Your region's events matter more than ever. So does the support behind them.

Council funds, hosts, approves and attracts events. We help you set the strategy, streamline the support, strengthen your organisers and measure the results. Choose any one option, or combine them.

OPTION 1

Set the strategy

- Event strategy and portfolio planning
- Support packages and grants policy
- Regional calendar and event attraction
- Advisory committees and terms of reference

OPTION 2

Streamline the support

- Events operating reviews
- One front door for approvals
- Council-hosted events
- Regional event infrastructure pools
- Responsible Sponsor program

OPTION 3

Strengthen your organisers

- Event future-fit reviews and mentoring
- Organiser resource packs, licensed by council
- Regional volunteer frameworks
- Sustainability, waste and funding pathways

OPTION 4

Measure the results

- Outcome measures built into acquittals
- Leaderboards across events and councils
- Four-pillar impact scorecard
- Visitor Intelligence (premium)

PROGRAMS **Ready for 2032**: organiser readiness, supply-chain connectivity, legacy measurement · **Responsible Sponsor**: council as the best sponsor it can be · **Visitor Intelligence** (premium)

TOOLS

Investment and impact scorecard

Council's full investment in events against 14 recognised indicators across economic, social, environmental and cultural outcomes, informed by the OECD's 2023 impact guides and the Cultural Development Network's cultural outcomes. A guide only, for illustrative purposes.

Event organiser resource packs

Volunteers, event longevity, financial sustainability, waste and environment, and sponsorship. Licensed annually by council and provided to every event it supports, kept up to date, with regional communities of practice.

WAYS TO ENGAGE

Start with a conversation, or go straight to an outcome

Intro call, 20 minutes	**Free**
Confidential Strategy Session, 60 minutes, NDA available	**$575**
Facilitated Workshop and Discovery Session, led by our CEO (plus travel if in person)	**$4,700**
Larger engagements: pilots, operating reviews, regional programs, Visitor Intelligence	**$20,000 to $450,000+**

Prices exclude GST. Paid first steps are credited in full against further work booked within 90 days.

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Selected work

Mackay Regional Council
Mackay Region Events Strategy 2020–2025: around 100 stakeholder engagements to IAP2 standard, a Directions Report, public exhibition, action plan and 90-day implementation mentoring.

Tweed Shire Council
Four-year events strategy, including councillor workshops, organiser growth seminars and public exhibition supporting the event grant policy.

Brisbane Economic Development Board
Brisbane Major Events Strategy: a 7–10 year tourism and events strategy aligned with city plans.

ACT Government
Floriade and Enlighten repositioning: event redesign, a five-year strategy and budgets.

QMusic
BIGSOUND repositioning and growth strategy, after which the event received some of the largest levels of state funding support.

Trade and Investment Queensland
2032 bid submission on trade, investment and export opportunities, included in the Department of the Premier and Cabinet's 2032 Value Proposition.

Tourism and Events Queensland
Eventful, the COVID-19 events industry recovery guide: shared more than 800 times in Queensland.

Queensland Event Waste Pilot
A state-leading pilot across events with more than 200,000 attendees and 2,700 survey responses.

CREDENTIALS
- Presented on the impact of events at The Pavilion for People during COP29 (2024)
- Invited observer, ISO/TC 354/SC 1 Sustainable Event Management (2026)
- Invited guest speaker, Queensland Parliament
- Strategies behind almost $1 billion in economic impact for client regions
- Luminair Systems is a certified B Corp

PROCUREMENT
- Local Buy pre-qualified supplier (Queensland local government)
- Queensland Government Procurement 2026 supplier panel
- Victorian Government State Purchase Contract (standing offer)
- Brisbane 2032 registered supplier, with completed works
- NEOM (Saudi Arabia) approved supplier
- Pay by card or invoice and purchase order

CLIENTS INCLUDE
City of Gold Coast · Sunshine Coast Council · Redland City Council · Mackay Regional Council · City of Logan · Tweed Shire Council · Hunter Joint Organisation · Tourism and Events Queensland · Stadiums Queensland · Trade and Investment Queensland · Queensland Government · Victorian Government · Australian Government Department of Industry, Science and Resources · The University of Queensland



LED BY
Stefanie Wilson, CEO
For nearly 25 years, Stefanie has helped councils and governments turn events into lasting economic, social, environmental and cultural benefits. She founded Luminair in 2015, designed and led Brisbane's Major Events Strategy, and is an IAP2-trained engagement specialist with more than 500 stakeholder engagements.

Specialist associates: Fiona Pelham (chair of ISO 20121's development), Stephanie Lebeau, Mary Goodwin, Lung Ong, Jan Easton and Keiran Travers.

CONTACT
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