

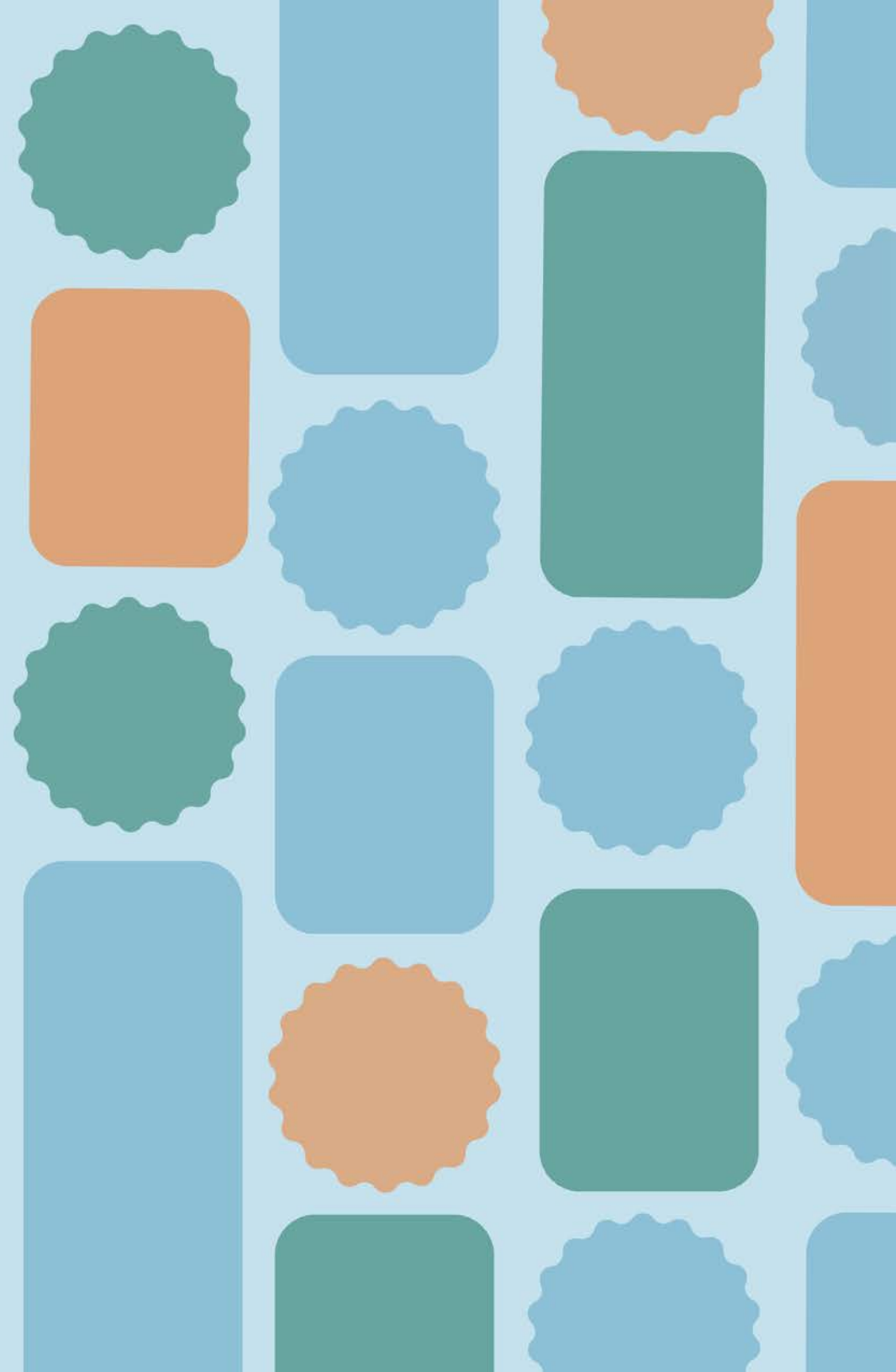
CENTRAL LOGAN'S 100 Day Challenge

*Reflections and Learnings from a
community 100 Day Challenge*

December 2025

PREPARED IN COLLABORATION BY:

CENTRAL LOGAN
100 DAY
CHALLENGE



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Acknowledgement of Country

We respect and acknowledge the Traditional Custodians of the Logan City area, including the Yuggera and Yugambah language speaking people.

We pay respect to the Elders past and present for they hold the memories, traditions, culture and hopes of Australia's First Peoples. We acknowledge there are also other Aboriginal and Torres Strait Islander people who live, work in and contribute to the cultural heritage of Logan City.

We commit to the ChangeFest Statement of 2018.



Our Ways of Working

The 100-Day Challenge was deeply grounded in Logan Together's purposeful ways of working. The chosen priority aligns closely with our two strategies: Focus Communities and our First 2000 Days model, both of which emphasise the importance of giving every child the best possible start in life.

Central Logan is also one of our five Focus Communities, where partners and community are working together to improve outcomes through local leadership, shared accountability, and collective effort. Our approach is built on the principles of Collective Impact, bringing community, government, and service partners together around a shared vision and coordinated action for children and families.

Everything we do is guided by our three core Pillars: **First Nations First**, **Community-Led**, and **Children at the Heart**. These Pillars shape how we listen, design, and act. Cultural knowledge, leadership, and wisdom are prioritised throughout the work. Communities lead the thinking and decision-making, ensuring that solutions are culturally grounded and relevant. And children remain at the centre of every conversation and decision, reminding us that when we strengthen families and communities, we strengthen the conditions for children to thrive.



Executive Summary

The Central Logan 100-Day Challenge was a focused collective effort bringing partners together around a single, shared priority, to *increase safe and trusted connections for parents, carers, and caregivers in Central Logan.*

Supported by Logan Together, a passionate steering group and shaped by community voice, the 100 Day Challenge reached over one thousand community members whilst mobilising a broad cross-section of community leaders, services, government representatives and early years partners. Over a concentrated period, diverse voices came together to explore local priorities, test ideas, and move quickly from conversation to action.

Eight community-endorsed projects were launched, each addressing the shared priority from a different angle, ranging from cultural play and peer connection to unlocking community spaces and strengthening systems that support families. Cultural diversity emerged as a defining strength throughout the Challenge, shaping solutions that reflected lived experience, local traditions, and community knowledge. While the Challenge operated within a 100-day timeframe, sustainability was embedded from the outset.

The projects were designed to catalyse new ways of working, strengthen relationships, and create momentum that extends beyond the Challenge itself. In doing so, the work contributed to a growing, connected network of community leaders, services, council, and government partners who continue to shape what comes next.

This document captures that journey. It records what was achieved together and offers insights for others seeking to build community-led systems that are responsive, connected, and grounded in place.





Who is this document for?

This document has been prepared for a broad audience with a shared interest in strengthening outcomes for children, families, and communities through collective, place-based action.

It is intended to be useful to community members and leaders, service providers, government partners, funders, and others seeking to understand how community-led approaches can be mobilised at pace while remaining grounded in long-term systems change.

For communities considering a 100-Day Challenge or similar collective impact approach, the document offers practical insight into how community voice, partnership, and backbone support can be brought together to test ideas, build trust, and generate momentum. For partners already engaged in the work, it serves as a shared record of what was achieved, what was learned, and how this period of focused effort contributes to a longer journey of change in Central Logan.

**"I FEEL THE 100 DAY CHALLENGE HAS
BROUGHT THE COMMUNITY TOGETHER,
STRENGTHENED PARTNERSHIPS AND
DEEPEDED CULTURAL UNDERSTANDING"**

Tina-Marie Ashby Smith
Backbone Lead for 100 Day Challenge

Grounding in Place

Logan Central: A Story of Complexity and Potential

Logan Central sits at the heart of one of Australia's most culturally diverse regions, where more than 200 languages are spoken across just a few postcodes. This diversity is not an abstract statistic. It is something you can see, hear and smell every week at the Global Food Markets on Croydon Road, where families browse taro, cassava, herbs and spices, and conversations flow across dozens of dialects. Dance, song, food and tradition flow through the community in ways that make Logan Central a genuinely unique and culturally rich place.

This richness is also shaped by the reality that Logan Central is a major landing pad for new immigrants and refugees entering Australia. Many families experience the place as both a safe starting point and a steep learning curve. Language barriers are commonplace, government systems are unfamiliar, and even when supports exist, they are not always delivered in culturally safe or accessible ways. The result is a community with enormous strengths, but where too many people still struggle to connect with help at the moments they need it most.

The density of cultural groups in such a compact area has also made community mobilisation challenging. Well-intentioned initiatives have risen with energy and faded just as quickly, not because the community lacked passion, but because aligning so many distinct pockets around a shared purpose has been difficult. The local landscape has often felt fragmented, with promising projects losing momentum before they could take root. Yet there is a noticeable shift underway.

Across Logan Central, people are stepping forward with pride in their culture and a clear desire to shape their collective future. Community leaders, elders, youth and parents are signalling a readiness to align and to move beyond the patterns of fragmentation that have held the place back. This moment calls for approaches that respect the unique fabric of Logan Central, honour the strengths within each cultural group and bring them together in ways that create a shared platform for lasting change.

In response to these conditions, the Central Logan 100 Day Challenge was deliberately designed as a different way of working. Rather than attempting to fully establish a Focus Community before action could begin, the challenge created a container that allowed infrastructure building and community-led initiatives to happen in parallel. This approach acknowledged the reality of Central Logan, that trust, alignment and momentum are built through doing, not waiting.

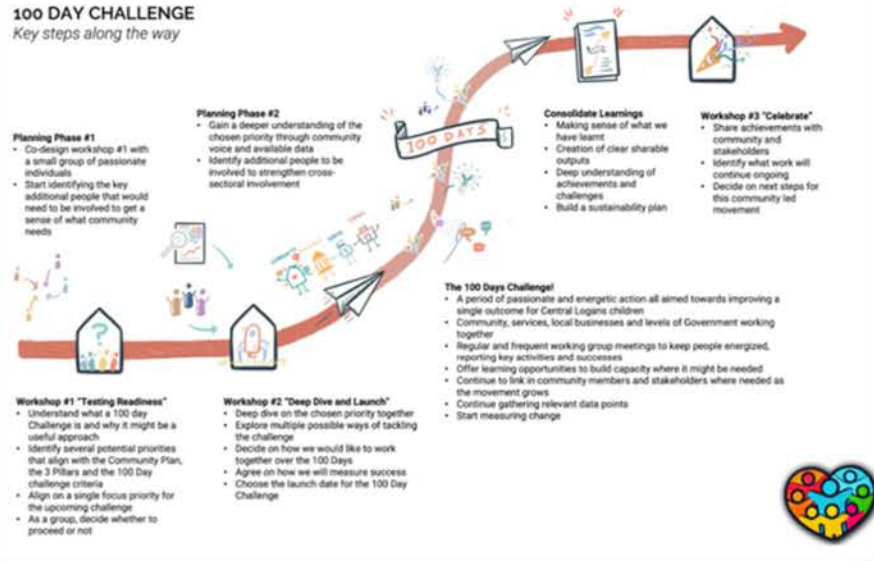
In doing so, the challenge helped cut through earlier barriers to traction. It reduced risk for participants, created clarity for partners, and offered a tangible pathway for investors to see how early action could translate into longer-term systems change. Importantly, it demonstrated that momentum in Central Logan is not built by simplifying complexity, but by designing ways to move with it.



Central Logan is rich with community and cultural leaders

100 DAY CHALLENGE

Key steps along the way



1 - Starting with purpose

Two early co-design workshops brought together a diverse group of community members, cultural leaders, service providers, and partners to explore two guiding questions...

SHOULD WE START A COLLECTIVE IMPACT, 100 DAY CHALLENGE IN CENTRAL LOGAN?

AND, IF SO, WHAT WOULD MAKE THE BIGGEST DIFFERENCE FOR CENTRAL LOGAN'S CHILDREN RIGHT NOW?



Setting up for Success

Creating the right conditions for the 100-Day Challenge required a strong container for change. This included clearly held governance, community-driven ideas, and backbone support to ensure the work progressed with clarity and purpose.

2 - Stretching our thinking

Guided by the ARACY Nest framework, informed by local data, and grounded in community voice, the group identified a wide range of potential priorities.

Through this process, one insight became clear, the greatest immediate and lasting impact for children would come from strengthening the safe, trusted, and supportive connections surrounding their **parents, carers, and caregivers.**

Material Basics



Loved and Safe



Learning



Healthy



Participating



Culture and Identity



3 - Aligning on a Single Clear Priority

By strengthening the adults who hold children's worlds together, the community could create the most immediate and lasting impact for Central Logan's youngest generation. And so the priority for the 100 Days was set: **to increase safe, trusted connections for Central Logan's parents, carers and caregivers.**

Within this, the workshops made one element clear. The focus needed to extend beyond the parents and carers already connected to services. It needed to also reach the **hardly heard** parents, carers and caregivers who, for many reasons, may be unaware of what is available or may not feel culturally safe or confident engaging with existing supports.

This subtext guided the design and helped ensure the Challenge met people where they are, rather than expecting them to find their way into the system.



4 - Mobilising Governance and Backbone Support



Once the priority was set, a diverse steering group was established to guide the work. Supported by backbone coordination, the group met regularly to turn ideas into action and ensure alignment with the shared purpose.

Through trusted community connectors embedded across cultural groups, hundreds of conversations took place throughout Central Logan. These conversations generated ideas ranging from low-cost, immediately achievable actions to longer-term system shifts, all grounded in lived experience.

5 - Exploring What Good Looks Like

Alongside community conversations, a parallel stream of work reviewed existing models, programs, and research from Australia and internationally. More than 25 examples were examined to understand what had worked elsewhere and what might be adapted to suit Logan Central's unique context.



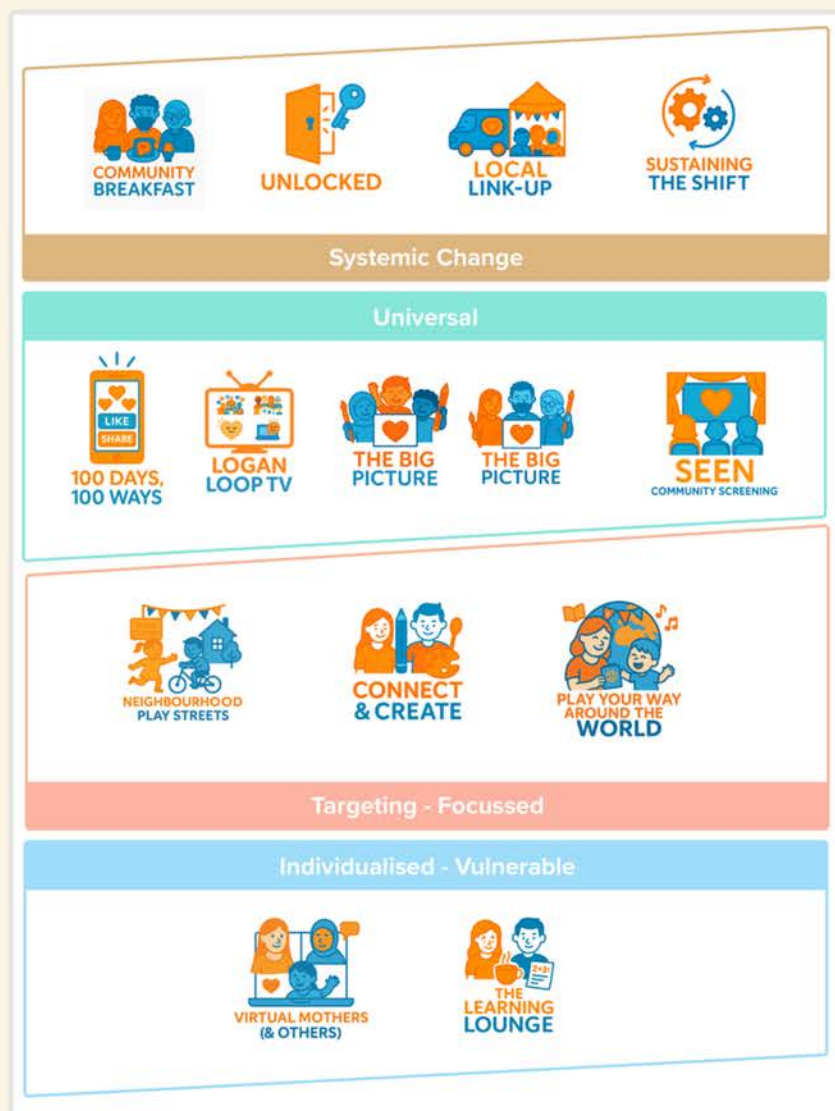
6 - Testing with Community

With more than 50 community-generated ideas and over 25 researched options identified, a clear and transparent process was used to refine the field. Each idea was tested with community members to assess cultural relevance, adaptability, and feasibility within a 100-day timeframe.

Careful consideration was given to ensuring the selected projects could support families with differing levels of need while also building broader community awareness and connection. Insights from this testing phase were shared continuously through backbone coordination to the steering group, enabling informed decision-making and the selection of initiatives with the greatest potential for meaningful impact.

7 - Our Final 8 Projects

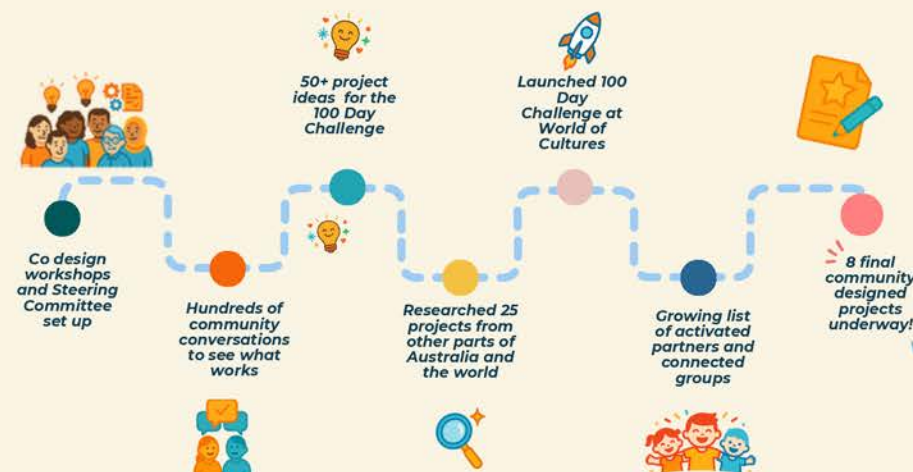
From this process, eight practical, community-endorsed projects emerged. Each represented a tangible pathway to strengthening safe and trusted connections, addressing the shared priority through universal, targeted, and systems-level approaches.



8 - The journey to success

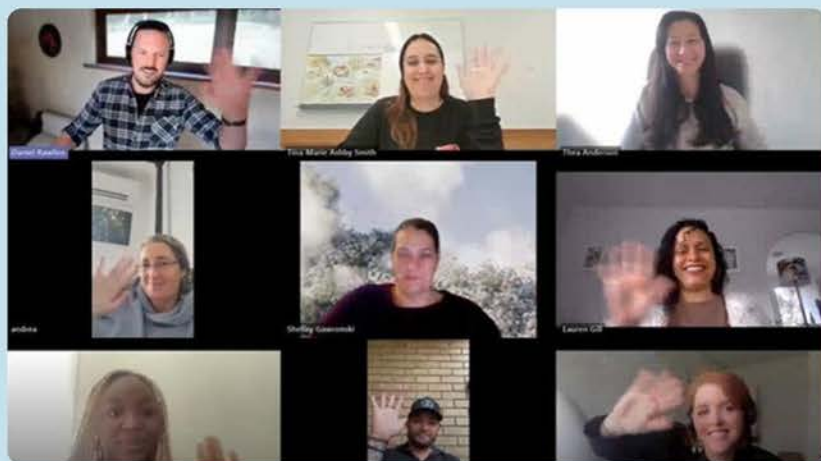
Once the eight projects were confirmed, the 100-Day Challenge was launched alongside the World of Cultures event at the Kingston Butter Factory in Central Logan. Surrounded by the music, colour, and energy of the community, the Lord Mayor and local Members of Parliament joined families and community leaders to formally open the Challenge.

The launch provided a fitting starting point, grounding the work in cultural celebration, shared purpose, and a collective commitment to strengthening safe and trusted connections across Central Logan.



What it takes to do this well

While the projects outlined in this document are highly visible, they were supported by a set of less visible conditions that enabled the work to move quickly, remain aligned, and stay grounded in community leadership.



For other communities considering this approach, it is important to recognise the role of backbone support operating behind the scenes.

Throughout the 100-Day Challenge, dedicated backbone coordination and support partners provided the structure, facilitation, and continuity required to translate community ideas into action and sustain momentum across the work.

70
Community
champions
engaged

Backbone Lead

A safe and trusted lead to hold the work. In Central Logan, this was a natural connector embedded within community.

Backbone Support

Logan Together's Backbone team providing specialist graphics, communications, UMEL and Collective Impact support to help guide, capture and amplify the movement.

Steering Committee

A passionate, diverse steering group to shape the direction and hold the Challenge on course.

Collective Impact Structures

Clear Collective Impact frameworks and specialist team to guide alignment, learning and coordinated action.

Cross Sector Adoption

Active participation from partners across sectors so the system moves together, not in silos.

Community Readiness

Even with all the right structures in place, a 100 Day Challenge can only work when the community is ready and there is a sense of urgency for change.

The effort must align with local rhythms, priorities and purpose, and be driven by what matters most to the community itself.

Cultural and Community Guidance

Cultural and community leaders to adapt ideas, test concepts, give feedback and ensure the work fits each pocket of community.

Impact snapshot across 100 days

50,000+ people reached
in Logan via



Social media
reach



Community
events



Community
consultations



Flyers and
newsletters



Community
Hubs



Partners'
engagement
across social
media



SOCIAL MEDIA ENGAGEMENT



42,465

Reach across
Facebook

1,042

Engagement
with content

170+

Posts over
100 days

hundreds

of **community
conversations** to
gather project ideas to
increase connection

1000+

**community
members** interacting
directly at events

191

community
survey responses



A host of **free community
events** and **community
venues** activated



Underpinned by
strong evaluation and
measurement processes

Our evaluation approach

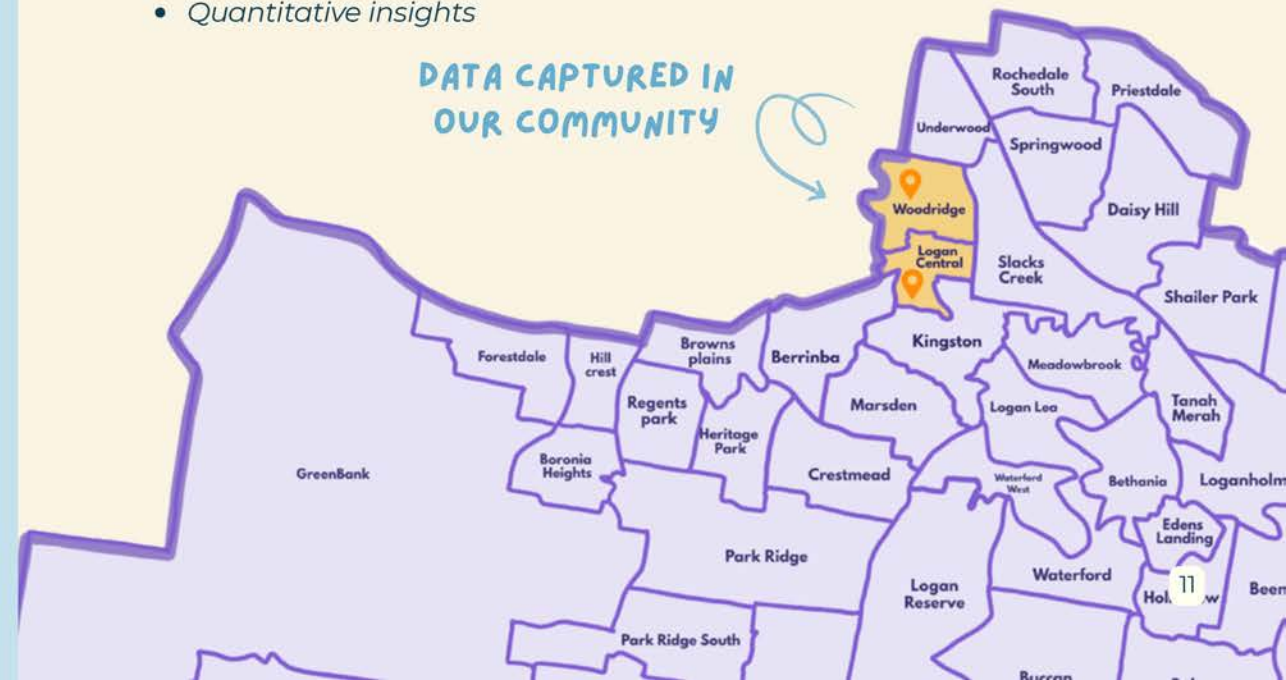
Evaluation is core to the way this work is approached, ensuring activity remains both manageable and meaningful.

For the 100-Day Challenge, evaluation was embedded from the outset, beginning with baseline insights to understand what mattered most to the community as projects were developed. Across the eight projects, evaluation captured outputs, outcomes, and learning, drawing on both quantitative data and rich qualitative insights.

A deliberate, human-centred approach was maintained throughout, with evaluation conversations designed to be authentic, relational, and accessible. By combining lived experience, reflection, and storytelling with quantitative measures, a fuller and more meaningful picture of change emerged. This approach provides a balanced view of what worked well, where momentum is building, and how the 100-Day Challenge has contributed to stronger, more connected families across Central Logan.

Over the past 100 days, we have been collecting data and insights from each project focused on:

- *Participation and reach in person and online*
- *Key shifts in collaboration, trust, voice, and momentum*
- *Common themes across projects*
- *Stories of change*
- *Quantitative insights*



Cultural lens

This approach has been a helpful foundation for sustainability, as initiatives that are culturally grounded and shaped by community wisdom are more likely to be embraced, owned and carried forward by the community overtime.



Project lens

Across the eight projects, a consistent evaluation approach was applied that balanced rigour with responsiveness. Quantitative data was gathered where feasible, alongside rich qualitative insights from participants, facilitators, and partners.

Following each project activity, the evaluation and learning team convened with key contributors in short, focused reflection sessions known as Pulse Checks. These sessions created structured space to surface what was working, capture emerging insights, and identify opportunities for adjustment. This rapid learning cycle enabled projects to adapt and iterate in real time, ensuring delivery remained closely aligned with the 100-Day Challenge priority and responsive to community experience as it unfolded.

Systems lens

Alongside project-level evaluation, a broader systems lens was applied throughout the 100-Day Challenge to track and map the deeper shifts occurring behind the scenes. While the activity captured in this document reflects a concentrated period of work over 100 days, the Collective Impact approach is inherently long-term, and that perspective was never far from the work.

Throughout the Challenge, attention remained focused on how short-term action could contribute to sustained change, well beyond the formal timeframe. This included the formation of new partnerships, more innovative and collaborative ways of working across sectors, and deliberate efforts to support sustainability after the Challenge concluded. These system shifts are unfolding at local, state, national, and international levels, reinforcing a whole-of-systems approach that is designed to endure beyond funding and political cycles. Logan Together anchors this long-term view through two key strategies; the Focus Communities and the First 2000 Days model, which together provide a consistent framework for tracking, understanding, and learning from systems change over time.

How insights from the baseline survey informed project design

Who we heard from:



Spoke a language other than English at home

63

Respondents

23

Different cultural/country backgrounds

2 in 5



Were born in Australia

Barriers to joining a social group/activity:



Lack of info about activities & services



Childcare and other care commitments



Concerns for cultural safety



Language barrier

What we heard:

"TEND TO FEEL CULTURALLY UNSAFE UNTIL RELATIONSHIPS FORM"

"I OFTEN GET LOST BECAUSE OF PUBLIC TRANSPORT"

"I HAVE NO REAL CONNECTIONS"

"AFTERNOON ACTIVITIES ARE BETTER FOR ME, MY KIDS SLEEP ROUTINE MAKE MORNINGS HARD"

"TIME CONSTRAINTS"

"THERE IS NO INFORMATION AND RESOURCE ON SERVICES THAT SUPPORT COMMUNITY"

Project Case Studies

The following section presents the eight projects supported through the 100-Day Challenge. Each project summary outlines its purpose, key contributors, activities and reach, learning from delivery, considerations for sustainability, and next steps, as well as how the work connects back to the shared Challenge priority.

While varied in design and approach, all eight projects were united by a single focus, increasing safe and trusted connections for parents, carers, and caregivers across Central Logan.

OUR EIGHT FINAL PROJECTS



100 Days, 100 Ways

Sharing no or low cost services and supports every day



Seen Screening

Small, free community screenings of the documentary SEEN



Play your way around the world

8 different cultural play sessions for young children



Virtual Mums Club

A six week online connection program for socially isolated mums



Neighbourhood Play

Local street and park play led by community



The BIG Picture

Creative art competition exploring belonging and happiness



Unlocked

Opening free community spaces for locals to run activities



Sustaining the Shift

Broader systems change pieces sparked by the 100 days



100 Days, 100 Ways

Sharing a local, free or low cost
support every day for 100 Days



The purpose

Through hundreds of conversations across Central Logan, we heard that, while the community is rich in programs, services, and opportunities, many families were missing out because information wasn't reaching them in ways that felt **accessible, relevant, or culturally safe.**



*not knowing what local
supports, programs, or
activities were available.*

**THIS WAS THE LARGEST CONTRIBUTING
FACTOR FROM THE BASELINE SURVEY.**

This project set out to change that. **Over 100 days, 100 no-cost or low-cost services and supports for parents, carers, and caregivers were shared through a coordinated communication campaign.**

This included a daily social media release amplified by our partner network, as well as printed posters displaying all 100 supports placed in key community locations. To improve accessibility, the posters were then translated into several of Central Logan's most common languages and distributed through culturally safe spaces.

By meeting people where they are, both online and in person, this project helped bridge the gap between available support and community awareness, strengthening trusted connections across Logan.

Our Outcomes

Lead Partners and Champions

- **100 Day Challenge backbone lead** - Drawing on her deep lived experience as a community connector, supported by many other cultural connectors across Logan who helped identify what was most relevant for different community pockets.
- **Logan Together Backbone Team** - Provided the production work, including graphic design, videography, daily uploads, and the technical setup required to bring the project to life.
- **Wide network of community organisations and cultural groups** - Acted as amplifiers, sharing posts through their own channels and ensuring the information reached families in culturally safe and meaningful ways.
- **Skilled translators** - Helped create accurate, culturally appropriate versions, allowing the resource to be produced in multiple languages.



Multiple language version created by cultural community translators



Logan Together Backbone Communications Team



Services, organisations and community spaces and groups & more...



Series of cultural community connectors
Co-ordinated by
Tina-Marie Ashby Smith



ENGLISH VERSION OF THE THE SUPPORTS CENTRAL LOGAN AND OUR PARTNERS SHARED ACROSS SOCIALS



Our **BIG** goal is to make support more visible, relatable and reachable.

By sharing one support, service, tool or resource every single day for 100 days, we're hoping to reach hard to hear parents, carers and care-givers who need our support.



CENTRAL LOGAN 100 DAY CHALLENGE **LOGAN together**



Activities and Reach

1

Identify the 100 free or low cost supports & services

2

Create a simple, consistent and shareable format

3

Launch every day, for 100 Days on facebook

4

Produce physical A0 posters in multiple languages

5

Share more broadly with partners and their communities



**SOCIAL MEDIA ENGAGEMENT
ACROSS 100 DAYS**

12,612+

Community members viewed the 100 Days, 100 Ways facebook posts

230+

Shares, likes and comments across community

110+

Posts with supports and services

"I GO HERE FOR ANOTHER PROGRAM BUT DIDN'T REALISE THEY HAVE ALL THESE OTHER FREE SERVICES AVAILABLE"

Community member,
Logan Central

"THERE'S NOT ENOUGH INFORMATION OR RESOURCES SHARED IN COMMUNITY ABOUT SERVICES THAT CAN SUPPORT THE COMMUNITY"

Community Translators

"WE ALSO DIDN'T EVEN KNOW MOST OF THESE EXISTED"

Community Translators

"I DIDN'T EVEN KNOW THIS COMMUNITY CENTRE EXISTED"

Community member,
Logan Central

100 days' 100 ways

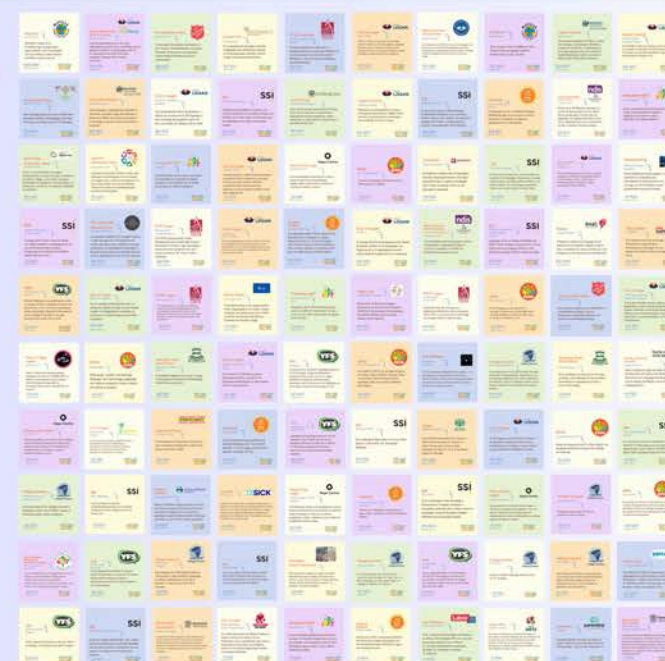
Our **BIG** goal is to make support more visible, relatable and reachable.

By sharing one support, service, tool or resource every single day for 100 days, we're hoping to reach hardly heard parents, carers and care-givers who need our support.



Join the movement now!

CENTRAL LOGAN 100 DAY CHALLENGE **LOGAN together**



SAMOAN VERSION OF THE THE SUPPORTS CENTRAL LOGAN AND OUR PARTNERS SHARED ACROSS SOCIALS



Essential elements for success



Cultural ways of working strengthened the whole project.

Engaging cultural connectors early ensured the information was relevant, respectful, and shared in ways that made sense for each community.



Many families were unaware of what already exists.

A surprising number of residents had little or no knowledge of the wide range of free or low-cost supports available, highlighting the importance of culturally relevant communication.



Trusted messengers are essential. Community connectors were not only critical in identifying supports but also in ensuring the information reached families through channels they trust.



Language translation to ensure reach. Multilingual versions of the posters made the project far more inclusive and ensured families could access the information in their preferred language.



Simple, digestible language matters. Families responded best when information was clear, accessible, and free of jargon.

Sustainability and Next Steps

There is strong interest from Logan City Council (LCC) and other partners in positioning 100 Days, 100 Ways as an annual project that is refreshed each year, ensuring the information remains current, culturally relevant, and responsive to what families are telling us they need. Making it annual would also allow the project to become part of the natural rhythm of community communication in Central Logan.

The Central Logan 100 Day Challenge Facebook Page will regularly post diverse content and resources to keep everyone informed and connected.

With its broad reach and strong cultural foundations, this project has demonstrated a sustainable model for connecting community to services, one that can be adapted and replicated across Logan and beyond.

Link to Broader Priority

100 Days, 100 Ways directly advanced the 100-Day Challenge priority of increased safe and trusted connections by sharing information in accessible and culturally appropriate ways.

CHECK OUT THE
PROJECT IN ACTION
+ LEARN MORE





SEEN Screening

Small, free community screenings of the
Australian documentary SEEN



The purpose

The SEEN Community Screening project brought the Australian documentary *SEEN* to life through three free, community-led film events across Logan. The film's producer, **Sam Jockel**, is herself from Logan, giving the screenings a powerful sense of local meaning and connection.

At the heart SEEN is a message about the importance of parents looking after themselves first and foremost, so they can best care for their children and set up future generations to thrive. The screenings provided an opportunity for parents, carers, and community members to reflect on this message together, sharing insights and stories about what it means to nurture both family and self in the face of everyday pressures.

These were not just movie nights, they were intentionally created cultural spaces, with shared food, childcare, and guided reflection opportunities that allowed participants to process some of the film's confronting content together. Support service information was available for anyone seeking further help, and each venue was chosen for its cultural safety and familiarity.

By holding the screenings in trusted community spaces, the project demonstrated the power of storytelling to deepen empathy, build community connection, and strengthen shared understanding between residents, service partners, and systems leaders.

It showed how creative approaches like this can inspire honest conversations about wellbeing, belonging, and how we collectively build a future where all families can thrive.

Our Outcomes

This project was **led by the Logan Together Backbone Team** in partnership with the producers of the **Australian documentary SEEN**, the **Community for Children's team, SSI** (Settlement Services International), and the **Gould Adams Community Centre**. The film's producer, The Queensland Food Bank also came on board to help fund and support the provision of shared cultural food, a new and positive example of systems change through collaboration. Trusted community champions from different cultural and geographic pockets of Logan played a central role in identifying where screenings should be held and ensuring that events were safe, welcoming, and relevant to the audiences they served.



SEEN Producers

- Sam Jockel
- Hailey Bartholomew



OUR COMMUNITY
SCREENINGS



Activities and Reach



Conversations

Producer, *Sam Jockel*, highlighted their amazing appetite to think differently for community screenings. Logan Together purchased a limited license.



Screenings

Small, intimate screenings across three culturally diverse pockets of Logan, each designed with local leaders.



Wrap around supports

Shared cultural meals, childcare, reflective conversations and access to support information provided.

"VERY TOUCHING,
INFORMATIVE AND RELEVANT.
IT WILL BE IMPORTANT FOR
WALKING WITH FAMILIES"

Community member, Partner Organisation

"I WILL CHANGE HOW
I SHOW UP FOR MY
SON WHEN HE IS
STRUGGLING"

Community member, Logan Central

"IT IS A GREAT REMINDER
THAT CONNECTION AND
BEING PRESENT FOR
YOUR CHILD IS ALL THEY
REALLY WANT"

Community member, Logan Central



More than 4 in 5 of
respondents **requested
additional information
on supports** and
community services after
seeing SEEN



Screenings,
in local spaces



of surveyed participants rated
the SEEN documentary as
'Excellent'

"IT SHARED RELATABLE
PARENTING STORIES AND
THE MESSAGE OF HOPE
THAT IT IS NEVER TOO
LATE TO DO THINGS
DIFFERENTLY"

Community member, Logan Central

"IT WAS GREAT TO LEARN ABOUT
THE JOURNEY PEOPLE HAVE
BEEN ON TO ACCEPT
THEMSELVES AND TO BE A
BETTER PARENT AS A RESULT"

Community member, Logan Central

Free Community Screening

Date: 9th November
Time: 6:00pm-8:00pm
Where: Gould Adams Community Centre
558 Kingston Road, Kingston

Book your ticket:

COMMUNITY SCREENING

CENTRAL LOGAN 100 DAY CHALLENGE

Essential elements for success

Community members who attended the SEEN screenings spoke openly about the impact of the documentary, sharing personal reflections on what they and their families were navigating at the time. Many described how the stories and insights prompted them to think differently about their relationships with their children and the emotional dynamics within their families.

One mother reflected on her son's changing emotions as he grows, noting that the documentary resonated deeply because it captured the depth of feeling present in all relationships and the ways people influence one another simply through their presence.

Across the screenings, a strong sense of introspection was evident. The room often grew quiet as participants engaged deeply with the content, with some visibly moved by the themes explored. The small, intimate setting appeared to create a sense of safety that supported honest reflection and emotional openness.

Overall, SEEN offered a different type of impact within the 100 Day Challenge. By creating space for pause and reflection, it highlighted how subtle shifts in perspective can take root over time and contribute to meaningful, long-term change for families and future generations.



Childcare is essential
for genuine accessibility



Cultural food builds connection helping people feel welcome and part of community



Smaller, localised venues create safety for honest sharing



Participants valued take home support info and asked for multilingual options



Storytelling is a powerful tool for empathy and community connection



Created an opportunity to see a fringe movie that would otherwise have been missed



Link to Broader Priority

This project was designed for 3 distinct community touch points, however, a repeatable **model now exists for community-led screenings**, including venue design, partnership approach, resource needs and cultural safety considerations.

Sustainability and Next Steps

SEEN directly advanced the 100 Day Challenge priority of increased safe and trusted connections by using creative storytelling to build belonging and shared understanding across community and service partners. SEEN is now available for purchase online.

**CHECK OUT THE
SEEN TRAILER**





Play your way around the world

An eight-week program of cultural play
sessions for young children

The purpose

Play Your Way Around the World was designed to strengthen safe and trusted connections among parents, carers, and caregivers in Central Logan through shared cultural play experiences. Each week focused on a different culture, creating joyful, accessible opportunities for families to connect, learn, and belong together.

Through music, movement, storytelling, art, and play, the initiative celebrated Logan's cultural diversity while fostering confidence, cultural pride, and meaningful relationships. With strong participation across the series, the program contributed to growing a sense of belonging and connection, one play session at a time.



Our Outcomes

Lead Partners and Champions

The program was led by local cultural leaders who shared stories, traditions, and play practices from their own cultural heritage. Some facilitators brought professional experience in cultural education and performance, while others stepped into leadership roles for the first time, supported through mentoring and capacity-building.

This mix of experience created authentic, welcoming environments where families could engage deeply. Facilitators drew on songs, artefacts, games, language, and food to create immersive, sensory-rich play experiences enjoyed by both children and adults. Over the course of the program, new facilitators emerged, confidence grew, and collaborative relationships across community groups and service partners were strengthened.



"YES YES YES I AM SO SURE YOU HEAR IT, AS OUR ORGANISATION DOES, WHEN A FAMILY TELLS YOU THAT YOU ARE THE ONLY PLACE THEY COME AND FEEL UNDERSTOOD, HEARD, CELEBRATED. HOW I WISH THAT THIS WOULD SPREAD THROUGHOUT ALL PLAY SPACES"

Comment on social media

In-kind contributions such as healthy food, welcoming spaces, and staff support were provided by a range of local partners, helping ensure sessions were family-friendly, accessible, and well-supported.

By the conclusion of the series, the number of cultural groups and partners involved had nearly doubled, reflecting strong community interest and appetite for shared cultural learning experiences across Logan.



Activities and Reach

Delivered across Term 4, Play Your Way Around the World offered a vibrant program that travelled to a different venue each week. Sessions were hosted in a variety of community spaces, enabling families to participate close to home while also discovering new local places and services.

Attendance grew organically through word of mouth, demonstrating the strength of informal community networks. Families reported high levels of learning, connection, and confidence, with strong outcomes across cultural understanding, social connection, and service engagement.

Key highlights included:

- A high proportion of parents reporting increased understanding of different cultures and countries.
- Universal feedback indicating strengthened safe and trusted connections with other community members.
- Strong increases in families' confidence to connect with local services.
- Significant online reach, extending awareness of the program beyond those attending in person.
- New and deepened relationships forming between families across sessions.

"EVERYBODY ACTUALLY LEARNT MY NAME. THAT NEVER HAPPENS"

MUM at PYWAW



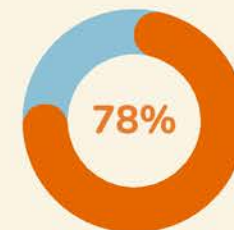
SOCIAL MEDIA ENGAGEMENT

1,274

Community members reached across Facebook

17

Shares across community



parents who came so that their child/children to **learn about a different culture and/or country**



PYWATW helped increase their safe and trusted connections with **other people** in the community.



PYWATW helped increase parents' safe and trusted connections with **other services** in the community.



**"IT HAS GIVEN MY DAUGHTER
OPPORTUNITIES TO PLAY AND LEARN
ABOUT OTHER CULTURES. IT HAS BEEN
SUCH A FUN ADVENTURE, AND MAKING
NEW FRIENDS. "**

*Mum from Play your way
around the world session*



Essential elements for success

As the series progressed, several consistent insights emerged:

- **Small group settings supported deeper connection.** *Intimate, welcoming environments helped families build trust and engage meaningfully with facilitators and one another.*
- **Outdoor and flexible spaces enhanced engagement.** *Open-air environments supported natural movement, play, and interaction, particularly for young children.*
- **Inclusive, sensory-rich play benefited all children.** *Hands-on activities supported diverse learning styles and encouraged participation from both children and adults.*
- **Early co-design strengthened delivery.** *Involving facilitators early supported smooth logistics and ensured cultural integrity across sessions.*
- **Collaboration created ripple effects.** *Partners and community members began identifying opportunities to extend cultural play into other neighbourhoods, indicating strong potential for growth.*



Sustainability and Next Steps

Play Your Way Around the World demonstrated a flexible, adaptable model for delivering culturally grounded, family-friendly play in community settings. The success of the series highlighted the value of meeting families where they are and offering inclusive, joyful experiences that build connection and confidence.

There is strong interest from partners to expand this approach, including adding new cultural sessions, embedding cultural play within existing programs, and adapting the model for additional locations. The initiative has shown itself to be a powerful platform for **discovering new community leaders, strengthening collaboration, and supporting families to connect through shared cultural experiences.**

Link to Broader Priority

Play your way around the world directly advanced the 100 Day Challenge priority of increased safe and trusted connections by **creating weekly cultural play sessions where children and families could learn, share and build relationships in a welcoming environment.**

CHECK OUT THE
PROJECT IN ACTION
+ LEARN MORE





The Big Picture

Creative art competition exploring belonging and happiness



The purpose

The Big Picture was a community art initiative inviting children and families across Logan to explore what safe and trusted connection means to them. By offering both child-friendly and adult versions of the activity, families were encouraged into meaningful conversations about belonging, care, and the people who help them feel grounded.

Through drawings, three-dimensional sculptures, and short written reflections, participants expressed their ideas in playful and accessible ways. Simple templates were shared at community events and online, enabling broad participation regardless of age, literacy level, or artistic experience.

The initiative culminated in a public exhibition at a prominent community venue, where children's and families' contributions were displayed and celebrated. Seeing their work presented in a public setting reinforced the value of children's voices and demonstrated how creative, tactile approaches can elevate community perspectives in inclusive ways.

Our Outcomes

Lead Partners and Champions

The Big Picture was delivered through collaboration between a backbone organisation, early years services, schools, and community partners, with trusted local relationships supporting strong participation throughout the project.

Community-based facilitators enabled children of different ages to participate in ways that felt natural and meaningful. Older children explored three-dimensional artworks, while younger children and their families contributed drawings supported by simple templates and short reflective prompts. This flexible approach ensured broad, confident participation and resulted in a diverse and thoughtful collection of creative responses.

In-kind support from local partners, including welcoming spaces, healthy snacks, and donated prizes, helped create a positive and affirming environment for families. Backbone coordination supported smooth delivery, community outreach, and the curation of an accessible public exhibition that celebrated all contributions and reinforced the value of shared community reflection.



SOME OF THE
AMAZING,
CREATIVE
ENTRIES!

These places and people make me feel like I belong and makes me feel happy and loved.

— Rose, 12 years

Activities and Reach

The project centred on a single, simple creative template designed to support children's artwork, particularly for younger participants. A QR code enabled parents and carers to add brief written reflections, providing additional context and meaning to the artworks.

Alongside the template, the initiative remained open to creative expression in any form, including drawings, paintings, written reflections, and three-dimensional pieces. Materials were distributed at community events, shared online, and disseminated through partner organisations, allowing families to participate in ways that felt most comfortable to them.

Schools were also invited to take part, extending the reach of the project across multiple neighbourhoods and enabling children to share their perspectives within familiar settings.

In total, 123 artists contributed individual and group submissions. All artworks were curated into a public exhibition, giving families the opportunity to see their creative contributions elevated within a shared community space.

**"WHAT MAKES ME FEEL
SAFE IS STAYING WITH A
TRUSTED ADULT"**

Child Participant, Logan Central

**"I FEEL SAFE WHEN A
GROWN UP HOLDS MY
HAND"**

Child Participant, Logan Central



**123
ARTISTS
IN TOTAL**



**artists from
multiple generations**
ARTWORK BY 4-63 YEAR OLDS

Essential elements for success

Across the initiative, children and adults demonstrated thoughtful and imaginative ways of expressing what makes them feel safe, connected, and hopeful about the future. The combination of visual art, tactile materials, and short reflections surfaced insights that may have been difficult to capture through more formal engagement methods.

The option for parents and carers to reflect alongside their children encouraged conversations at home about belonging, support, and connection. The public exhibition became a moment of shared pride, with families seeing their ideas acknowledged and valued in a visible, community-wide setting.

The use of simple, low-cost creative tools proved particularly effective, showing how accessible approaches can quickly foster engagement when shared through trusted people and familiar places.



A girl reporting the ever-increasing weather forecast, which only seems to be getting worse over time.

— Rei, 17 years



Green spaces in my Logan community provide a place for connecting to nature, growing relationships, and feeling part of something bigger than myself.

— Jule, 54 years

Sustainability and Next Steps

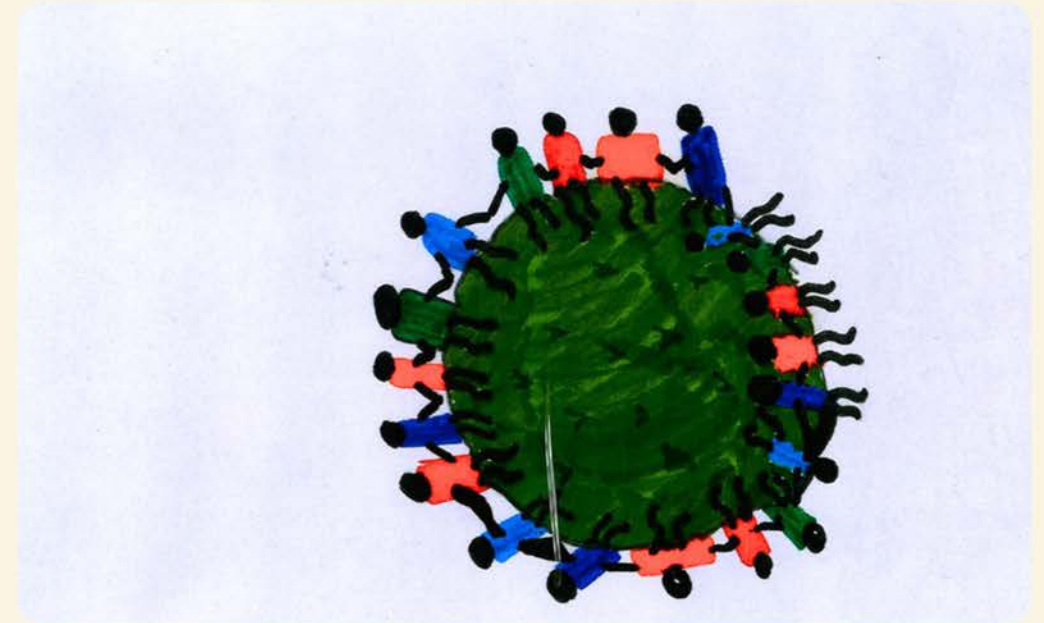
The Big Picture demonstrated a simple and adaptable model for engaging children and families in reflective community conversations. Its creative, tactile approach provides an accessible way for initiatives to hear directly from children and elevate their perspectives.

There is strong potential for this model to be embedded within schools, early years programs, and local community initiatives as a recurring engagement tool. Future opportunities include aligning exhibitions with broader community events and using art-based storytelling to continue exploring themes of connection and belonging across Logan.

At its core, The Big Picture showed that when children and families are invited to share their perspectives through creative expression, they contribute not only beautiful artworks, but also a shared understanding of what connection, care, and community can look like.

Link to Broader Priority

The Big Picture directly advanced the 100 Day Challenge priority of increased safe and trusted connections by **creating a simple, creative way for families to express publicly what belonging, happiness and connection look like to them.**



.....happy when we are all connected by being kind to each other.

— Cayssia, 8 years

CHECK OUT THE
PROJECT IN ACTION
+ LEARN MORE





Neighbourhood Play

Local street and park play model led by community



The purpose

Neighbourhood Play is a community-led initiative designed to strengthen local connection through simple, everyday outdoor play. Originating from a community-generated idea, the initiative demonstrates how small, locally grounded actions can be supported and amplified to build trust and connection at a neighbourhood level.

The purpose is to create safe, inclusive spaces where children can play freely after school while parents and carers meet neighbours, build confidence in their local environment, and lay the foundations for mutual support within their own streets and parks.

By resourcing an existing community idea and supporting local champions to lead delivery, Neighbourhood Play focuses on strengthening what already works, rather than introducing new or complex systems.

"BRINGING BACK LOCAL OUTSIDE PLAY BY CREATING REGULAR, SAFE SPACES WHERE KIDS AND PARENTS CAN COME TOGETHER IN PARKS OR STREETS TO CONNECT AND BUILD FRIENDSHIPS."

Our Outcomes

Activities and Reach

Neighbourhood Play targeted the activation of a small number of local play sessions around a single park and nearby streets. The approach prioritised gentle, informal engagement, inviting families to drop in for free play, conversation, and connection.

Early activity focused on preparing simple, practical materials such as flyers, posters, and play prompts, enabling a soft launch that felt welcoming and familiar. Sessions were held weekly and allowed to grow at a natural pace, supported by light-touch coordination and the presence of trusted local champions.

As the weeks went by, participation increased organically, with children and families returning regularly and inviting others to join. A practical resource pack was developed to capture the key materials and learnings, supporting potential adaptation in other streets, parks, and neighbourhoods as readiness grows.

**"CHILDREN NATURALLY
CONNECT US ALL, REGARDLESS
OF BACKGROUND"**

Michelle Kelly, Logan Parent

**"I WISH WE COULD
PLAY HERE EVERYDAY"**

Addison, 8 years

**"THIS PARK HAS
THE BEST TREES
FOR CLIMBING"**

Ava, 9 years

Lead Partners and Champions



Community leadership at the core

Neighbourhood Play was shaped and led by a local community champion, building on an established grassroots model of neighbourhood play. Lived experience and local knowledge informed the tone, pace, and design of the initiative, ensuring it remained grounded in community strengths and priorities.

In-kind support from key partners

Local services and community organisations contributed in-kind support, including resourcing, facilitation assistance, and practical support that helped re-establish momentum while keeping the initiative firmly community-led.

Backbone support from Logan Together

Backbone support focused on practical coordination, light-touch communications, and design support to lift the project without disrupting its community-owned nature. This included developing simple materials and supporting the creation of a shared resource pack to enable future scaling while retaining the model's simplicity.

Essential elements for success

Several clear insights emerged through the pilot:

- **Community-led ideas thrive when supported, not reinvented.** *Building on an existing model strengthened trust, ownership, and momentum.*
- **Play creates more than enjoyment.** Regular outdoor play acted as a catalyst for confidence, conversation, and ongoing connection between families.
- **Outdoor settings support authentic connection.** Parks and open spaces encouraged relaxed interaction and participation across ages.
- **Simplicity supports sustainability.** Minimal setup, free access, and flexible facilitation made the model easy to maintain and replicate.
- **Visibility matters.** Regular, predictable sessions created a local gathering point that families could rely on, strengthening familiarity and trust.

Link to Broader Priority

Neighbourhood Play directly advanced the 100-Day Challenge priority of increased safe and trusted connections by **creating the conditions for neighbours to get to know one another in a trusted local space.**



Sustainability & Next Steps

Neighbourhood Play has demonstrated itself to be a low-cost, community-owned model with strong potential to grow naturally as neighbourhood interest and readiness increase. There is emerging interest in extending the approach to additional streets, parks, and community hubs.

Sustainability is supported through small, community-driven contributions and shared ownership, helping the initiative remain locally held. The development of a practical resource pack provides simple guidance that local champions can adapt within their own neighbourhoods, supporting gentle, organic scaling.

CHECK OUT THE
PROJECT IN ACTION
& LEARN MORE





Virtual Mum's Club

A six week online connection program
for socially isolated mums



The purpose

Virtual Mums Club piloted a small, facilitated online model designed to support mothers to build connection, access support, and grow confidence. Designed for a small cohort, the initiative created a structured, welcoming space for meaningful peer relationships to form in a way that fit around daily life.

The project explored how digital connection can complement, rather than replace, face-to-face relationships. By meeting participants where they were and creating clear pathways to in-person connection, the initiative demonstrated how trust and belonging can be built and sustained online when supported by a trusted local facilitator.

"WHILE CHATTING, ALL THE BABIES WERE ON SCREEN FOR A WHILE WITH THEIR MUMS... LATER THE MUMS CHEERED ON FOR A BUBBA WHO HELD HER BOTTLE FOR THE 1ST TIME DURING THE CHAT! ... IT WAS LOVELY TO SEE"

Nat Millar, Facilitator

Our outcomes

Lead Partners and Champions

The initiative was supported by a community-based organisation working alongside a local facilitator with strong relationships in the community. This trusted leadership was central to creating a safe, consistent environment where participants felt comfortable engaging openly and building connections with one another.



**"TRIALING A 6 STEP
GUIDED PATHWAY FROM
SOCIAL ISOLATION TO
INCREASED CONFIDENCE
AND CONNECTION."**

Activities and Reach

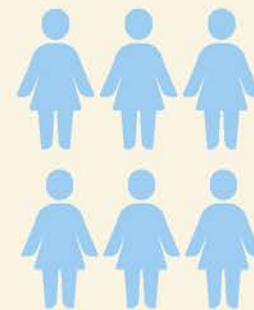
Virtual Mums Club brought together a small group of mothers over a six-week guided journey. Weekly online sessions provided structured opportunities for conversation, reflection, and shared learning, while a private online group supported ongoing connection between sessions.

Alongside the facilitated sessions, participants used the shared online space for informal, everyday conversation, allowing relationships to develop naturally. The program design balanced structure with flexibility, enabling trust and familiarity to grow over time.

THE 6-WEEK SCHEDULE



WEEK 1	Breaking the ice and finding common ground
WEEK 2	Our shared journeys of motherhood
WEEK 3	Building confidence together
WEEK 4	Gaining confidence to step out into community
WEEK 5	Strengthening new connections
WEEK 6	Looking ahead and staying connected



**6
mothers**

**6 sessions
of guided
connection**

**"I WANTED TO GAIN
MUM FRIENDS. I AM
SOCIALLY AWKWARD
AND FIND IT HARD TO
MAKE FRIENDS IN
PERSON"**

Attendee, Virtual mum

**"CAN WE HAVE IT MORE
THAN 6 WEEKS AND THEN
AT THE END EVERY ONE
PLANS TO MEET UP"**

Attendee, Virtual mum

**"THIS HAS HELPED ME WITH
MY SOCIAL ANXIETY AND
NOW I FEEL MORE
CONFIDENT IN MAKING AND
MAINTAINING NEW
FRIENDSHIPS"**

Attendee, Virtual mum

Essential elements for success

Several key insights emerged from the pilot:

- **Trusted facilitation is critical.** A consistent, familiar facilitator helped establish safety, confidence, and connection within the group.
- **Small groups enable depth.** Keeping the cohort small supported honesty, trust, and meaningful relationship-building.
- **Digital connection can be powerful.** Online spaces can create real connection and confidence when designed intentionally and supported well.
- **Consistency matters.** Meeting at the same time each week built rhythm, trust, and reliability.
- **Warm, non-judgemental spaces encourage openness.** A welcoming tone supported genuine sharing of everyday experiences and challenges.

**"BEING A MUM WITHOUT HAVING
TRANSPORT MAKES IT HARD TO
SOCIALISE, SO THIS WAS A PERFECT
WAY OF GETTING TO KNOW PEOPLE"**

Attendee, Virtual mum

Sustainability and Next Steps

The pilot demonstrated a repeatable framework for small-group online connection that can be adapted for different cohorts.

There is also strong potential to incorporate in-person meet-ups in safe community spaces, building on relationships formed online. Given the success of the pilot, the initiative is being explored for integration into ongoing community offerings.

Despite its small scale, the pilot demonstrated the depth of connection that can be achieved through a well-facilitated, relationship-focused online model.

Link to Broader Priority

Virtual Mums Club directly advanced the 100-Day Challenge priority of increased safe and trusted connections by **creating a small, supportive online space where isolated mothers could build confidence, trust, and lasting relationships.**

**JOIN THE MUMS N'
BUBS FACEBOOK
GROUP**





Unlocked

Opening free community spaces for locals to run activities

The purpose

Unlocked is the project focused on opening up free, safe and easy to access community spaces so locals can run their own gatherings, activities or events without the usual barriers like fees, insurance or complicated booking systems. It came from a clear message that people want to connect, host things for their neighbourhoods and build community, but the system often gets in the way.

Unlocked tests a simpler model where trusted community partners help families book spaces, organise insurance and remove red tape so people can get on with what they do best, bringing their community together.



OUR NEW SHARED
COMMUNITY SPACE
CALENDAR

(CHECK IT OUT VIA THE
QR BELOW! IT WILL BE
UPDATED WHEN NEW
SPACES ARE UNLOCKED!)

Our outcomes

Activities and Reach

- Early activity centred on engaging with organisations that own or manage community spaces, including public and service-based venues, to explore opportunities for more community-friendly access. Work focused on identifying spaces with strong potential for shared use and understanding the practical supports required to make access simple and fair.
- As conversations progressed, attention shifted toward designing a shared, centralised approach that could be scaled once ready. This included early work toward a community space calendar that brings clarity and visibility to available spaces and supports community-led activation over time.

Essential elements for success

Several key insights emerged through the early phase of Unlocked:

- There is strong demand for accessible community space. *Communities have ideas and energy to connect when spaces are welcoming and easy to use.*
- System change takes time, but momentum matters. *Early engagement has shown genuine openness among partners to simplify processes and test new approaches.*
- Shared solutions create leverage. *Coordinated models, such as shared calendars and common access arrangements, offer practical pathways to scale.*

Lead partners



Unlocked directly advanced the 100-Day Challenge priority of increased safe and trusted connections by **removing the practical barriers that stop families and neighbourhood groups from connecting and leading their own ideas.**

Sustainability and Next Steps

Unlocked is progressing through continued collaboration with space-holding partners to design a simple, fair access model that balances community needs with organisational requirements. As interest grows, the initiative is working toward launching a shared community space calendar in early 2026.

Long-term sustainability will rely on partners continuing to shift mindsets, open their spaces, and embed community activation as a core function of how spaces are used. The early signs indicate strong potential for this work to influence how community spaces are accessed and activated across Logan.

**CHECK OUT THE
UNLOCKED SPACES
AVAILABLE!**





Sustaining the Shift

Broader systems change initiatives sparked by the 100 days



The purpose

Sustaining the Shift is about capturing the additional, deeper changes that began during the 100 Day Challenge. While the eight projects created energy and connection on the ground, there was also a bigger movement happening behind the scenes.

These systems change initiatives all directly contribute to the Central Logan 100 Day Challenge priority of - **“Increased safe and trusted connections for Central Logan’s hardly heard parents, carers and caregivers.”**

SAVING THE BEST TILL LAST...



System of Connectors



Enhancing ECEC Pathways



Brain Building



Feel Good Futures



Community Researchers



System of Connectors

Purpose

Connectors are a key enabler of Logan Together's First 2000 Days Model. The System of Connectors is focused on establishing a permanent, visible, and formalised community of Connectors across Logan. Its purpose is to amplify and sustain the impact of Connector roles by embedding them within a shared system of learning, collaboration, and systems change.

By strengthening connections between Connectors and creating a clear structure around practice sharing and support, the initiative aims to ensure Connector knowledge and influence are recognised, supported, and integrated into broader system reform. This will support the delivery of the First 2000 Days Model across Logan.

Lead Partners & Champions

The System of Connectors has been shaped through a co-design approach involving Connectors from a range of community and service settings, supported by backbone coordination. This collaborative design process ensured the emerging system reflects lived experience, practical realities, and the strengths of existing Connector work.



Activities

Early activity focused on co-design workshops with a small group of Connectors to clarify the purpose, values, and operating principles of the Network. These sessions also identified the universal elements required to support Connectors consistently across different contexts.

An inaugural Network meeting marked the formal establishment of the System of Connectors, bringing together participants to set shared priorities and identify learning topics for the year ahead. This created a strong foundation for an ongoing community of practice.



System of Connectors

Essential elements for success

Several key insights emerged through the early design phase:

- Connectors hold deep system knowledge. Their lived and professional experience offers valuable insight into how services operate and how families navigate systems.
- Peer learning strengthens practice. Opportunities for Connectors to learn from one another across different service areas were highly valued.
- Visibility and support matter. Formal recognition and structured support help sustain Connector energy and effectiveness over time.

Clear link to Broader Priority

By strengthening collaboration, visibility, and learning among Connectors, the initiative elevates Connector voices within services and government and supports system change that enables families to build stronger, more trusted connections.

Sustainability and Next Steps

The System of Connectors is positioned for growth, with plans to expand the Network and introduce structured learning and collaboration opportunities. The next phase will focus on deepening shared practice, strengthening capability, and supporting Connector wellbeing alongside impact.

By embedding Connectors within a shared system rather than isolated roles, the initiative lays the groundwork for long-term sustainability and meaningful systems change.





Enhancing ECEC Pathways

Purpose

Enhancing ECEC Pathways focused on strengthening access to high-quality early childhood education and care so children and families in Central Logan can build safe, trusted connections that support early development. The initiative recognised early learning as a powerful protective and relational space, particularly when families are supported to engage early and confidently.

Building on the foundation created by Walking Together for Logan's Children, this initiative focused on a priority in Logan Together's First 2000 Days Model - children at risk of entering the child safety system. By centring lived experience alongside service and system perspectives, the work aimed to strengthen pathways into early learning for families and reinforce its role in building trust, connection, and long-term outcomes for children and families.

Lead Partners and Champions

The initiative was supported by a cross-section of early learning providers, family support services, and government representatives, alongside community leaders with lived experience. This diverse mix ensured that multiple perspectives informed the work and that solutions were grounded in both practice and real-world experience.



Activities and Reach

Early engagement has begun with a group of mothers from a local peer network, creating initial opportunities to listen to lived experiences of accessing early learning and navigating related systems. These early conversations are starting to surface insights into what supports families value and where pathways may be strengthened.

In parallel, early learning providers, family support services, and statutory systems have begun sharing perspectives, supported by an initial scan of Australian and international research to inform early sense-making.

These early strands have come together through an initial co-design workshop, bringing community members and system partners into a shared space to explore pathways and identify early opportunities to test and learn, laying the groundwork for deeper co-design in the next phase.



Enhancing ECEC Pathways

Essential elements for success

Several key insights emerged through the co-design process:

Shared conversations build trust across systems. *Bringing community members and services together created space for openness, mutual understanding, and collective problem-solving.*

Lived experience strengthens system design. *Community leadership helped ground discussions in practical realities and guided more responsive approaches to pathway improvement.*

Clear link to Broader Priority

By strengthening pathways into early learning and fostering collaboration across community and system partners, the initiative contributes to children entering school supported, connected, and ready to thrive.

"IT IS INCREDIBLE TO BE A PART OF THE SHIFT FOR OUR COMMUNITY AS WELL AS THE FAMILIES IN LOGAN. IT WAS A REALLY WONDERFUL MORNING - I AM FEELING HOPEFUL!"

ECEC Manager

Sustainability and Next Steps

The next phase will focus on translating co-design insights into practical actions that strengthen early learning pathways and collaboration between service systems. Community members will continue to play a central role in shaping solutions, ensuring that lived experience remains at the heart of system reform.

Future work will explore co-created resources and guidance to support families, early learning providers, government and services to navigate pathways with greater clarity and confidence. This approach reinforces collaboration, builds trust, and supports more children to benefit from the developmental opportunities early learning provides.



"THIS IS AN URGENT SITUATION THAT ALL OF US HAVE COME TOGETHER TODAY TO DO SOMETHING ABOUT. WE NEED TO WORK DIFFERENTLY TO CHANGE THE DATA."

Government representative

"A BIG THANK YOU TO NAT MILLAR WHO WILL ALWAYS TRY TO FIND OPPORTUNITIES FOR US MUMS TO PARTICIPATE IN THE BIGGER PICTURE TO HELP FUTURE PLANNING FOR ALL OF OUR CHILDREN AND ALL THE FUTURE CHILDREN TO GROW, LEARN AND BE RAISED IN A COMMUNITY THAT IS CONTINUALLY TRYING TO DO BETTER!"

Community Member, Logan



Brain Building

Purpose

Brain Building is an initiative of Logan Together's First 2000 Days Model. The initiative focused on embedding a shared, co-designed understanding of early brain development across the Logan community. It aimed to translate complex neuroscience into clear, accessible language that could be used consistently by community members, services, and decision-makers.

By building a common understanding and vocabulary, Brain Building supports more aligned conversations about early childhood, strengthens collective confidence, and reinforces the importance of everyday interactions in shaping children's development.

Lead Partners & Champions

The initiative was shaped through collaboration between community members with lived experience, service providers, and system partners, supported by backbone coordination. This collective approach ensured the content was credible, practical, and grounded in real-world experience.

Activities and Reach

Resources developed through a co-design process were used to support information sharing and discussion during key community and sector touch points. These materials were distributed at public events and forums, supporting consistent messaging and shared understanding.



The work was also presented at sector learning events, providing an opportunity to test, refine, and share the approach with a broader audience interested in strengthening early childhood outcomes through brain development knowledge.

The Brain Building work reached a diverse audience, including representatives from government, non-government organisations, philanthropy, and funding bodies. The strong interest generated has led to follow-up conversations and requests for deeper engagement, indicating appetite for broader application across Logan.

Sustainability and Next Steps

Logan Together has a clear plan to roll out a shared way of talking about and understanding Brain Building across Logan workplaces; working alongside community and organisational partners and utilising resources such as the Brain Building for Logan Workforce Toolkit.

Logan Together will also support the shared language and understanding of Brain Building in its five focus communities, using simple communications and hands-on learning so people can understand what Brain Building means in their own local context and how they want to support brain building in their spaces and places.

Link to Broader Priority

By strengthening shared understanding of early brain development, the initiative helps align community and service responses, supports confident parenting, and reinforces the relational foundations that enable children to thrive.



Feel Good Futures

Purpose

Feel Good Futures aligns with several priorities across Logan's Collective Plan and Logan's First 2000 Days Model. The initiative is community-led and aims to improve the holistic health outcomes of children and their families. Feel Good Futures is part of Cities for Better Health, a public-private partnership and global network of cities around the world.

Logan's community leaders have highlighted the urgency of a collective approach to address preventable chronic conditions. Feel Good Futures aims to create equitable, holistic solutions that go beyond individual behaviour change to tackle environmental and systemic drivers of health inequity.



Lead Partners & Champions

Feel Good Futures represents a collaborative community response, aiming to dismantle barriers and create sustainable, culturally informed solutions that improve health and wellbeing for children and their families. This model prioritises co-design with community organisations, cultural leaders, and families to ensure solutions are relevant, sustainable, and grounded in local context.

Feel Good Futures will be delivered in partnership with Village Connect, SSI, and other cross-sectoral stakeholders determined by community.

Activities and Reach

Feel Good Futures builds upon what is already working well to prevent chronic conditions by improving access to healthy food, increasing physical activity and movement, support stronger social & emotional wellbeing and enhance health-related quality of life.

Feel Good Futures is working across three key tiers:

1. Community leadership and locally designed solutions
2. Global and local evaluation
3. Sustainable benefits for the Logan community



Feel Good Futures

Sustainability & Next Steps

Sustainable benefits for the Logan community, include using the evidence generated through Feel Good Futures to advocate with government, philanthropic organisations, and other key stakeholders to secure additional investment into Logan and develop and strengthen long-term partnerships to integrate learnings into existing systems and strategic plans.

The local evaluation will take an action learning approach and will strengthen community-led capacity by embedding tools, training, and resources within participating Community Hubs so the work can continue independently. This approach will support ongoing data utilisation by developing local capacity and capability that community organisations can use to monitor trends, inform programs, and guide future funding applications.

Partners are committed to scaling the model to additional communities where similar needs are identified, ensuring adaptation through co-design processes and maintaining continuous community feedback loops to refine initiative components, ensuring relevance, cultural safety, and long-term community ownership.

Link to Broader Priority

By embedding cultural frameworks and community governance, Feel Good Futures provides opportunities for families to connect safely and consistently. Movement builds routine and familiarity, shared food creates belonging, and wellbeing supports emotional safety and trust.





Community Researchers

Purpose

The Logan Together Community Researchers group is a growing network of local residents, parents, and community leaders who are trained and supported to lead research, evaluation, and storytelling within their own communities. The initiative strengthens community ownership of data, lifts up lived experience, and creates pathways for local people to shape the system changes that impact children and families in Logan.

Why it matters - Too often, data is collected about communities rather than with them. The Community Researchers model changes that dynamic, embedding community wisdom, cultural safety, and local context into how Logan Together listens, learns, and measures progress. It ensures that what we learn reflects what people experience and value most.

The Community Researchers initiative is still in its early stages and will continue to evolve and strengthen over time, shaped by feedback and ideas from the researchers themselves. Each round of work helps refine how we operate, ensuring the model stays grounded, relevant, and community-led.



Activities and Reach

- **Community-led inquiry:** Co-designing and implementing local surveys, interviews, and storytelling processes, as recently tested through the 100 Day Challenge baseline.
- **Cultural and contextual insight:** Grounding data collection in local realities, ensuring relevance across First Nations, Pasifika, migrant, and other cultural groups.
- **Sense-making and feedback:** Analysing findings with community and translating insights into practical actions for place-based projects and system partners.
- **Capacity building:** Providing training and mentoring in research ethics, data literacy, and participatory methods, creating local employment and leadership opportunities.



Community Researchers

Sustainability & Next Steps

Community Researchers are gaining hands-on experience in the UMEL (Understanding, Measuring, Evaluating, and Learning) field while being paid for their contribution. Logan Together is exploring future partnerships with education providers to offer micro credentialing, enabling researchers to formalise their learning and add recognised qualifications to their resumes.

This is not a full-time work model. As opportunities arise, we aim to build a vibrant pool of community researchers who can step in and contribute when it suits their lives and commitments, creating flexible, meaningful opportunities that value lived experience and local expertise.

Essential elements for success

- Increased community ownership of data and accountability for change.
- Culturally safe evaluation led by people who live the experience.
- A growing pool of trained community researchers across Logan.
- Stronger feedback loops between community priorities, practice, and policy.

Link to Broader Priority

During the 100 Day Challenge, the most authentic results came when questions were asked by researchers who shared safe, trusted, and culturally connected relationships with participants.

By shifting this work into the hands of local residents, the project deepened belonging and created safer pathways for families to participate in shaping the system that serves them.

Key insights across eight projects

While each of the eight projects responded to the shared priority in different ways, several consistent insights emerged across the 100 Day Challenge.



First, trusted relationships enabled participation. Projects that built on existing relationships, cultural leadership, and familiar spaces were able to mobilise families quickly and meaningfully. Trust reduced hesitation, supported confidence, and allowed people to engage in ways that felt safe and relevant.

Second, simple, well-designed actions proved powerful. Across projects, small and low-cost activities, when grounded in lived experience and delivered consistently, created connection, confidence, and momentum. The focus on strengthening what already worked supported participation and sustainability.

Third, community leadership strengthened both delivery and learning. The involvement of community champions, facilitators, and researchers ensured that projects remained culturally grounded and responsive. This leadership also enriched reflection and learning, surfacing insights that may not have emerged through more traditional approaches.

Together, these insights highlight the conditions that supported progress across diverse project types and provide practical learning for future community-led work.

What the 100 Days enabled

The 100 Day Challenge created a clear structure for moving from conversation to action. The defined timeframe encouraged focus, supported timely decision making, and reduced the likelihood of ideas stalling before being tested. This enabled partners and community members to concentrate their efforts on a shared priority and see tangible progress within a short period, while also making it easier for others to understand what was emerging and how they might contribute.

The Challenge enabled new ways of working. Partners collaborated across organisational and sector boundaries, community voice was embedded early and consistently, and learning was prioritised alongside delivery. Regular moments of reflection supported responsiveness, shared understanding, and alignment throughout the 100 days, creating a level of clarity and confidence that had previously been difficult to establish in the early stages of collective work.

While not all ideas could be fully realised within the timeframe, the Challenge generated momentum, strengthened relationships, and created a strong platform for continued action beyond the 100 days. Importantly, it left behind shared infrastructure, learning, and trust that could be built upon, reducing risk and increasing readiness for future investment and longer term systems change.



"WE'VE GOT GREAT COMMUNITY ENGAGEMENT AND THAT MEANS A LOT OF THESE INITIATIVES WHETHER THEY CONTINUE IN THIS FORM OR A DIFFERENT FORM WILL BE SUSTAINABLE AND THAT'S HOW WE WILL IMPROVE OUR COMMUNITY."

Cameron Dick, Member for Woodridge
Deputy Leader of the Opposition

Systems change and sustainability

Although the eight projects delivered through the 100-Day Challenge were intentionally time-bound, the work itself was designed to contribute to longer-term systems change. Throughout the Challenge, attention was given not only to what was delivered, but to how systems were responding.

This included the emergence of new partnerships, deeper collaboration across sectors, and alternative ways of working that moved beyond traditional program and funding boundaries. These shifts were observed across local, state, national, and international contexts, reflecting increasing alignment around shared priorities.



Sustainability was approached deliberately, with an emphasis on embedding learning, relationships, and leadership rather than creating reliance on short-term activity. Projects were designed to build on existing strengths, trusted relationships, and familiar spaces, increasing the likelihood that momentum could be maintained through community ownership and institutional alignment.

Long-term system change is guided by Logan Together's two core strategies; the Focus Communities and the First 2000 Days model. Together, these frameworks support the tracking of change beyond individual projects and help make visible how shifts in practice, relationships, and investment contribute to improved outcomes for children and families over time.

What happens next...

The conclusion of the 100-Day Challenge marks a transition rather than an endpoint. Several projects have identified clear pathways for continuation, adaptation, or expansion, while others have contributed learning to longer-term system reform efforts.

WE REALLY NEEDED SOMETHING LIKE THE 100 DAY CHALLENGE TO HELP US ALL COME TOGETHER TO DESIGN THE THINGS WE WANTED TO SEE FOR OUR FAMILIES AND COMMUNITY. VERY EXCITED TO SEE THESE PROJECTS CONTINUE INTO THE FUTURE.

Tina-Marie Ashby Smith
Backbone Lead for 100 Day Challenge

Community leadership remains central to this next phase, ensuring that momentum continues in ways that reflect local priorities and lived experience. As Central Logan transitions into a Focus Community, this includes the establishment of a cross sectoral Steering Group to support shared decision making, steward relationships, and guide the work as it deepens.

Building on this, the next phase will prioritise the ongoing gathering of community voice to inform a locally grounded Collective Plan, ensuring that future action remains shaped by lived experience and connected to what matters most for children and families.

Ongoing work will continue to align with long-term strategies that support shared accountability and learning over time, ensuring that short-term action remains connected to broader outcomes for children and families.



WE CELEBRATED THE END OF
THE 100 DAY CHALLENGE WITH
A COMMUNITY CELEBRATION!





Conclusion

The Central Logan 100-Day Challenge was designed as a moment of shared focus, bringing community, services, and government together to test ideas, strengthen relationships, and build momentum around a single, clear priority.

Across 100 days, eight community-endorsed projects demonstrated what is possible when trust, cultural knowledge, and local leadership are placed at the centre of action. Just as importantly, the Challenge strengthened relationships, ways of working, and connections across the system that will continue to influence outcomes beyond the timeframe of this document.

This work sits within a longer journey. The 100-Day Challenge offers both a record of what was achieved together and a platform for what comes next, grounded in place, led by community, and committed to creating the conditions in which children and families can thrive.



Afghan edition of Play Your Way Around The World



Tonga edition of Play Your Way Around The World

THANK YOU!

*Thank you to all our partners,
community members and volunteers
who helped bring this project to life.*

**Learn more about the
100 Day Challenge.**

