

Community Partnerships Program

2025 INFORMATION PACK

goa

INTRODUCTION

Our legacy of giving back



Over the years, goa has donated more than \$10 million in media value to community organisations across South East Queensland. We've helped causes raise funds, recruit volunteers, change behaviours, and shift perceptions.

10+ years
supporting
community
organisations

\$10M+
in donated
media value

Dozens of campaigns that
have raised awareness,
rallied action, and sparked
change.

From grassroots initiatives
to statewide charities,
we've helped amplify
causes that matter.

WHY WE DO IT

Community isn't a side project

At goa, community isn't an afterthought — it's part of who we are.
For more than a decade, we've used our platform to give back,
helping local organisations share their message with thousands of
Queenslanders every day.

Because when awareness grows, impact grows.

What the program offers

Major Partner – Tier 1

FULLY FUNDED CAMPAIGNS

As a Major Partner, you'll gain access to a share of goa's \$1 million of annual donated advertising. This includes premium digital billboard space across South East Queensland, giving your message visibility in some of the busiest locations in the state.

Our team will provide creative support and production guidance where needed, ensuring your campaign not only looks great but works effectively in out-of-home. Partners also receive additional exposure through goa's channels and networks, helping to extend the reach of your message even further.

At this level, the relationship is a true partnership built on impact — designed to create meaningful outcomes for both your organisation and the community you serve.

Growth Partner – Tier 2

CO-CONTRIBUTION

Growth Partners are designed for community organisations with smaller budgets that want to go further. This tier works on a dollar-for-dollar model, where every dollar you invest in billboard advertising is matched by goa — effectively doubling your campaign's reach.

By sharing the load, we ensure even modest budgets can achieve a major market presence. Growth Partners still receive the benefit of goa's creative guidance and campaign expertise, but with the added advantage of stretching their spend far beyond what would otherwise be possible.

This co-investment approach allows us to open the program to more community organisations, ensuring great ideas and important causes aren't limited by budget.

2025 SUBMISSIONS

Who can apply



The goa Community Partnerships Program is open to a wide range of organisations who are making a positive difference in Queensland.

We welcome applications from:

- Registered charities and not-for-profits working across health, education, environment, culture, or social impact.
- Community organisations and grassroots groups who are driving change at a local level.
- Schools, clubs, and associations that support young people, sport, culture, or community development.
- Social enterprises or initiatives with a clear community mission.

To be eligible, applicants must:

- Operate in Queensland or directly benefit Queensland communities.
- Be able to demonstrate a clear community impact or measurable outcomes.
- Commit to delivering campaigns that meet advertising standards and comply with the Outdoor Media Association's Code of Ethics.
- Be willing to collaborate with goa on campaign planning, creative, and promotion.

We encourage organisations of all sizes to apply — from small volunteer-run groups to established charities. Whether you're seeking large-scale donated media as an Impact Partner or looking to stretch your budget further as a Growth Partner, this program is designed to give community voices a bigger stage.

2025 SUBMISSIONS

Key criteria



Every year, we receive more applications than we can support. To make sure the goa Community Partnerships Program delivers the greatest possible impact, we assess each application for a Major Partnership against a clear set of criteria.

1. Community Impact

We look for organisations with a clear mission and the ability to make a measurable difference. This might mean delivering vital services, raising awareness for an important cause, or mobilising people to take meaningful action.

2. Creative Potential

Billboards are a bold medium. The strongest applications come with campaign ideas that are simple, powerful, and designed to spark conversation. You don't need polished artwork — but you do need a message that will cut through and connect with Queenslanders.

3. Outcomes & Measurement

We want to understand what success looks like for you. Whether it's awareness, donations, sign-ups, volunteers, or attendance, strong applications show a clear link between the billboard campaign and the results you want to achieve.

4. Amplification Beyond the Billboard

A billboard campaign works best when it's part of something bigger. We prioritise organisations that can amplify their message through PR, events, social media, or partnerships, extending the impact beyond our screens.

5. Alignment & Responsibility

All campaigns must meet advertising standards and align with the Outdoor Media Association's Code of Ethics. We also consider whether the campaign fits with goa's values — integrity, creativity, and ambition — and whether it reflects the community spirit that sits at the heart of this program.

2025 SUBMISSIONS

Advertising standards and responsibility



As part of the goa Community Partnerships Program, all campaigns must meet industry standards and reflect our commitment to safe, responsible, and inclusive advertising.

Compliance

All campaigns must comply with the Outdoor Media Association (OMA) Code of Ethics and the Australian Association of National Advertisers (AANA) Code of Ethics. Any campaign featuring regulated industries (e.g. health, fundraising, alcohol, gambling, political, or advocacy messaging) must follow the specific guidelines for that sector.

Sensitive Topics

If your campaign deals with issues such as mental health, suicide prevention, violence, discrimination, or other sensitive themes, we may request additional context or approvals to ensure messaging is handled responsibly.

Vulnerable Audiences

Campaigns involving or targeting vulnerable groups (such as children, young people, or marginalised communities) must demonstrate sensitivity, accuracy, and respect in all messaging and imagery.

Approvals

Some campaigns may require clearance or approval from governing bodies, regulators, or boards before they can run. It is the applicant's responsibility to secure these approvals.

Creative Responsibility

We reserve the right to decline or request amendments to creative that does not meet advertising standards, poses reputational risk, or conflicts with our values. Our team will work with you to ensure your message is not only impactful but also responsible and compliant.

Application process

TIER ONE PARTNERSHIPS

Application submission

Organisations are invited to submit an application outlining their story, mission, and the community impact they deliver. We also ask applicants to share their campaign idea — how they would use billboard space to create awareness, spark conversation, and drive outcomes.

Review and shortlisting

Our partnerships team carefully reviews all submissions against key criteria: community impact, creative potential, outcomes, and alignment with program values. A shortlist of standout applications is then created.

Collaboration conversation

Shortlisted organisations are invited into a conversation with our team. This is a chance to refine ideas, explore creative possibilities, and ensure the campaign can be delivered effectively within our network.

Selection and announcement

Final Major Partners are chosen and publicly announced. This stage includes campaign scheduling, creative planning, and the first step toward bringing the partnership to life.

Application process

TIER TWO PARTNERSHIPS

Application submission

Organisations submit an application outlining their mission, campaign goals, and budget available for billboard advertising. Applicants are encouraged to include their campaign idea and any supporting creative concepts.

Review and matching

Our team reviews applications to confirm eligibility and assesses how goa can best match the proposed spend. We look at the fit between budget, campaign idea, and available billboard inventory to ensure we can maximise impact.

Confirmation and agreement

Successful Growth Partners are notified and provided with a clear outline of the matched value, campaign scope, and key timelines. Both parties confirm the shared commitment and responsibilities before moving into delivery.

Campaign delivery

The campaign is developed and executed in partnership. goa provides access to matched billboard space, along with creative guidance to ensure the message is effective in out-of-home.

2025 SUBMISSIONS

How to apply



Applying for our Community Partnerships Program is simple. We want to understand your story, your goals, and how you'd use a billboard campaign to make a difference.

Step 1 – Tell us about you

Share who you are, what your organisation does, and the community impact you deliver. We want to know the heart of your mission.

Step 2 – Outline your idea

Tell us your big idea. How would you use a billboard campaign to get people talking or acting? How will you be supporting the message beyond the billboard. Finally, share what success would look like for you: is it raising awareness, driving donations, boosting sign-ups, or filling seats?



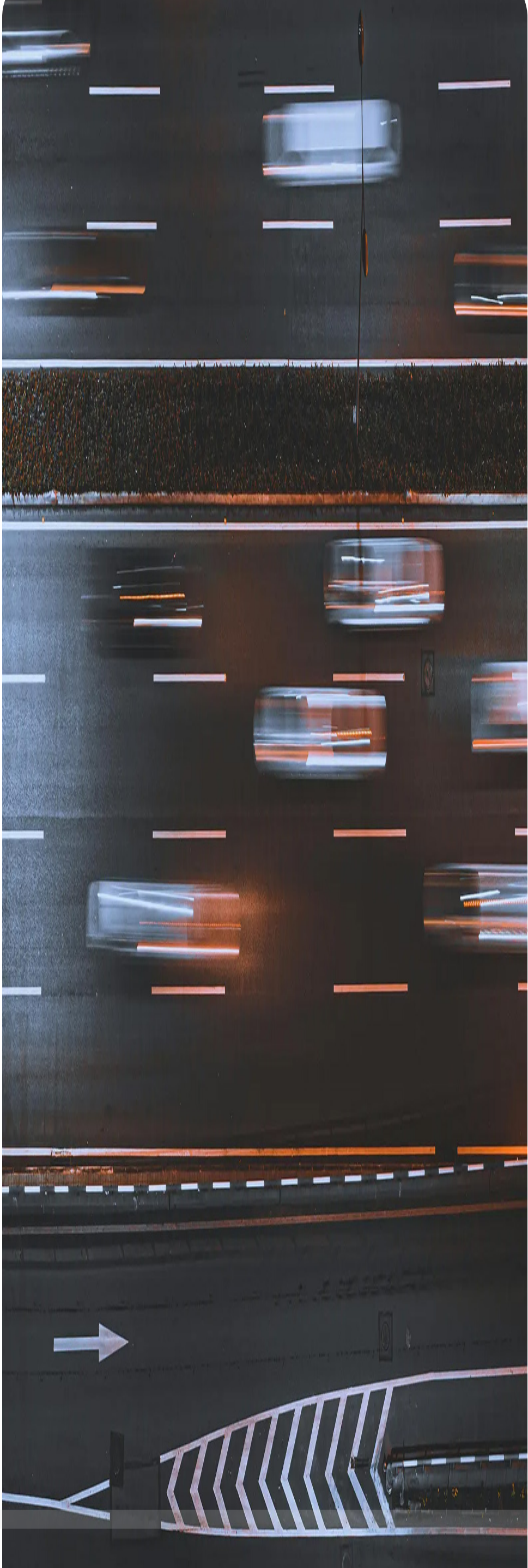
Step 3 – Choose your tier

Major Partner (Tier 1) – for organisations with significant community reach and a bold idea. Selected partners receive a share of goa's \$1 million of donated media, plus creative and campaign support.

Growth Partner (Tier 2) – for organisations with smaller budgets who want to make their money go further. goa matches your ad spend dollar-for-dollar, effectively doubling your campaign reach.

Step 4 – Submit your application

Complete the application form here by 30 October 2025. The more detail you can provide — about your goals, timing, and desired outcomes — the better we can assess your application.



2025 SUBMISSIONS

Key dates



The Community Partnerships Program runs on a set timeline each year to ensure every organisation has a fair opportunity to apply and be considered.

By providing this timeline upfront, we want to make the process transparent and give every applicant a clear view of what to expect.

1 Oct 2025 – Applications open

From this date, community organisations can submit their application via our online form.

30 Oct 2025 – Applications close

All applications must be received by this deadline to be considered in the review process.

1 Nov – 14 Nov 2025 – Review & shortlisting

Our partnerships team carefully reviews each application against the program criteria. Shortlisted organisations may be contacted to discuss their ideas further.

18 Nov 2025 – Partners announced

Successful Major Partners will be announced publicly and notified directly.

Helpful information

MEDIA

Your campaign will run across goa's digital network of 70+ large-format billboards across South East Queensland. These screens reach thousands of Queenslanders every day on major motorways, city streets, and suburban hubs.

Digital formats mean we can run multiple creative variations, schedule day-part messaging, and even integrate dynamic content like countdowns, live scores, or event updates.

CREATIVE

We'll work with you to ensure your campaign creative has as much cut-through as possible. Billboards work best when the message is simple, bold, and memorable.

Our team can provide guidance or support with artwork to make sure your idea is optimised for the medium — from font sizes and colour contrast to headline clarity and emotional impact.

TIMING

The Community Partnerships Program runs across the full calendar year. Each Major and Growth Partner is allocated campaign time within our schedule, and we work closely with every organisation to make sure their campaign lands at the right moment.

Where possible, we align activity with key organisational dates, appeals, or events so that your message not only reaches people, but does so at the time it matters most. Our goal is to give each partner the best share of time possible, maximising visibility and impact.

IDEAS

We encourage partners to think creatively about how their billboard campaign can spark conversation. The most effective campaigns often go beyond simple awareness and create interaction, intrigue, or emotional connection.

This could mean:

- Live activations such as art auctions or community events
- Audience participation through hashtags or prompts
- Storytelling hooks that surprise, delight, or move people
- Integration with social media, where billboards drive online sharing and engagement

The stronger the idea, the greater the opportunity for PR coverage, community buzz, and long-lasting impact.

Join our Community

Apply by 30 October 2025 by submitting our form.

Apply now

Questions? Reach us at marketing@goa.com.au
Sign up to our emails for updates and announcements.

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