



# CREATIVE CBD TOOWOOMBA

*Transforming empty spaces into vibrant places*

## WHAT IS THE CREATIVE CBD TOOWOOMBA PROGRAM?

- An initiative of Toowoomba Regional Council, using the Renew Australia model, the Creative CBD Toowoomba program will see emerging businesses gain access to **vacant commercial spaces** in the CBD, supporting them to transition to commercial operations while increasing the diversity of offerings in the City Centre
- **Local creatives and start-up businesses** will have an opportunity to trial their ideas in brick-and-mortar locations, further refining their business offerings and model before taking on the risk of a commercial space
- A key principle of the Renew model is to “complement not compete” so that all businesses in the vicinity benefit from increased patronage from the program

## WHAT IS THE RENEW AUSTRALIA MODEL?

- The Renew model supports and empowers local groups (a mix of business, arts and community leaders) to work with private property owners to kick-start local communities
- Specifically, the Renew model works to:
  - > **Enliven and activate streets** and precincts by taking otherwise empty shops and offices and incubating creative initiatives in them
  - > Develop, promote to owners, and manage rolling short-term licence agreements that allow access to properties while they would otherwise be vacant
  - > Identify **local artists, artisans, makers and creative communities**, find and work with them to match projects to spaces, and manage their involvement so as to give them opportunities they would not otherwise have
  - > Promote and market the outcomes and the area

## HOW CAN I GET INVOLVED?

- If you are a property owner or agent looking to increase the visibility of your vacant property, or a creative or entrepreneur making your own wares or IP, we'd love to hear from you
- Email [yoursay@tr.qld.gov.au](mailto:yoursay@tr.qld.gov.au), call **131 872** or visit [www.tr.qld.gov.au](http://www.tr.qld.gov.au) for more information