

# City of Gold Coast Council, QLD

Client	City of Gold Coast Council
Project(s) and year(s)	The Gold Coast Night Time Economy Report and Activate the Night Action Plan 2023-2027 (2023) Measuring the Gold Coast Night Time Economy (2020)
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## Our solution

In mid 2022, City of Gold Coast approached Ingenium to assist with the development of an evidence based night-time economy strategy for the Gold Coast. The City of Gold Coast were keen to understand where their night-time activity was occurring and how best to support it.

Our solution took a three-phase approach:

- Measuring the Gold Coast NTE:** This phase involved a comprehensive analysis of the Gold Coast’s NTE covering economic performance, live music, crime rates, trading patterns, consumer expenditure and people movement.
- Understanding NTE demand:** This phase sought the perceptions of locals, visitors, workers and businesses of the current state and gathered their ideas about the future of the Gold Coast’s NTE. This was achieved via survey and detailed one on one consultations.
- Developing the Activate the Night Action Plan:** This phase brought together the data analysis with the demand findings and worked closely with a project steering group of industry thought leaders to develop the action plan.

The project built on work Ingenium had previously undertaken for the Gold Coast, that looked at best practice from across the globe to provide recommendations for the LGA as a whole. In addition, the project identified and analysed a set of twelve unique precincts within the Gold Coast’s boundaries and provided precinct-specific considerations.

The development of the Action Plan was particularly collaborative between the Council and industry, with one of the key takeaways being the establishment of collaborative night-time governance.

