



MULTICULTURAL
AUSTRALIA
it's who we are

2025 LUMINOUS Festival



Since beginning as a community candlelight walk in 2007, LUMINOUS has grown into one of Queensland's most cherished celebrations of welcome and inclusion.

Originating in support of refugees and asylum seekers, LUMINOUS today unites diverse communities across the state with a powerful message: Queensland is home to all of us.

In 2024, more than 40,000 people took part in LUMINOUS events, forging connections and fostering belonging through vibrant cultural celebrations.

In 2025, celebrating the start of Queensland's Multicultural Month, the festival will continue to create welcome across the state, showcasing the rich cultural diversity of our communities.

The centrepiece of the program is the LUMINOUS Festival at South Bank which will kick off on Friday 1 August 2025 from 5.30pm.

These events create opportunities for meaningful engagement and collective celebration, building a more inclusive and welcoming state.

LUMINOUS is more than a festival, it is a movement for connection and understanding.

For many, it represents a warm embrace from the wider community, symbolising acceptance and support for those making Queensland their new home.

Partners are vital to this journey.

By joining us, your organisation demonstrates a tangible commitment to inclusion and helps ensure that people from all backgrounds feel valued and respected.

Your support fosters belonging and strengthens ties with multicultural communities across Queensland.

We invite you to be part of LUMINOUS 2025. Together, we can celebrate the vibrancy of our state's cultural diversity and help build a Queensland where everyone feels welcome and has a place to belong.

We look forward to walking this path of inclusion and unity with you.

Entry is FREE and everyone is welcome!





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2025 Partnership Opportunities

By partnering with LUMINOUS, your organisation becomes part of a powerful movement to foster inclusion and strengthen Queensland's multicultural identity. These opportunities offer high-impact visibility, meaningful engagement, and alignment with values that resonate deeply in our communities.

We invite you to walk with us—to become a partner in building a Queensland where everyone feels at home.

LUMINOUS Lantern Parade	Be part of the centrepiece event at South Bank. This breathtaking night-time parade of illuminated lanterns unites thousands in a vibrant display of welcome, culture, and community. Sponsorship offers high-profile branding, visibility in media coverage, and a unique association with Queensland's most iconic multicultural celebration.	\$20,000
Welcome Café	Empower young people from refugee and migrant backgrounds through barista training and hospitality experience. The Welcome Café serves thousands during the festival and tells stories of resilience and opportunity. Sponsoring this initiative aligns your brand with youth empowerment, employment pathways, and real world inclusion.	\$5,000
Volunteers	Support the passionate volunteer force at the heart of LUMINOUS. This option sponsors recruitment, training, and equipment for over 200 volunteers. Your brand will be featured on volunteer shirts and recognised in digital media, demonstrating your commitment to grassroots en-gagement and social cohesion.	\$10,000
LUMINOUS in the Regions	Bring the celebration to communities across Queensland: Cairns, Townsville, Rockhampton, Sunshine Coast, Gold Coast, Toowoomba, Lockyer Valley, and Dalby. These regionally-led events include performances, community storytelling, and cultural showcases. Sponsors are recognised locally and statewide for supporting inclusion where it matters most. Cost is per location.	\$4,000
Corporate Partner	Align your business with Queensland's premier celebration of multiculturalism. Includes digital and on-site recognition, logo inclusion on key materials, and invitations to VIP functions. Ideal for brands seeking meaningful engagement with diverse communities and reputational leadership in social impact.	\$5,000
Community Partner	For not-for-profits, local associations, and grassroots organisations. This tier offers brand presence at selected events and helps amplify community voices. It's a cost effective way to show support, foster relationships, and celebrate inclusion together.	\$3,000

Join us on the path of inclusion

Contact us today via: events@mcaus.org.au
or visit: www.multiculturalaustralia.org.au