



l'industrialisation culturelle

GoldCoaster

1927



1925



1900



1890



1875







SETT
res

WILLIAM
WILLIAM
WILLIAM

WILLIAM
WILLIAM
WILLIAM

SINGLES

WILLIAM
WILLIAM
WILLIAM

CANN'S

BETTER CUT CLOTHES

EZY WALKIN

FACTORY
0.3
FOOT

LEVATON

RE
+
FLEX

LEVATON
WALKER

LEVATON
WALKER

LEVATON
WALKER











A shirtless male surfer with dark hair and a focused expression is riding a white surfboard on a powerful, curling blue wave. He is wearing dark, patterned swim trunks. The background shows a tropical coastline with green hills and a sandy beach under a blue sky with scattered white clouds. The Billabong logo, consisting of a stylized wave symbol and the brand name, is prominently displayed in white across the center of the image.

BILLABONG



★★ CULTURE KINGS
MELBOURNE

2001M



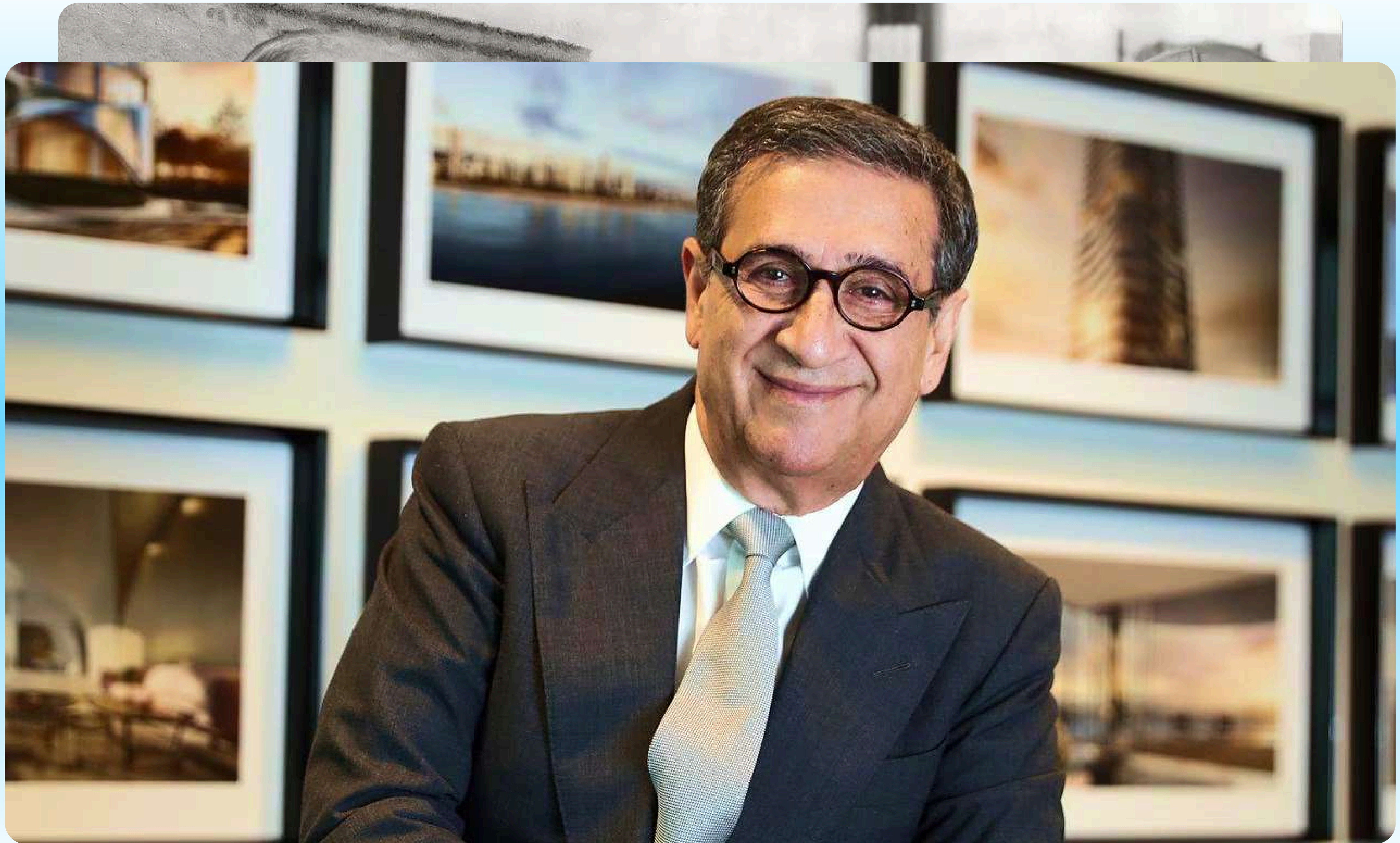






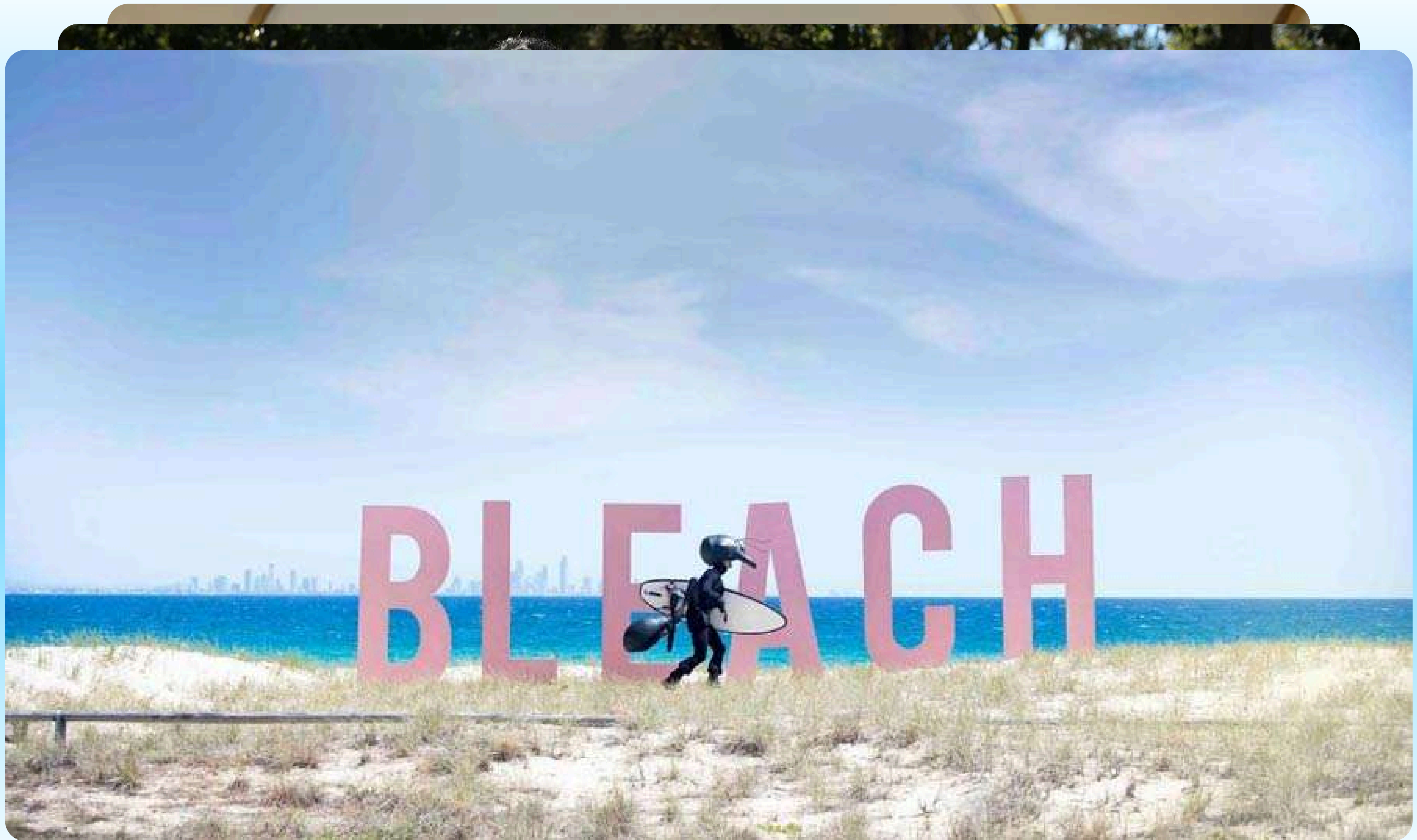
La plupart des villes, même les plus belles et les plus charismatiques, ressemblent à des infrastructures, de traditions et de règles. Ce sont figés, avec des réseaux fermés et mille façons de vous identifier comme un étranger — pour dire non.











**Par sa nouveauté et son ouverture,
la Gold Coast est souvent mal
comprise par ceux de l'extérieur.
Pourtant, quand elle est à son
meilleur, c'est la ville qui dit oui.**





Goldcoasts

Shapes inspired by the
city skyline and found
typography

Playful shapes and
contrast defines our
culture and take on life

Blending of soft curves
and sharp angles balances
big industry and the
nature of the Coast

Arrow shape pushes in
forward momentum

Jack

Mark

FEARON

Proudly a
certified

GoldCoaster

Brand Gold Coast

47 Nerang St
Southport QLD 4215
welcome@brandgoldcoast.com
ABN 123 123 123

goldcoaster.com.au

January 2026

John Snow
Managing Director
Position Development
123 St Kilda Ave
Gold Coast QLD 4218

Dear John,

We're excited to share some updates to GoldCoaster! As a valued customer, your insights are valuable, and we're committed to enhancing your experience. We're relocating to a new office space at 47 Nerang St, Southport QLD 4215. This move will allow us to better serve you and foster innovation within our team. We are also excited to announce the launch of our new customer portal, designed to provide you with seamless access to our services and support. This portal will offer personalized recommendations, exclusive deals, and real-time updates on your account.

Furthermore, we are expanding our team to include dedicated account managers who will be available to address your specific needs and concerns. These managers will work closely with you to ensure that you receive the highest level of service and support. In addition to these enhancements, we are investing in cutting-edge technology to improve our overall efficiency and responsiveness. This includes upgrading our communication systems, streamlining our internal processes, and enhancing our data security measures. We believe that these investments will enable us to serve you better and provide you with a more seamless and secure experience. We are also committed to sustainability and are taking steps to reduce our environmental impact. This includes implementing energy-efficient practices in our new office space, reducing our paper consumption, and supporting local environmental initiatives.

We believe that it is our responsibility to contribute to a more sustainable future, and we are committed to doing our part. Finally, we are excited to announce that we will be hosting a series of seminars and workshops to provide you with valuable insights and training on our products and services. These events will be led by industry experts and will cover a wide range of topics, including best practices, troubleshooting tips, and new product features. We encourage you to attend these events to enhance your knowledge and skills. We are also planning to launch a new loyalty program to reward our most valued customers. This program will offer exclusive benefits, such as discounts, early access to new products, and invitations to special events. We believe that this program will demonstrate our appreciation for your continued support and loyalty. In addition to these initiatives, we are committed to providing you with transparent and timely communication. We will keep you informed of any changes or updates to our products and services, and we will always be available to answer your questions and address your concerns.

We value your feedback and encourage you to share your thoughts and suggestions with us. We are constantly striving to improve our services and provide you with the best possible experience. We are also committed to fostering a culture of innovation and collaboration within our team. We believe that by empowering our employees and encouraging them to share their ideas, we can create a more dynamic and innovative workplace. This will enable us to develop new and improved products and services that meet your evolving needs. We are also committed to giving back to the community and supporting local charities and organizations. We believe that it is our responsibility to contribute to the well-being of the communities in which we operate, and we are proud to support causes that are important to our employees and customers.

Thank you for your continued support.

Sincerely,

David Bablak
CEO, Brand Gold Coast

GoldCoaster

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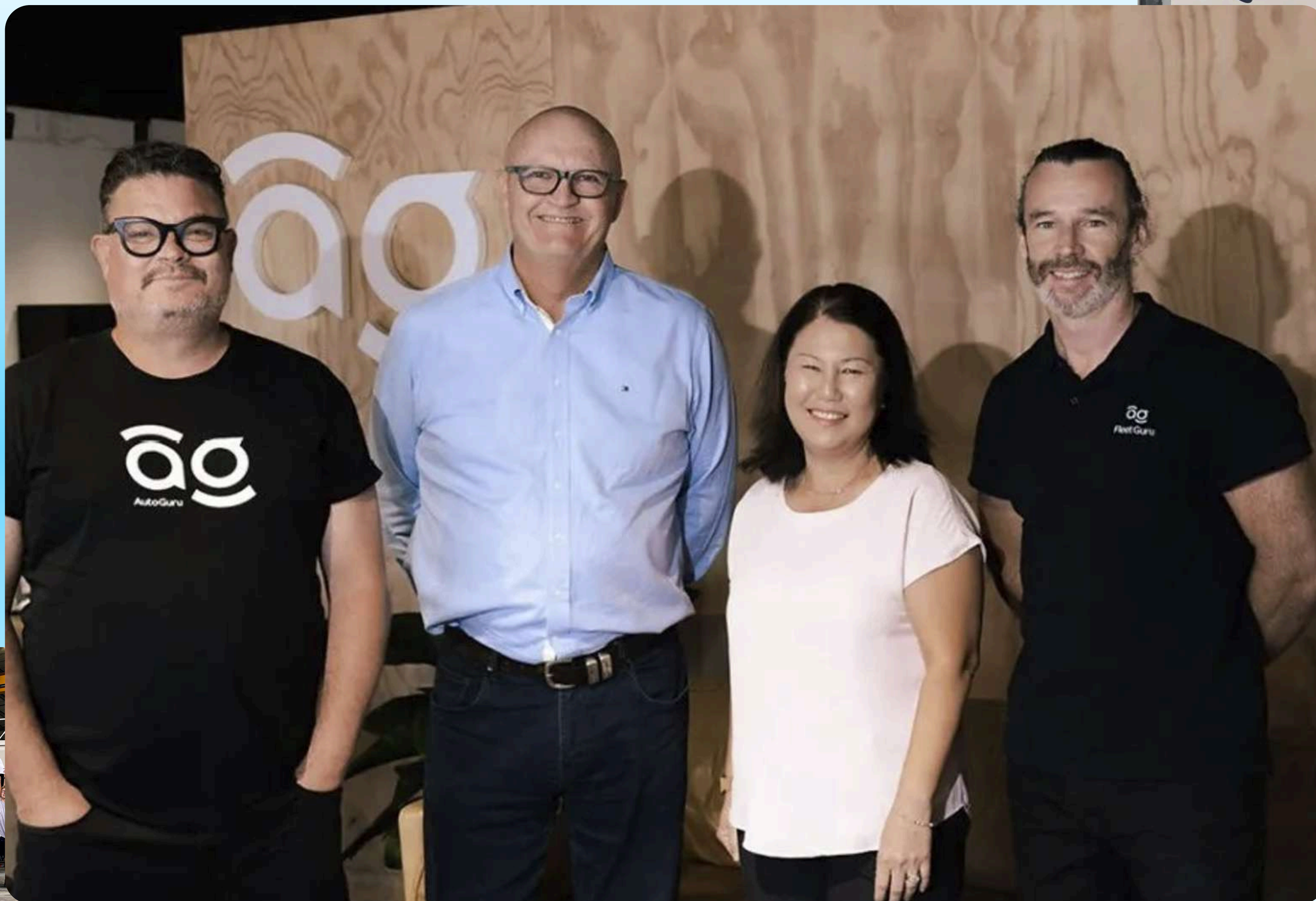
GoldCoaster

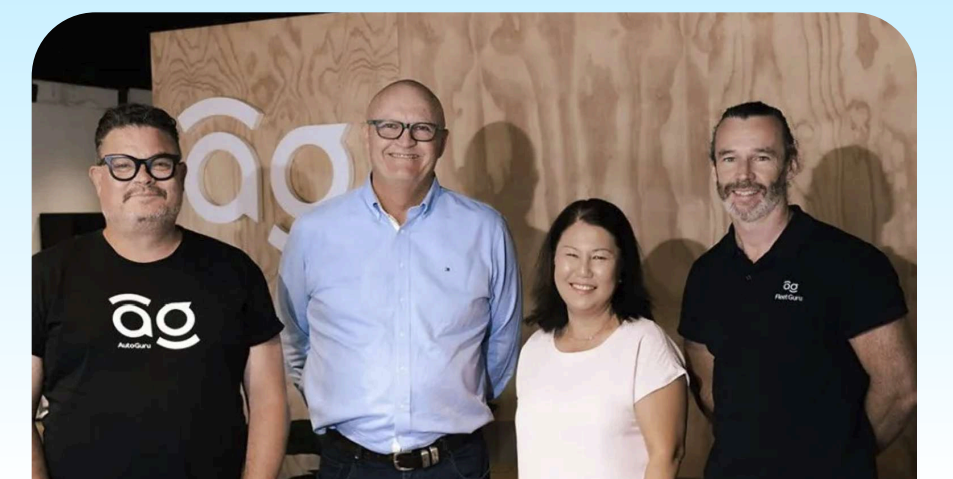
Your outlook, your health, your career, your investment, your family, your conference, your weekend, your art, the weather, the commute, that impossible thing, whatever it is, can be better. Look around, this is what we do. On the Gold Coast, you are welcome to change anything.

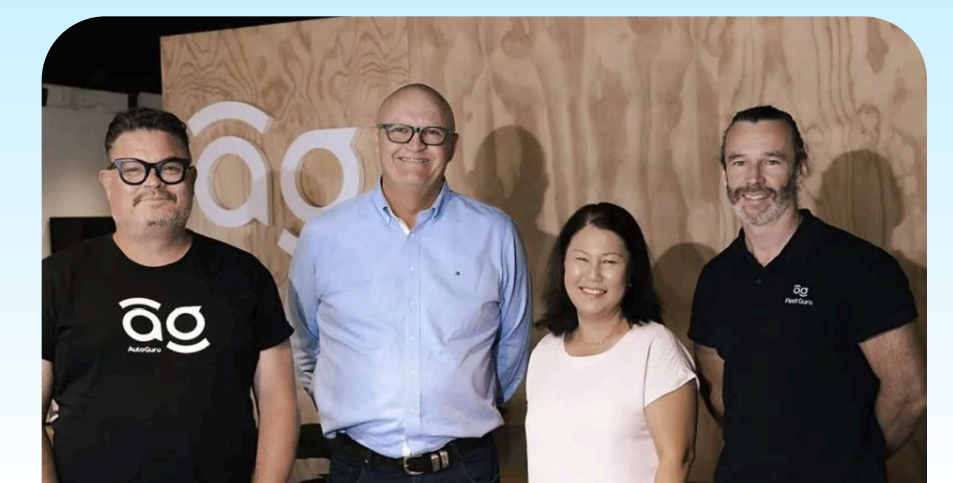












BURLY

CUCUMBER GIN
42% ALC VOL 700 ML

9 358176 000003

Burly Cucumber Gin is produced in hand crafted sets of bespoke stills at our artisan distillery in Burleigh Heads. Infusions of fresh seedless Lebanese cucumbers and a combination of premium ingredients come together to achieve the unique flavour profile of our double distilled gin. The aroma of this 'cool as a cucumber' variant is a pronounced cucumber and melon, supported by juniper and spice. The palate exhibits the same flavours along with vanilla and sweet peppery notes. With a smooth mouthfeel and aftertaste softening the alcohol, it lends itself to enjoying straight, 'on the rocks', or in the

cocktail of your preference, ideally with a slice of cucumber and a sprig of mint leaves. Distilled and bottled by Burly Gin, 17 / 17-25 Greg Chappell Drive, Burleigh Heads, Queensland 4220, Australia.

WWW.BURLYGIN.COM Lot ID: #B10029

10c Refund at Collection Depots/Points in Participatory State/Territory of Purchase

Proudly a certified

GoldCoaster



PREGNANCY WARNING

Alcohol can cause lifelong harm to your baby

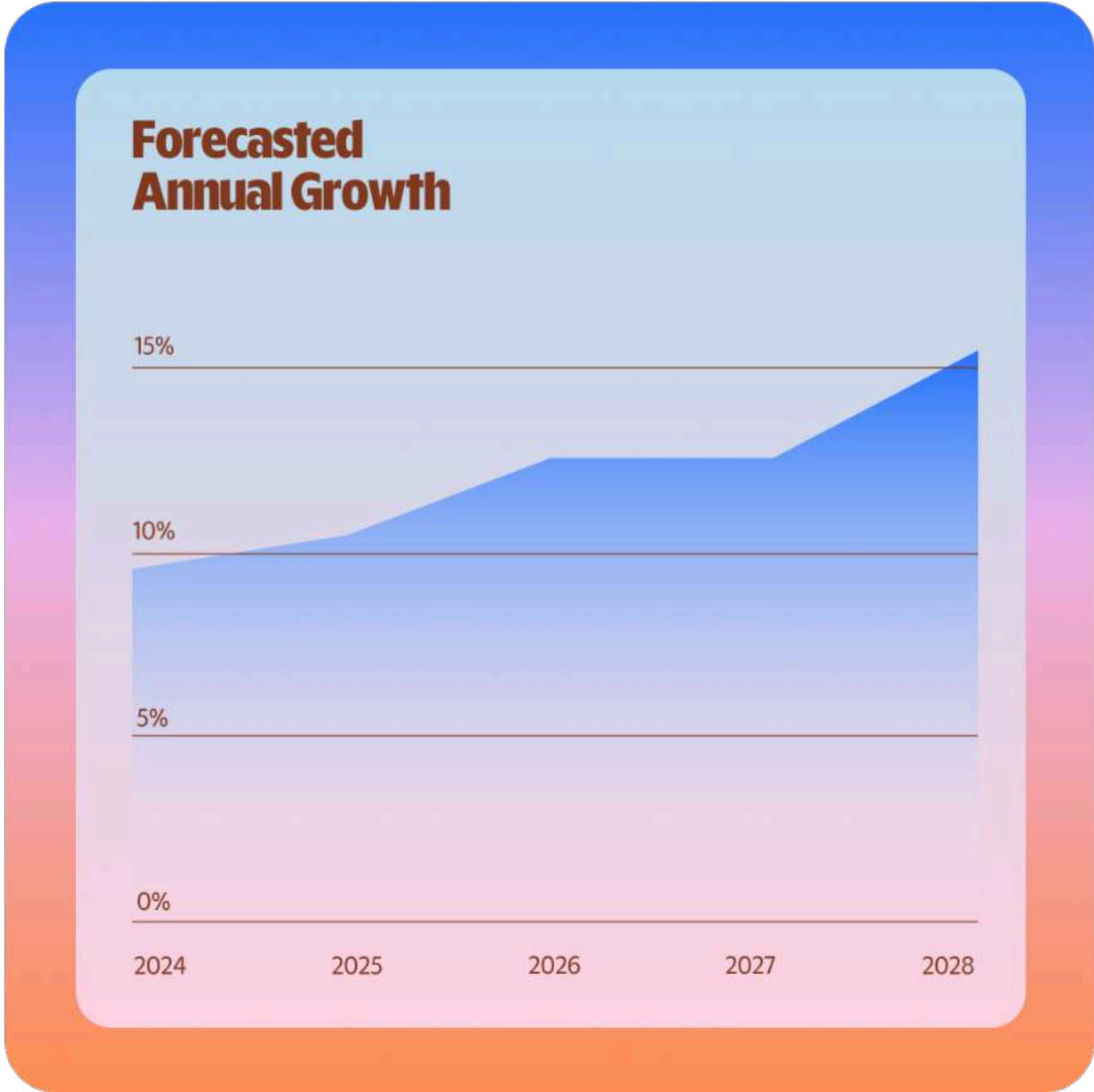
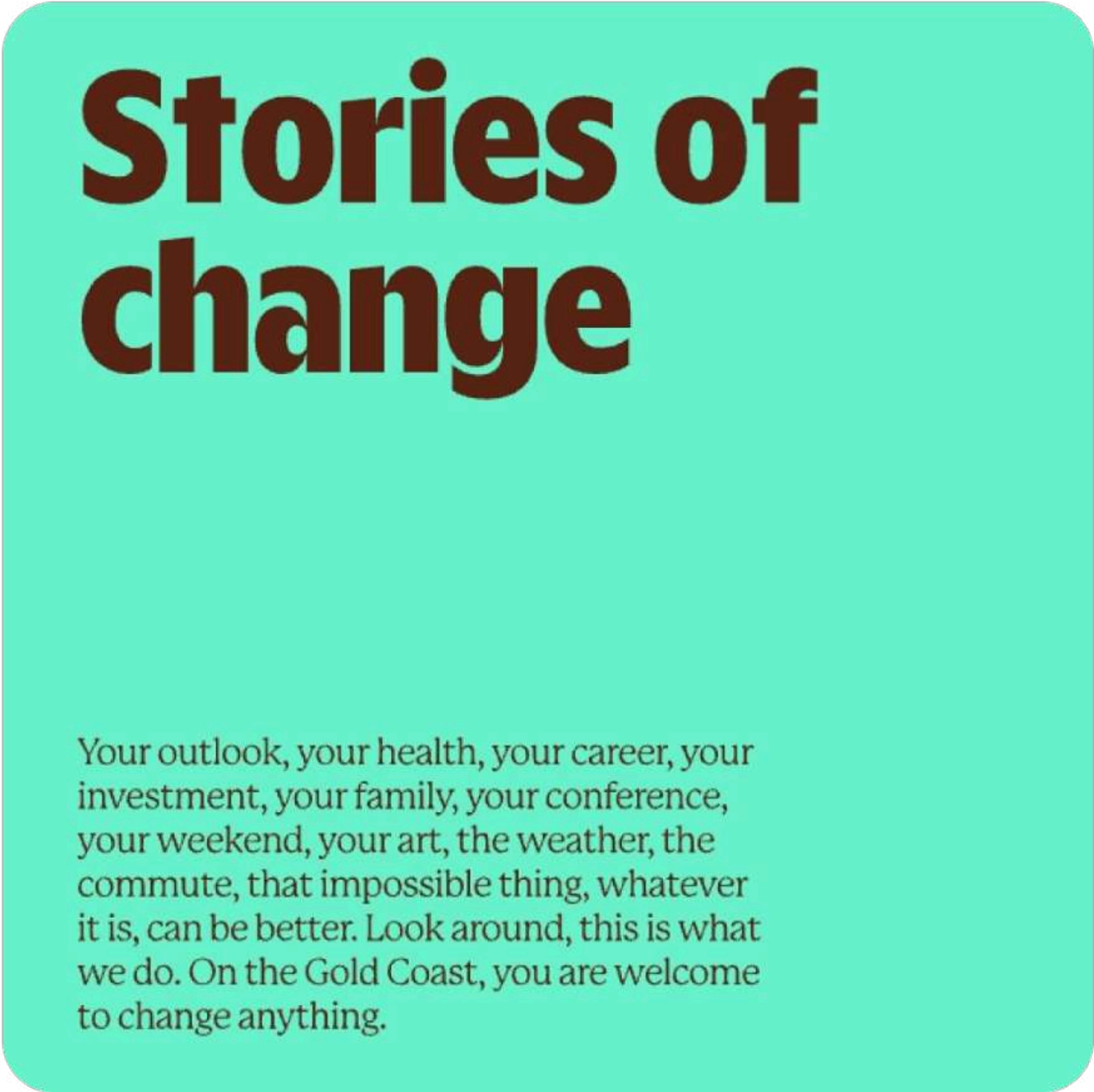
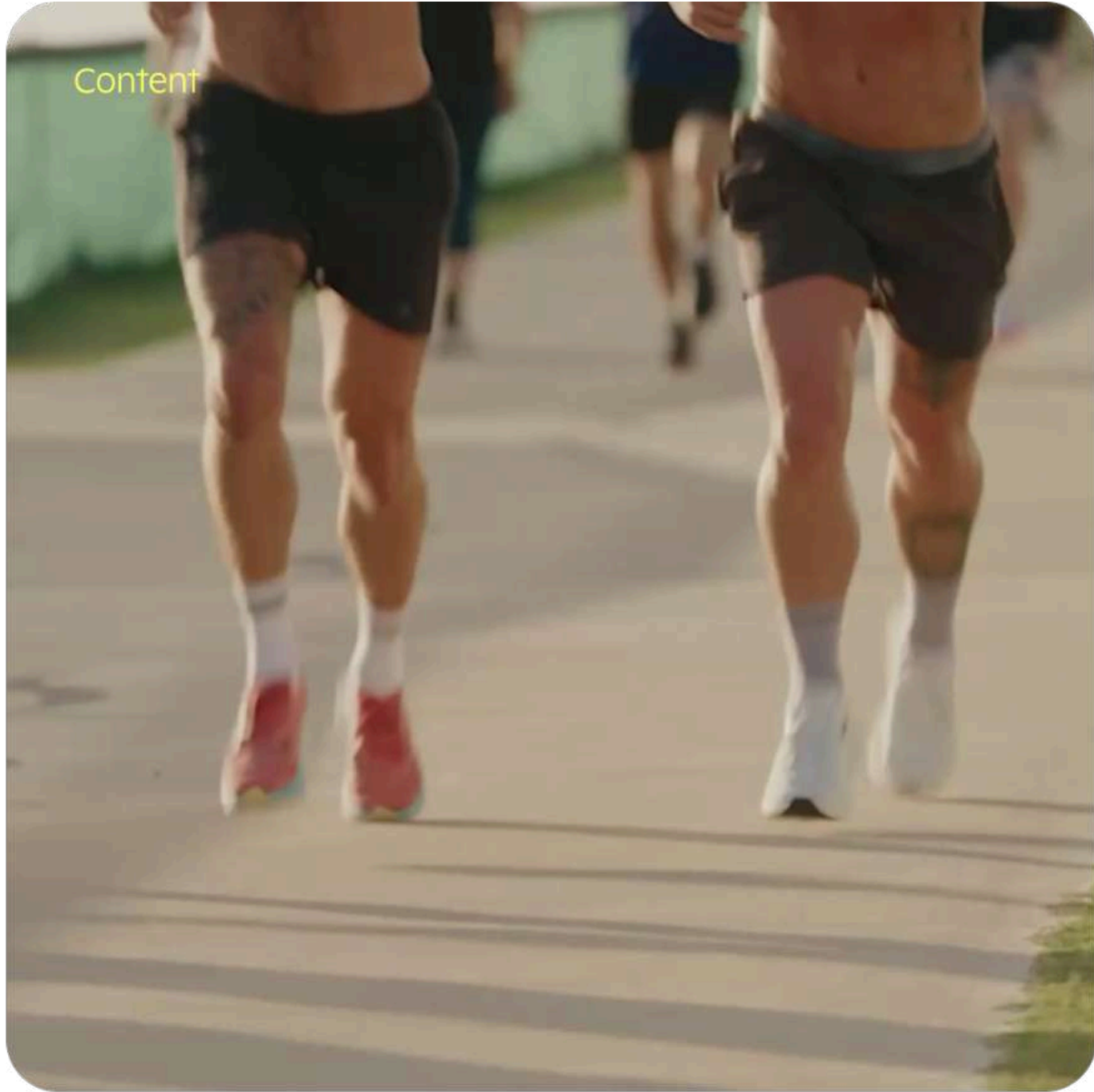


Get the facts

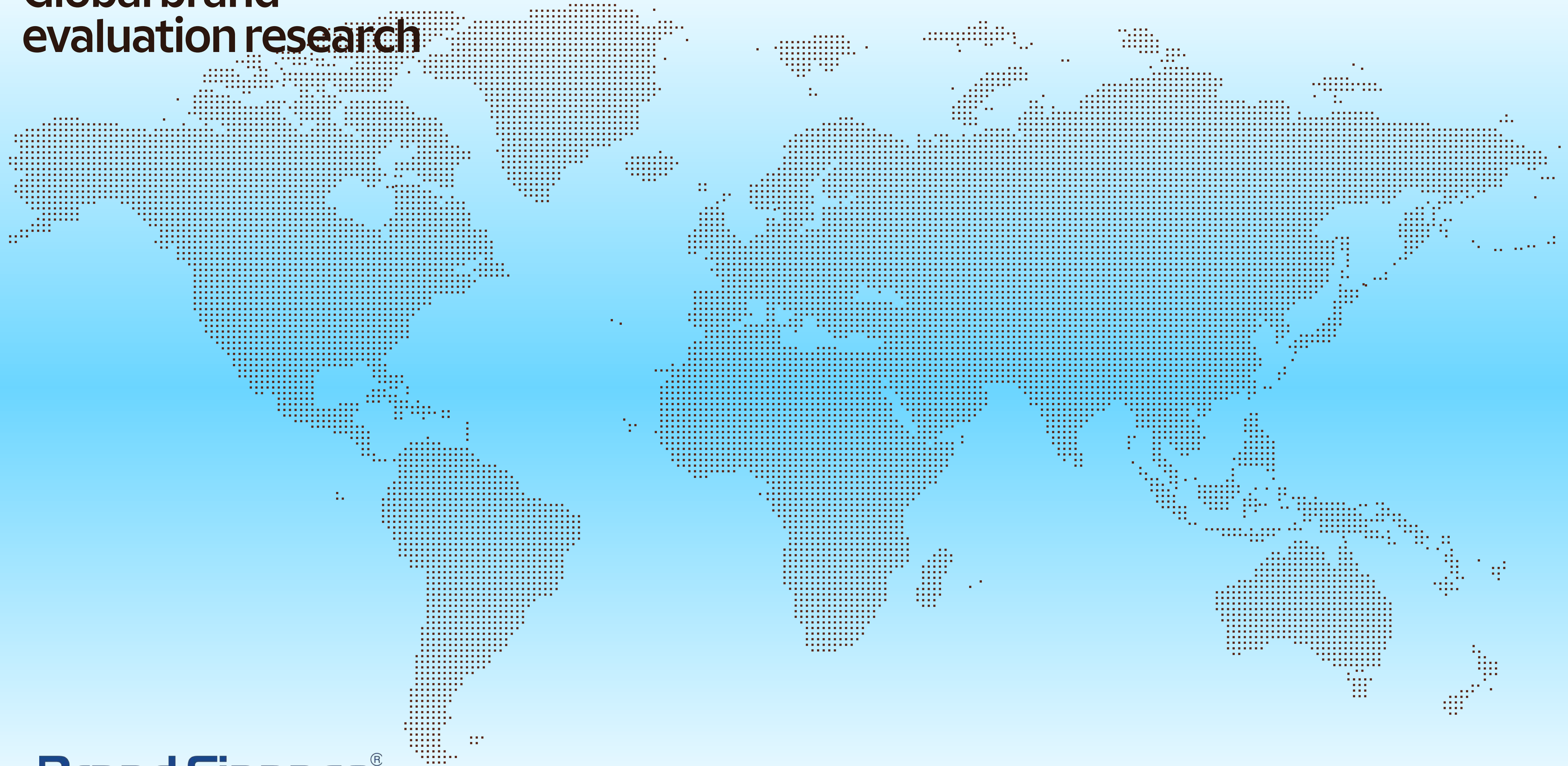
**DRINK
WISE**
ORG.AU

STANDARD
DRINKS
APPROX

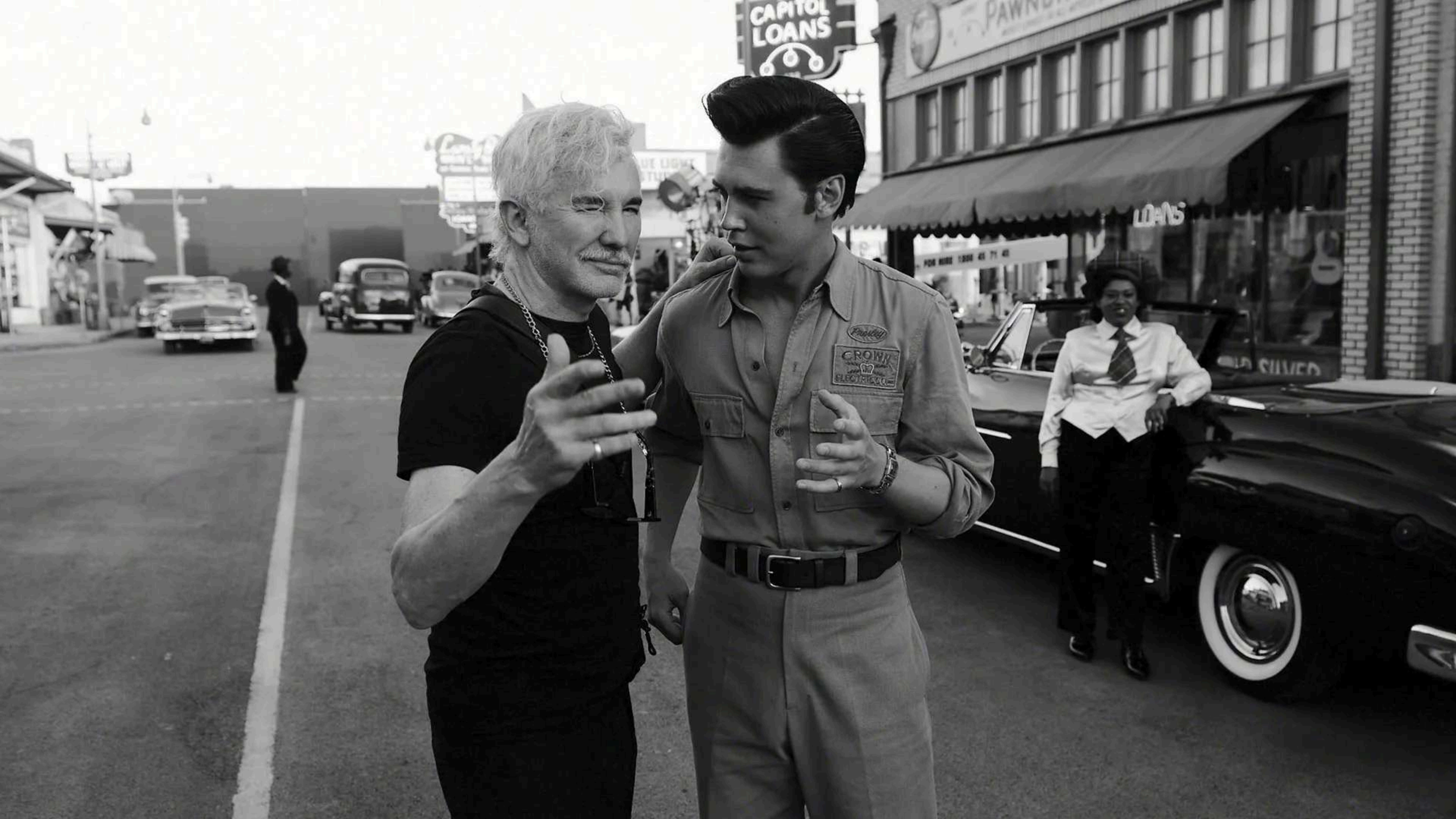
23



Global brand evaluation research



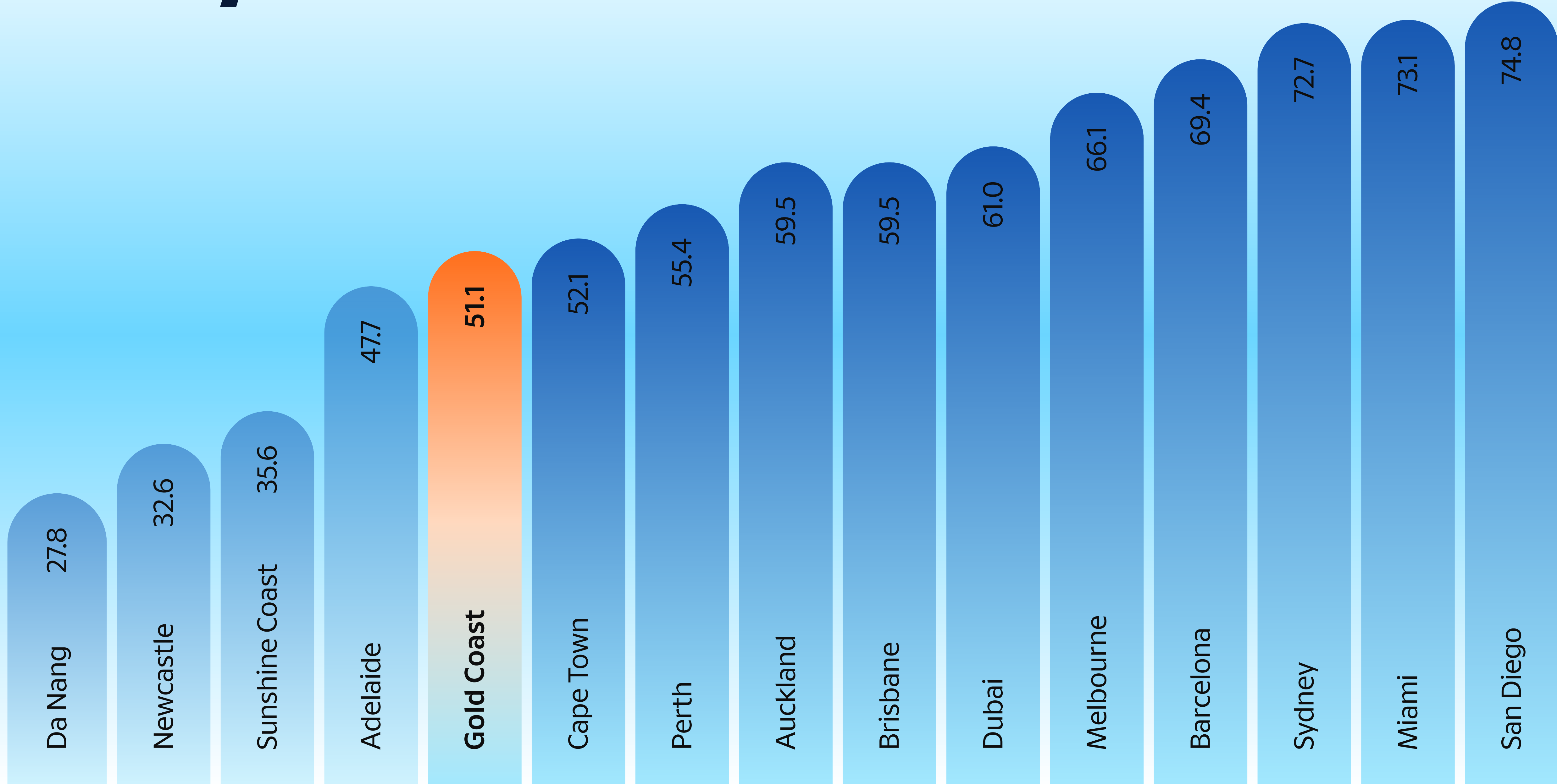
Brand Finance[®]



National sentiment & segmentation research



USA / Gold Coast



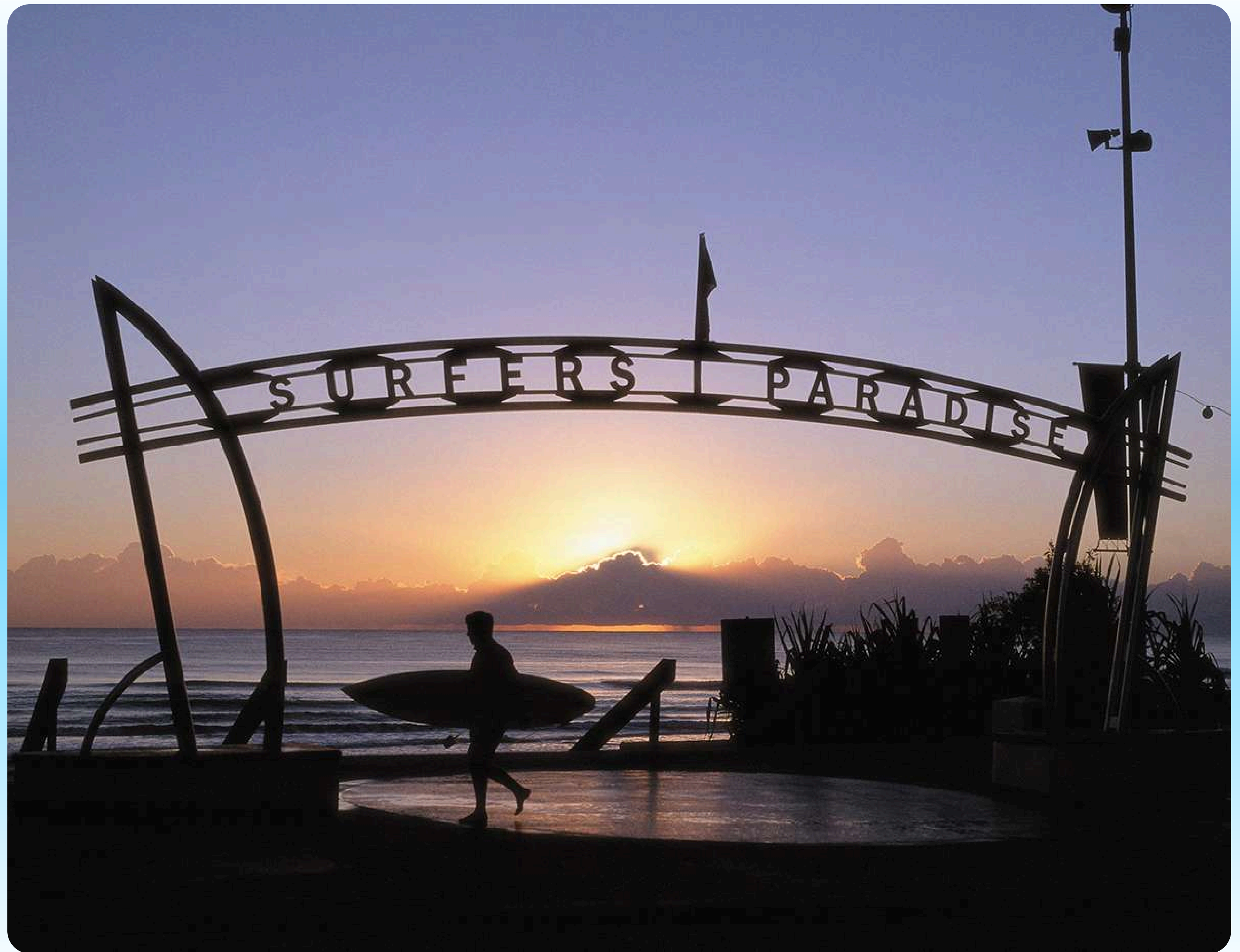
**Les films nous
rendent **52%** plus
pertinents à
l'international pour
les Américains.**





← Non

Oui →



OAC #1121

PERMIT #120341077-01-SG

OAC #1121

PERMIT #120341086-01-SG

OAC #1121

PERMIT #120341095-01-SG

Get up and GoldCoast

Tallebudgera Creek



On d'it
oui

D'une destination touristique

L'analyse révèle que la Gold Coast évolue rapidement d'une destination touristique vers un pôle reconnu d'inventivité, de savoir-faire, et de portée internationale. "Gold Coast Made" devient un marqueur d'excellence dans les secteurs comme l'industrie manufacturière, la health tech et les industries créatives.



Inventivité, savoir-faire, portée mondiale







On peut s'emparer
de l'entreprise
créative

Ce que vous êtes





Ce que vous devenez





Vous allez vous amuser





**Mais le fun,
c'est partout**



**Vous en
ressortirez
meilleur**

**Ce n'est pas une
question de ce que
nous sommes**

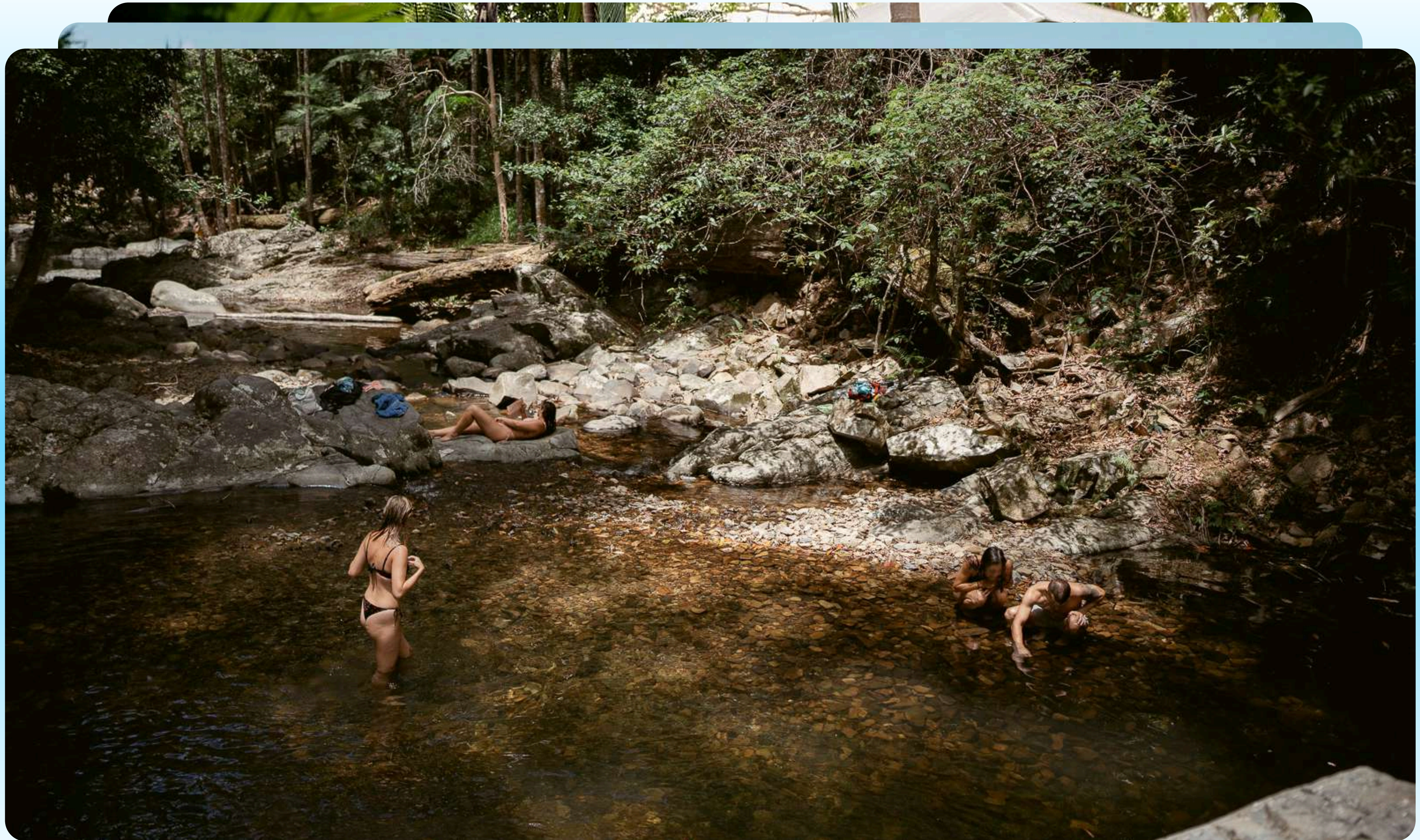




Mais une question
de qui nous
pouvons devenir







style de vie

Le défi:

**Réputée pour son art
de vivre. Sous-estimée
comme pôle d'affaires
et d'investissement.**

La Gold Coast bénéficie d'un fort pouvoir d'attraction en tant que destination touristique, mais se distingue moins sur les volets Investir et Étudier. Cela s'explique par une perception dominante de la Gold Coast comme une destination décontractée, ludique, associée au soleil, à la mer, au surf et aux vacances.

Il existe une opportunité significative de mettre en avant d'autres facettes de la marque Gold Coast. Il est également important de garder à l'esprit que la force des imaginaires liés au plaisir peut même nuire à sa considération pour des activités plus "sérieuses" comme investir et étudier.

J'ai changé ma vie



This city said yes

GoldCoaster | MODNPODS

Build it on the GoldCoast.

ooh!

**Certaines personnes sont galvanisés
par la possibilité et la réinvention,
par l'idée que ça peut être mieux,
peu importe ce que c'est.**

Ce sont des Gold Coasters.

On utilise l'histoire de la Gold Coast pour aider tout le monde à tout construire

Récit

D'ici 2030, chaque Gold Coaster sera touché par l'histoire de la Gold Coast

Service

D'ici 2030, chaque Gold Coaster saura comment utiliser l'histoire de la Gold Coast

Échelle

D'ici 2030, nos partenaires utilisent l'histoire pour résoudre des problèmes, saisir des opportunités, lancer des projets et prendre des décisions.