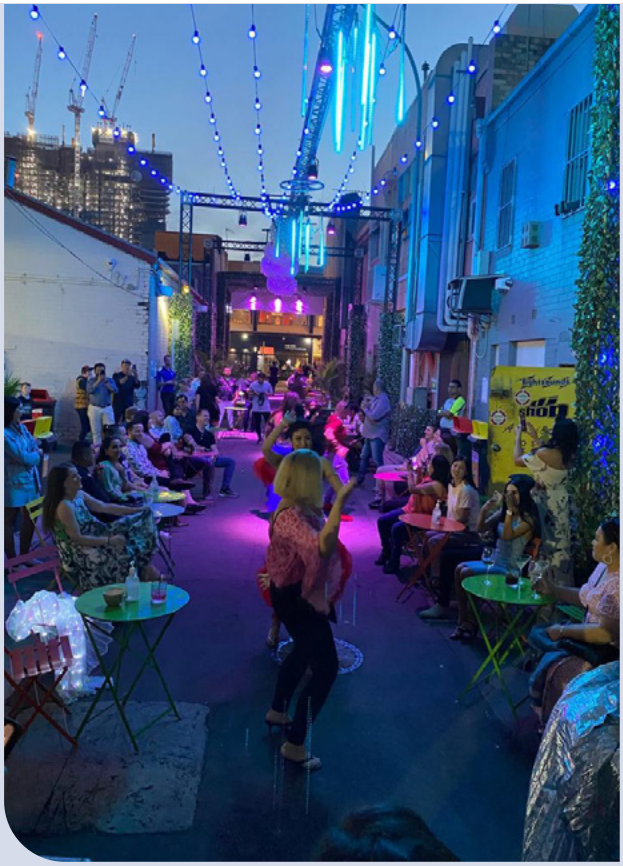
WHEN

July – December (Winter into Summer).

DESIRED OUTCOMES

Outdoor dining creates a catalyst effect where new and existing restaurants include outdoor furniture as a default, helping establish an eat street within Beenleigh.





Case study – Phillip Lane, Parramatta

Parramatta City Council worked with the adjoining landowners with rear access to Phillip Lane; by providing outdoor dining approvals at no charge; working with Liquor & Gaming NSW to gain outdoor liquor licenses, provided 40 tables and 85 chairs for restaurants, and installed a series of creative lights and truss', to allow for interesting and unique outdoor dining experiences within the laneway.

Despite nearly half the nights being cancelled due to rain, the activation drew a total attendance of 2,520 throughout the project.

Most adjoining businesses reported a 30% increase in revenue on event days, allowing them to hire extra staff and contribute to the local economy.

Focus 4 – Regional attraction

Goal:

The City of Logan attracts new and develops existing NTE-focused businesses and events in the City of Logan.

The current offering across most centres are primarily fast food, takeaway stores and pubs. While these businesses serve an important role in our local economy, we want to attract new potential events and businesses across the city and anchor tenants into our centres. Importantly, we want to keep and attract additional revenue within our local area, rather than having people spend within Brisbane and the Gold Coast.

Investment attraction and business attraction already play a key role in the city's Economy Development Strategy and Destination Management Plans. These and other initiatives could be expanded to include an increased focus on attracting and developing businesses and events that deliver NTE outcomes.

What we heard

65% of survey participants stated they'd be more likely to visit Brisbane City rather than our city for a night time experience

Workshop participants were keen to explore branding and marketing opportunities, such as 'Meet you in the Middle'

Participants in the business workshop identified a need to attract big events and businesses

Focus 4 Regional attraction – Priority Actions	Policy, Program or Project	Stakeholders
Explore opportunities for the creation of regionally significant NTE events (Council-led)	Policy	Council Local businesses
Develop a targeted investment attraction program that actively encourages large late-night entertainment and food brands (such as Holey Moley and Strike) to setup in the City of Logan	Program	Council
Develop a targeted marketing campaign for key centres in the city to align with the city centres place branding and to demonstrate key opportunities for night time economy activities	Program Project	Council

Pilot 4 – Global Food Markets Logan Central

WHAT

A multi-week night market where Croydon Road in Logan Central is closed to vehicles after 6 pm, and food vendors are set up to serve pedestrians. The event should preference existing local businesses and encourage them to set up street kitchens with street furniture. Live music and other complimentary events should be brought in to add vibrancy. External food vendors can be brought in to compliment the event.

WHY

- Leveraging the cultural identity of a community into a signature event generates buy-in from the locality and beyond
- Council can act as the catalyst, with the desired outcome that the event becomes adopted and run by the community on a regular basis
- Encourage local spending of nearby residents

WHO

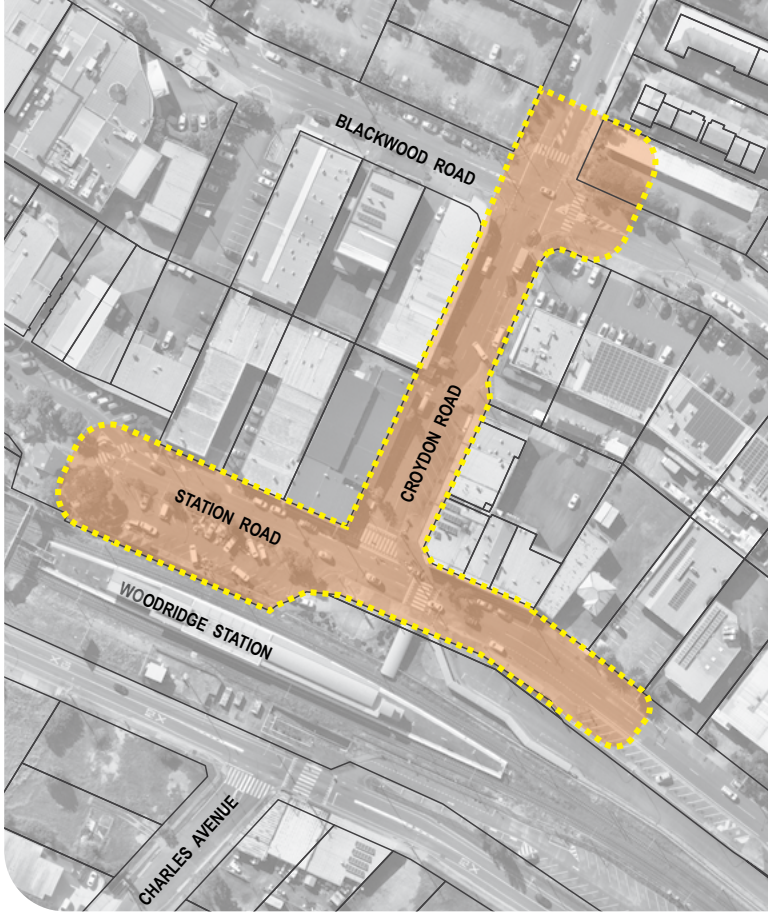
- Local community
- Local adjoining business
- External vendors (local business preferred)

WHEN

Anytime.

DESIRED OUTCOMES

After proving its success, community take ownership in its operation and facilitation.



Case study – Ramadan Nights, Lakemba

Ramadan Nights is a signature annual event of City of Canterbury-Bankstown Council which generates economic growth and enhances the image of the city. One of Sydney's most popular and culturally diverse events, Ramadan Nights is a month-long global food bazaar from dusk to dawn, which attracts patronage from both the local community and visitors from Sydney and beyond.

Importantly, Ramadan Nights stimulated local business revenue through local spending and individual financial input from external stallholders, and supported working relationships across compliance, stallholders, local business and stakeholders, and security and traffic management.



Implementing the Strategy

Delivery types

Dependant on the action and opportunities identified within this strategy, Logan City Council will need to operate in a variety of different roles. It is important to note that while Council can help enable and facilitate the late-night economy, Council's capacity to directly act can be limited. Council will take a strong advocacy role on behalf of our community to achieve desirable outcomes. The role of Council in delivering this strategy is outlined below:

Role	Description
Develop and implement	Being the primary driver and implementer of change within our city. This can also involve being the leading collaborator with other stakeholders to deliver an action.
Expand and transform	Identifying and building upon our existing services and offerings to transform our city into a vibrant metropolitan centre.
Collaborate	Working, supporting and partnering with a variety of stakeholders to enable a vibrant late-night economy.
Advocate	Council will elevate the sentiment of our community and use our platforms and organisation to advocate changes from external bodies, such as State Government and industry.

Delivery timeframes

This strategy is to be delivered over a 5–10 year horizon. Our action plan has been developed to provide deliverable and accountable actions aligned with Council's various strategies and reporting to enable the development of our city.

Ongoing	Pilot	Short	Medium	Long
Council to continue over the lifetime of this strategy	Council to undertake a pilot within the short term, with the opportunity to roll out further over the long term	0–2 years	2–5 years	5–10 years

What does success look like?

Growing a sustainable night time economy is a long term goal however there are measures and initiatives that can be put in place to ensure progress over the short, medium and long term. Performance measures to monitor the night time economy include:

- Business investment and investment attraction in night time economy related industries
- Foot traffic data and analysis
- User sentiment surveys
- Participation at Council-run and other events

Collaboration

Collaborating with our various stakeholders is key to the success of this strategy. Through the development of this document we have consulted with a variety of stakeholders to enable opportunities, share stories and create a successful night time economy for the City of Logan.

Some of our key stakeholders include:

- Logan City Council – Office of Economic Development
- Logan Chamber of Commerce
- Beenleigh Yatala Chamber of Commerce
- Logan Arts
- Visit Logan
- QLD State Government
- Queensland Police Service

How you can get involved

Get involved and obtain more information on the Night Time Economy Strategy. Please contact Council at **PlaceManagement@logan.qld.gov.au.**



Eats & Beats at Kingston Butter Factory.

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