

VML:MB
Vicki Lukritz
3810 6221

SPARE

5 October 2017

Sir/Madam

You are advised that a meeting of the **LIBRARIES AND TOURISM COMMITTEE** will be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **8.30 am** on **Monday, 9 October 2017**.

<u>MEMBERS OF THE LIBRARIES AND YOUTH AND SENIORS COMMITTEE</u>	
Councillor Pahlke (Chairperson) Councillor Ireland (Deputy Chairperson)	Councillor Antonioli (Mayor) Councillor Wendt (Deputy Mayor) Councillor Stoneman Councillor Pisasale

Yours faithfully

Gary Kellar
ACTING CHIEF EXECUTIVE OFFICER

LIBRARIES AND TOURISM COMMITTEE AGENDA

8.30 am on **Monday**, 9 October 2017

Council Chambers

Item No.	Item Title	Officer
1	2017 Story Arts Festival Ipswich	LSM
2	In Touch with Tech Programs	LSM
3	Councillor Ireland's Visit to Edmonton Library, Canada	LSM
4	Tourism Branch September Quarter Report	TDM
5	Tourism Assets Assessment Report	TDM

LIBRARIES AND TOURISM COMMITTEE NO. 2017(01)

9 OCTOBER 2017

AGENDA

1. 2017 STORY ARTS FESTIVAL IPSWICH

With reference to a report by the Library Services Manager dated 25 September 2017 concerning the Story Arts Festival Ipswich held from 3 to 10 September 2017.

RECOMMENDATION

That the report be received and the contents noted.

Report

2. IN TOUCH WITH TECH PROGRAMS

With reference to a report by the Library Services Manager dated 25 September 2017 regarding the updated In Touch With Tech programs to be delivered at Ipswich Libraries.

RECOMMENDATION

That the report be received and the contents noted.

Report

3. COUNCILLOR IRELAND'S VISIT TO EDMONTON LIBRARY, CANADA

With reference to a report by the Library Services Manager dated 25 September 2017 concerning Councillor Ireland's visit to Edmonton Library in Canada, USA.

RECOMMENDATION

That the report be received and the contents noted.

Report

4. TOURISM BRANCH SEPTEMBER QUARTER REPORT

With reference to a report by the Tourism Development Manager dated 26 September 2017 concerning the key performance indicators of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending September 2017.

RECOMMENDATION

That the summary concerning the key performance indicators of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending September 2017 be received and the contents noted.

Report

5. TOURISM ASSETS ASSESSMENT REPORT

With reference to a report by the Tourism Development Manager dated 20 September 2017 concerning the Tourism Assets Assessment Report.

RECOMMENDATION

That the report concerning the Tourism Assets Assessment Report be received and the contents noted.

Report

and any other items as considered necessary.

Library and Tourism Committee	
Mtg Date: 09.10.2017	OAR: YES
Authorisation: Caroline McMahon	

25 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

FROM: LIBRARY SERVICES MANAGER

RE: 2017 STORY ARTS FESTIVAL IPSWICH

INTRODUCTION:

This is a report by the Library Services Manager dated 25 September 2017 concerning the *Story Arts Festival Ipswich* held from 3 to 10 September 2017.

BACKGROUND:

Story Arts Festival Ipswich (SAFI) is a celebration of children's literature that offers exciting literary experiences in multiple artistic forms for both children and adults. This biennial event, organised and funded by the Ipswich District Teacher-Librarian Network (IDTLN), is recognised Australia wide for its quality program and reputation as the only festival of its kind that is completely free to children and their families. The program encompasses school, family and adult workshops and presentations designed to:

- Expose audiences to a wide range of notable and emerging authors and illustrators.
- Build an appreciation for the processes involved in writing and illustrating stories.
- Inspire children to read and become lifelong readers.
- Strengthen artistic experiences for children.
- Enthuse teachers and parents about the value of stories and encourage them to promote literature to young people.

This year was the IDTLN's 12th Festival. It ran across eight (8) days and utilised multiple venues across the Ipswich CBD including Ipswich Central Library, Ipswich Civic Centre and Ipswich Community Gallery. The program included an outstanding array of 37 presenters and offered 333 individual workshops and presentations, 69 of which were held at Library venues. Total attendance for the Festival exceeded 8,349. Attendance at Library venues was 5,269, which equates to 63% of overall Festival attendance. Attachment A provides a breakdown of sessions held at the Library.

A comparison of the number of sessions and attendance at Ipswich Central Library for the past two (2) Festivals and for the total Festival is provided in Table 1 below:

Table 1: Comparison of 2015 and 2017 StoryArts Festival sessions and attendance

Festival Sessions	2015		2017	
	No. of sessions	Attendance	No. of sessions	Attendance
Ipswich Library Venues	27	1,539	69	5,269
Total Festival Venues	350	8,530	351	8,349

The significant increase in the number of sessions and attendance at Ipswich Central Library can largely be attributed to the inclusion of the repurposed Library Mezzanine level as an event space. Of the 44 schools that participated in this year’s Festival, 37 attended one (1) or more workshops at Ipswich Central Library as listed in Attachment B.

The 2017 Festival program reflected an increased focus on STEAM (Science, Technology, Engineering, Arts and Mathematics) and included a Steampunk theme for the Festival Dinner. A special highlight of the Festival was an exhibition of artwork by local students that was projected onto buildings in D’Arcy Doyle Place each evening of the Festival. This artwork was inspired by the work of award winning author-illustrator, Narelle Oliver, who passed away late 2016.

Another Festival feature was the Narelle Oliver, *I Want to be in a Book Exhibition* that was showcased in the Community Gallery throughout September, with a specially designed augmented reality app helping to bring Narelle’s artwork to life. This exhibition, curated by the Network, will travel interstate in October.

Ipswich Libraries has a strong history of working in partnership with the IDTLN to present and promote the Festival. Library staff provided supervision and venue set-up for sessions held at Library venues, facilitated student movement between sessions and venues, welcomed groups to the Library and ensured all presenters had access to the facilities and equipment they require to effectively deliver their sessions.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Story Arts Festival Ipswich offers the opportunity for children, teachers, parents and the wider community to engage with, and be inspired by, a rich array of authors, illustrators and other presenters. This first hand exposure to personal experiences provides a greater appreciation and understanding of children’s literature and the processes involved in creating children’s stories in its multiple forms. The free sessions assist in bringing the Festival within the reach of schools and families, while the adult program is a unique professional development opportunity for anyone involved in children’s literature, including aspiring writers and illustrators, teachers and library staff and attracts interstate visitors.

The StoryArts Festival Ipswich aligns and contributes to the strategies and outcomes of the Council's Advance Ipswich and Corporate Plan 2017–2022 document as follows:

Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.

- Promote whole-of-life learning opportunities, particularly early learning and adult learning.
- Increased participation in learning opportunities across targeted community groups.

Develop a compact, sustainable, mixed use urban form that supports community and economic development.

- Develop a strong network of centres to support community connectedness and identity and accessibility to services and facilities that contribute to both social and economic outcomes.

FINANCIAL IMPLICATIONS:

Ipswich Libraries' contribution to the Story Arts Festival is provided as part of core library services and is scoped as part of the Public Programming service stream of Ipswich Libraries and funded in the 2017–2018 financial year budget allocation.

Type of Support	Cost of Support
Staff participation to support 69 programs at 105 hours of delivery	\$5,775.00
In-kind support for venue hire over the week	\$1,800.00
TOTAL SUPPORT VALUE:	\$7,575.00

CONCLUSIONS:

The *Story Arts Festival Ipswich* is a significant cultural event for the Ipswich region, offering multiple opportunities for community members of all ages to meet and be inspired by notable and award winning creators of children's literature who are drawn to the Festival from across Australia. The strong partnership that exists between the Ipswich District Teacher Librarian Network, Ipswich Libraries and other areas of Ipswich City Council and the community, is integral to the Festival's ongoing success and its highly regarded reputation as one of the key children's literature festivals in Australia.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A: 2017 StoryArts Festival Ipswich – Attendance – Ipswich Library venues	 Attachment A
Attachment B: 2017 StoryArts Festival Ipswich – Attendance – School sessions at Ipswich Library venues	 Attachment B
Attachment C: 2017 StoryArts Festival Ipswich - Photographs	 Attachment C

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon
**CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)**

Table A: 2017 StoryArts Festival Ipswich - Library Sessions – No of Sessions & Attendance

Program Type	Presenter	No of Sessions	Attendance
Primary School	Ailsa Wild	3	285
	Andrew King	4	475
	Christine Bongers	4	319
	Lance Balchin	12	1396
	Lucia Masciullo	4	118
	Peter Carnarvas	8	851
	Sally Heinrich	4	484
	Tanya Batt	4	487
	Trace Balla	8	221
Primary School Program Total		51	4636
Family	Ailsa Wild - Fictional Science	1	16
	Andrew King	2	19
	Animal Advocacy	1	19
	Antartica to Reef	1	43
	Bearbots and Brobots	1	35
	Book Gig - Sandy Fussell	1	110
	Coral Tulloch	1	16
	Dance, Skip, Sparkle & Twirl	1	47
	Making Mechanica	1	35
	Minecrafting a Story	1	46
	Peter Carnarvas	1	52
	Peter Taylor- Calligraphy	1	16
	Professor Falconette - Harry Potter Celebration	1	56
	Tanya Batt	1	27
Trace Balla - Journalling	1	24	
Family Program Total		16	561
Adult	Shamini Flint	1	22
	Reception with Peter Carnarvas and Gregg Dreise	1	50
Adult Program Total		2	72
Grand Total		69	5269

Attachment B: Schools Attending Ipswich Library Sessions

Region	School	No of Session	Attendance
ICC	Amberley District State School	11	576
	Bethany Lutheran Primary School	3	96
	Blair State School	5	398
	Brassall State School	4	149
	Churchill State School	1	96
	Deebing Heights State School	2	60
	Haigslea State School	2	44
	Immaculate Heart Primary School	1	83
	Ipswich East State School	1	19
	Ipswich Junior Grammar School	2	128
	Ipswich North State School	1	84
	Ipswich West State School	1	30
	Karalee State School	1	114
	Leichhardt State School	1	13
	Marburg State School	1	22
	Raceview State School	3	325
	Rosewood State School	7	282
	St Augustine's College	1	100
	St Bridgid's Catholic Primary School	1	69
	St Mary's Primary School	5	233
Tivoli State School	4	159	
Walloon State School	1	123	
West Moreton Anglican College	5	320	
ICC Schools Total			3523
Home	Jim Jems Home Schoolers	3	115
Home Schools Total			115
Other	Augathella State School	1	18
	Clarendon State School	3	120
	Hatton Vale State School	3	133
	Jindalee State School	4	235
	Minden State School	3	83
	Mount Sylvia State School	3	37
	Prenzlau State School	2	56
	Readers Cup Schools	2	28
	Rocklea State School	2	51
	Serviceton South State School	1	62
	St Aiden's Anglican Girl's School	1	72
	Toowoomba Grammar School	1	75
	Wilston State School	1	16
	Xavier Catholic College - Wide Bay	1	12
Other Schools Total			998
Grand Total			4636



**Celebrating
StoryArts Festival Ipswich
Ipswich Libraries
2017**

Library and Tourism Committee	
Mtg Date: 09.10.2017	OAR: Yes
Authorisation: Caroline McMahon	

25 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

FROM: LIBRARY SERVICES MANAGER

RE: IN TOUCH WITH TECH PROGRAMS

INTRODUCTION:

This is a report by the Library Services Manager dated 25 September 2017 regarding the updated *In Touch With Tech* programs to be delivered at Ipswich Libraries.

BACKGROUND:

Since late 2016, Ipswich Libraries has presented a schedule of technology programs entitled *In Touch With Tech*, providing digital literacy development opportunities for community members. In August 2017, this schedule was reviewed with the aim of generating increased interest and overcoming the recurring issue of people booking but not attending. The new *In Touch with Tech* programs, implemented in September 2017, cater to a variety of skill levels and offer diversity in interest. High demand programs have been retained and new topics introduced.

In addition, a series format has been adopted for delivery of selected programs requiring participants to attend sequential sessions and aiming to reduce non-attendance by booked persons.

The new programs on offer are:

1. *LEARN* series – four (4) different topics offered at basic level:
 - LEARN PC - computers, internet and email
 - LEARN Office – Word, Excel and PowerPoint
 - LEARN Social – Facebook, blogging and Skype
 - LEARN 3D – design and printing
2. *Tech Self-ed* – Two (2) individual sessions showcasing self-paced online courses available at basic and experienced levels and including courses available via the library's virtual branch.

3. *Digital Arts series* – Three (3) different individual sessions offering creative digital experiences:
 - Digital Paint – using the Virtual reality Tilt Brush tool
 - Digital Sketch – drawing with Tablet and Stylus
 - Digital Audio – creating electronic music using LMMS software
4. *Adult Code Club* – a monthly evening program teaching code using Scratch to adults. The library currently runs a Code Club for children.
5. *Special Interest* - these large group sessions will also be offered ad hoc across a range of digital topics.

In Touch With Tech is aimed at adults and teens 13 years and over. Components of the LEARN and Tech Self-ed series will also provide content suitable for the Internal Support Digital Literacy program being developed with the Learning and Development team from the Human Resources Branch.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The new technology programs will provide opportunities for community members to build their digital literacy awareness and skill levels. Access to digital skill development opportunities contributes to increasing digital inclusion and helps reduce social isolation. These programs, through the use of technology, provide for educational, experiential and creative learning and support the STEAM (Science, Technology, Engineering, Arts and Mathematics) movement through improved access to technology.

The provision of opportunities to improve digital literacy skills will also help participants with life skills to aid with employment, socialisation, communication and current affairs. The ability to successfully utilise digital tools contributes to an individual's sense of belonging as well as the capacity to effectively function in daily life. The programs, through bringing people with similar goals together, highlight the integral role of the Library in lifelong learning within the community.

The Ipswich Libraries' *In Touch With Tech* programs contribute to the strategies and outcomes of Council's Advance Ipswich and Corporate Plan 2017–2022 in the following areas:

Advance Ipswich: Goal 1, Strategy 2

Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.

- Promote whole-of-life learning opportunities, particularly early learning and adult learning.
- Increased participation in learning opportunities across targeted community groups.

Community Identity (Corporate Plan – Goal 1 CSW 2.1.3)

- Encourage community activities that promote and celebrate a sense of belonging.

Community Identity (Corporate Plan – Goal 1 CSW 2.2.2)

- Implement a Community Engagement Framework that supports equitable access for all residents and that utilises modern engagement tools and technologies.

FINANCIAL IMPLICATIONS:

Costs associated with the updated *In Touch With Tech* programs are scoped as part of the Public Programming service stream of Ipswich Libraries and funded in the 2017–2018 financial year budget allocation.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – In Touch With Tech – 2017 – Trifold brochure	 Attachment A

CONCLUSION:

Ipswich Libraries' *In Touch With Tech* program schedule is an updated and responsive approach to providing digital literacy development opportunities to community members. The variety of topics and level of skill instruction presented consolidate the standing of Ipswich Libraries as an accessible and inclusive provider of technology, information and lifelong learning.

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon
**CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)**

IPSWICH LIBRARIES

IPSWICH LIBRARIES

IN TOUCH WITH TECH

Adult Code Club

Interested in programming? Heard about coding and want to know more?

Join the Adult Code Club to learn from scratch and get your coding skills started.

Basic computer skills and an email address are required.

These are coding sessions for adults and teens aged 13+ years.

(If your child is aged between 8 and 12, Ipswich Libraries runs a Kids Code Club which is held every Friday afternoon during school terms.)

Special Interest

These sessions will offer different topics at different times so keep an eye out on the website or at your local branch to see what's on.



Contact your library

Ipswich Central Library

40 South Street, Ipswich
(07) 3810 6815

Redbank Plaza Library

Redbank Plaza Shopping Centre
1 Collingwood Drive, Redbank
(07) 3810 6177

Redbank Plains Library

Moreton Avenue, Redbank Plains
(07) 3810 6887

Mobile Library Service

(07) 3810 6887

FREE EVENTS - BOOKINGS ESSENTIAL
Dates, times and locations vary
Visit Library.ipswich.qld.gov.au/events
or call your local library branch.

Your guide to
technology programs



Library.ipswich.qld.gov.au



Library.ipswich.qld.gov.au



IPSWICH LIBRARIES

IN TOUCH WITH TECH

Learn Series

Tech Self-ed

Digital Arts

Adult Code Club

Special Interest

Group sessions are available.
For some courses, we can also come to you.
Contact us for more information.

Adults and Teens (13+ years)

Learn Series

Each of these 4 courses are one session per week for 3 consecutive weeks.

Participants are required to attend all 3 sessions.

LEARN PC: Basic Computers, internet and email.

Discover the basics of computers. Understand how to use an internet browser and explore the internet. See how to set up an email account and send emails with attachments.

LEARN OFFICE: Basic Word, Excel and PowerPoint

Explore the basics of Microsoft Office. Understand how to create documents, spreadsheets and slide shows using Word, Excel and PowerPoint.

Basic computer skills are required.

LEARN SOCIAL: Facebook, blogging and Skype

Discover how you can share your thoughts and photos with family and friends using Facebook. Have your own slice of the internet by creating your own website or blog. Learn how to communicate with friends and family online using Skype.

Basic computer skills and an email address are required.

LEARN 3D: Design & Print

Find out all about the basics in 3D design using the online tool, Tinkercad. Start to create your own unique design, explore similar designs online and mix them into your own. Prepare your 3D designed object for printing and have a chance to design in Virtual Reality using Google Blocks.

Basic computer skills and an email address are required.

Tech Self-ed

All courses are single sessions.
Choose the level right for you.

Discover free online courses available to help build your skills across a wide range of topics. Visit the library website to see what's on offer there. Sessions available:

BASIC: no computer experience required

EXPERIENCED: some computer experience required

Digital Arts

All courses are single sessions. Book into one or all.

DIGITAL PAINT: Virtual painting with Tilt Brush

Explore what Virtual Reality (VR) is, see how experts are creating art online and find out how the technology is used other than for entertainment. Every booking will have the option to play around with a digital painting tool, Tilt Brush.

DIGITAL SKETCH: Creative drawing with tablets

Learn how to draw digitally using a stylus and tablet. Create works of art without mess. This session will use the Windows Ink sketching tools that are available on Windows 10.

DIGITAL AUDIO: Creating electronic music

Discover the first steps in creating your musical masterpiece. The session will use the open source software LMMS to mix your music with pianos, guitar solos and drum beats. Create and showcase your music at the end of the session.

Libraries and Tourism Committee	
Mtg Date: 09.10.2017	OAR: YES
Authorisation: Caroline McMahon	

25 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

FROM: LIBRARY SERVICES MANAGER

RE: COUNCILLOR IRELAND’S VISIT TO EDMONTON LIBRARY, CANADA

INTRODUCTION:

This is a report by the Library Services Manager dated 25 September 2017 concerning Councillor Ireland’s visit to Edmonton Library in Canada, USA.

BACKGROUND:

For 101 years Edmonton Public Library has galvanized its ever-growing city. In 1913 this Library established itself above a meat and liquor store to its current configuration as a massive, team-driven enterprise. This Library has served as a pioneering gathering place, connecting people, expanding minds and changing the parameters of what it means to be a public library. Having the spirit and creativity to do that meant taking risks, innovating and embracing change.

Detailed below are some achievements of Edmonton Public Library:

- 1941 The first public library in North America to offer bookmobile service by using a converted streetcar.
- 1979 The first public library in Canada to install an integrated, computerized circulation system.
- 2007
 - Was the first urban public Library in Canada to Implement RFID technology
 - To hire an Aboriginal Services Librarian.
 - To receive senior friendly designation from the Alberta Council on Aging.
 - First to develop ME Libraries technology, allowing customer self-registration for immediate access to reciprocal borrowing across the province without staff intervention.
 - First to offer Treehouse online learning courses, Freading, Freegal Music, Simon & Schuster eBooks and Hoopla streaming video.

Edmonton Public Library was also the first in Canada to hire an outreach worker, the first urban Library in Canada with an iPhone app and the first to offer both a lending machine, a return chute off-site and a Branch located inside an academic Library.

In 2014 Edmonton Public Library won the Gale / Library Journal Library of the Year award. This award is awarded to a library that most profoundly demonstrates service to the community, creativity and innovation in developing specific community programs or a dramatic increase in library usage and leadership in creating programs that can be emulated by other libraries.

In August this year Councillor Ireland visited and toured the Branches of Edmonton Library. Detailed below is an itinerary of Councillor Ireland’s visits and tour on 29 August 2017 and the contacts made with senior and executive staff in the organisation:

Name	Topic
Virginia Clevett – Manager Andrew Halberstadt – Associate Manager	<i>Tour of Mill Woods Library</i> <ul style="list-style-type: none"> • Andrew advised wonderful to build the Library at a transit hub. • The Library has many quiet rooms and many points to connect to the Web.
Jody Crilly – Manager	<i>Tour of Clareview Library</i> <ul style="list-style-type: none"> • Part of a Council complex with a glass wall separating the Library from a large pool precinct. • A school for those wishing to return to high school. • A fitness centre. • One level is purposed for the support of senior citizens (classes, learning, small meeting rooms).
Linda Garvin – Executive Director, Customer Experience	<i>Discussions about Library buildings. 2017 Library of the Year, Customer Experience</i> <ul style="list-style-type: none"> • Edmonton Public Library is run by a Board funded by both the provincial government and Council. • No Mobile Library but they have a large van that is fitted out like a builder’s utility. They organise dates with schools and take Lego, robotics, coding, a green room and camera etc. to site for the delivery of public programs. They target schools in low socio-economic areas. The vans are stored at the Municipal Transport Department.

Anna Alfonsi – Director, Marketing and Communications	<p><i>Marketing</i></p> <ul style="list-style-type: none"> All marketing is done in-house by qualified staff for consistency.
Sharon Day – Director, Branch Services and Collections	<p><i>Collections, Circulation and Discovery Services Presentation</i></p>
Steve Till-Rogers Director, Technology Services and Holly Arnason / Associate Manager, Makerspace, DLI and Web Services	<p><i>IT, Digital Literacy Initiatives, Web Services and Makerspace</i></p> <ul style="list-style-type: none"> Steve is a local boy from St Lucia. City of Edmonton was a finalist with Ipswich City Council for the Smart Cities Award. He has partnered with QUT for more projects and will be in Brisbane in December 2017. He would love to visit Firestation 101. Holly runs the Makerspace with the addition of a portable green room for primary schools
Sheri DeVries – Outreach Worker	<p><i>Outreach Services</i></p> <ul style="list-style-type: none"> Sheri described the steps taken at all Branches to assist the disadvantaged.
Elaine Jones – Manager, Youth Services and epl2go	<p><i>Early Literacy Programs, Welcome Baby and Lit Vans</i></p> <ul style="list-style-type: none"> Early Literacy – Use of simple sign language, only Mums and Babies in baby groups. Older children have a session where babies can also attend. Other programmes similar to Ipswich Libraries.

CONCLUSION:

Councillor Ireland visiting the 2014 Gale / Library Journal Library of Year – Edmonton Public Library provides an opportunity for the Councillor to give insight into how Edmonton Public Libraries operates and presents their services to the community.

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Entry – Edmonton Public Library	 Attachment A
Attachment B – Clareview Public Library	 Attachment B
Attachment C – Edmonton Public Library Truck	 Attachment C

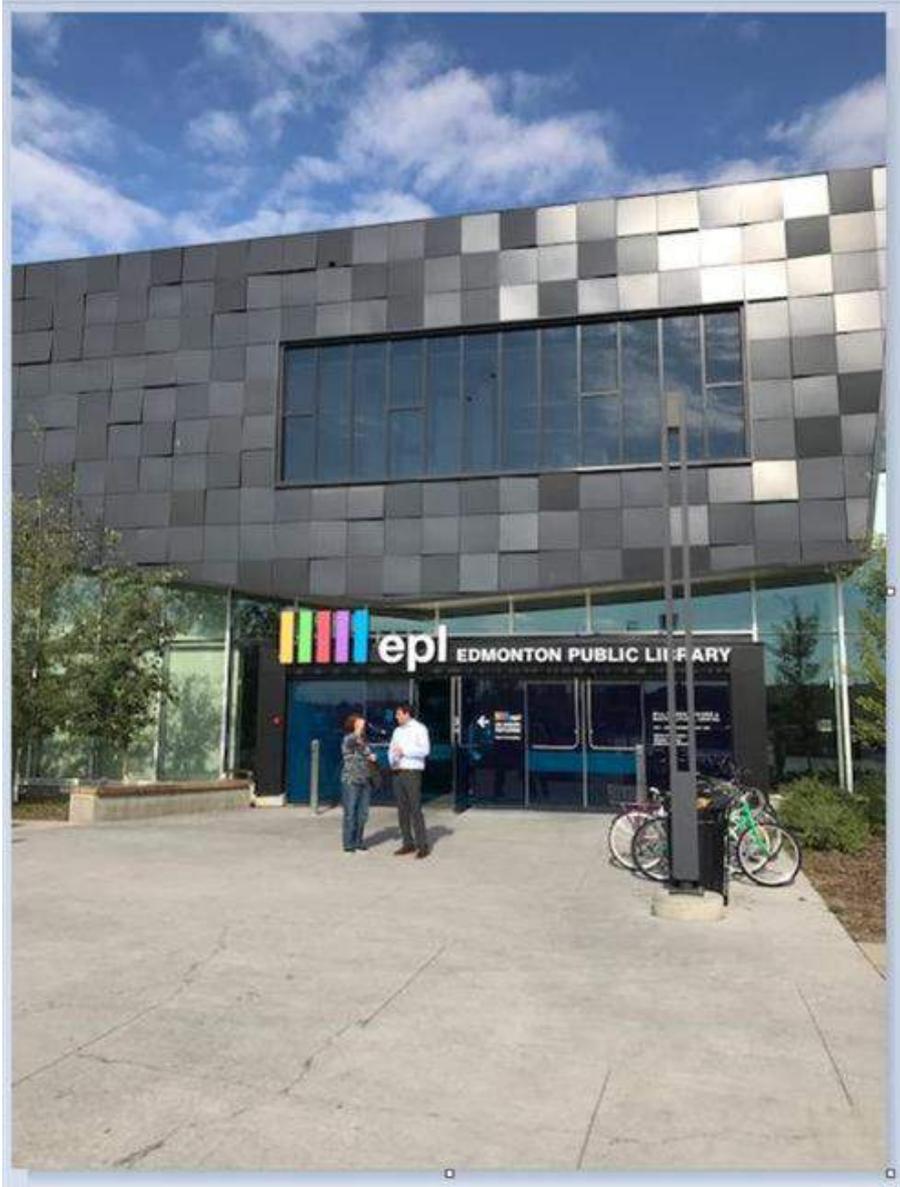
RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon
CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)



Entry – Edmonton Public Library



Clearview Public Library



Edmonton Public Library Truck

Libraries and Tourism Committee	
Mtg Date: 09.10.17	OAR: YES
Authorisation: Ben Pole	

26 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: TOURISM BRANCH SEPTEMBER QUARTER REPORT

INTRODUCTION:

This is a summary by the Tourism Development Manager dated 26 September 2017 concerning the key performance indicators of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending September 2017.

BACKGROUND:

The Tourism Branch assists the region's tourism industry in the positive promotion of the destination to target audiences in an effort to increase visitor demand, visitor arrivals and visitor expenditure.

Currently, the Tourism Branch is delivering the Discover Ipswich SEQ Campaign which commenced in July 2017 and will run through to June 2018. The campaign targets day-trippers and short break visitation from Brisbane and south east Queensland marketplace with print, television and digital advertising along with publicity via key influencers and bloggers.

A leading indicator for the success of the campaign is measurable consumer engagement across the Discover Ipswich platforms. For example, the DiscoverIpswich.com.au website has generated a record 143,000 unique visitors to date and the social media channels have generated 177,172 consumer engagements (approximately 20,000 per week).

KEY ASSET PERFORMANCE INDICATORS

Platform	Metric	FY17 Target	Current	% of Target
Website				
Website	Unique Visitors	730,000	142,385	20%
Email Database	Total Subscribers	12184	2,400	20%
Leads	Leads to Operators	85,000	7,497	9%
Social Media				
Social Consumer Engagement	Total number of consumer engagements	480,000	177,172	37%
Media + Social	Equivalent Value	\$1,250,000	\$636,516	51%

KEY INDUSTRY PERFORMANCE INDICATORS

Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 6.45% or 145,834 visitors, to a total 2.4 million visitors in the 12 months ending June 2017. Some of the most positive indicators for the period include day trips increased 9%, domestic visitor nights increased 7% and international overnight visitors increased 16%

Market	YE June 2016	YE June 2017	Variance
Domestic Overnight Arrivals	536,000	532,000	-1%
Domestic Day Trips	1,696,000	1,841,000	+9%
International Overnight Arrivals	30,090	34,924	+16%
Total Arrivals	2,262,090	2,407,924	+6.45%

Source: Tourism Research Australia, National and International Visitor Survey

A complete report on the Tourism Branch for the quarter can be found in the Economic Development and Marketing Department September Quarter Report.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The activities undertaken and services provided through the Tourism Branch align with the Advance Ipswich Plan and the Economic Development and Marketing Department Plan:

Goal 1 Strategy 6 Key Action 6.3 – Support economic activity based on retail and hospitality in the existing and proposed centres.

Goal 1 Strategy 6 Key Action 6.4 – Support tourism opportunities based on heritage assets, events, motor and adventure sports, eco-tourism and nature-based recreation, rural areas and farm-based tourism.

Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our identity and changing communities

RECOMMENDATION:

That the summary concerning the key performance indicators of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending September 2017 be received and the contents noted.

Alistair Tavares
TOURISM DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Libraries and Tourism Committee	
Mtg Date: 09.10.2017	OAR: YES
Authorisation: Ben Pole	

20 September 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: TOURISM ASSETS ASSESSMENT REPORT

INTRODUCTION:

This is a report by the Tourism Development Manager dated 20 September 2017 concerning the Tourism Assets Assessment Report.

BACKGROUND:

The Destination Marketing, Management and Events Plan (DMMEP) identified the need to prioritise a guide for future tourism investment infrastructure for the City of Ipswich to support the growth of the visitor economy.

DMMEP, Priority Action 9: *“Audit of Ipswich accommodation and tourism infrastructure based on market positioning and forecast growth leading to the delivery of industry reports and commercial prospectus for targeted investment and development.”*

Following a formal tender process the AEC group, an industry recognised consultancy, was selected to develop an evidence base to inform the types of tourism related infrastructure needed in Ipswich, based on identified gaps in the visitor economy product offering and opportunities to fill those gaps.

This evidence base forms the Tourism Assets Assessment Report which identifies preferred investment attraction opportunities relating to the tourism market.

Consultation with stakeholders took place between February and April 2017 and included a series of interviews with Council staff, accommodation providers, tourism operators and industry association representatives.

These stakeholder insights and perspectives have been collated with data driven industry analysis and presented in the attached Tourism Assets Assessment Report.

NEXT STEPS:

The Tourism Assets Assessment Report will be used by Council’s Tourism Branch and Office of Economic Development to focus efforts on more detailed feasibility reports and market prospectuses.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Tourism Assets Assessment Report	 Attachment A.pdf

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Tourism Assets Assessment Report furthers the Advance Ipswich Plan:
Goal 1 Strategy 1 Key Action 1.1 – Promote a major investment pathway within Council that supports investment attraction in key areas.
Goal 1 Strategy 6 Key Action 6.4 – Support tourism opportunities based on heritage assets, events, motor and adventure sports, eco-tourism and nature-based recreation, rural areas and farm-based tourism.

RECOMMENDATION:

That the report concerning the Tourism Assets Assessment Report be received and the contents noted.

Alistair Tavares
TOURISM DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
**CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)**

TOURISM ASSETS ASSESSMENT

CITY OF IPSWICH
SEPTEMBER 2017

aecgrouppltd.com



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EXECUTIVE SUMMARY

BACKGROUND & PURPOSE

The City of Ipswich is experiencing significant growth, and Council is focused on facilitating the best outcomes linked to this growth by driving a vision of innovation as a means to manage and coordinate the rapid transformation that is shaping the city.

As part of this vision Council is exploring opportunities to grow and develop its visitor economy, and more specifically the business tourism market. The purpose of this report is to develop an evidence base to inform the types of tourism related infrastructure needed in Ipswich, based on identified gaps in the visitor economy product offering and opportunities to fill those gaps. It is anticipated that this evidence base will help identify investment attraction opportunities relating to the business tourism market.

KEY FINDINGS

Trends over the last ten-years demonstrate that Ipswich has primarily been a day trip market for domestic visitors that are visiting friends and relatives. However, trends in visitor numbers and length of stay have been progressively improving. As a business tourism destination Ipswich has a relatively low profile, and a concerted effort to raise this profile and attract new product is required if Ipswich is to become known as a business tourism destination.

Ipswich has a year-round calendar of events with several hallmark and community events. Festivals such as the Ipswich Festival, CMC Rocks, EarthFrequency and Goodna Festival attract large crowds and are regular hallmark events on the regions calendar. Community events, performing arts and musical theatre are also well represented and hosted at quality venues such as the Ipswich Civic Centre and community open space venues across the City. Ipswich is growing in recognition as a quality sporting venue and plays host to several mountain bike riding, horseracing and motorsport events throughout the year. The Ipswich Turf Club, Queensland Raceway, Willowbank Raceway all provide quality venues that attract large crowds to horseracing and motorsport events throughout the year, while Hidden Vale Adventure Park has been successful in hosting national mountain bike events, and represents the closest mountain bike venue to Brisbane CBD for such events.

Based on a scan of business events Ipswich is host to several free and low-cost business events. For the most part, these events are day events, and are themed around business systems, business start-up and bookkeeping. Whilst there are a few venues (e.g. Metro Hotel Ipswich International and Woodlands of Marburg) which are capable of hosting residential conferences, further investigation is required to evaluate whether there would be increased demand for business events if more facilities existed to host such events. Further investigation is also required to establish the level of demand required to make a new purpose-built facility economically viable.

Based on the research and consultation undertaken following are the key recommendations to produce a tourism demand driving infrastructure development and investment strategy that identifies new and existing tourism attraction opportunities, their costs, and prioritise their funding based on their potential to grow the visitor economy and attract investment, options to be considered for this should at least include:

- Undertaking a feasibility study to determine the viability of a significant family friendly integrated attraction(s) leveraging regional proximity to Brisbane/Airports/Toowoomba and population growth centres to attract day and weekend visitors. Consider suitable incentives to attract major attraction developers.
- Undertake a feasibility study to determine the viability of creating the planned performing arts centre as a multi-purpose civic centre capable of also hosting MICE related events. Consider suitable incentives to attract developers.
- Undertake a detailed hotel market demand, supply and feasibility study as the primary tool for the basis to attract hotel/resort accommodation. Consider suitable incentives to attract hotel/resort/eco-friendly accommodation developers.
- Town plan to identify tourism precincts within the CBD and preserve potential hotel sites.

- Increase resources for the establishment and development of new events, the improvement of existing events, and for increased events marketing.
- Increase resources for tourism marketing and to activate tourism product development. Council has a progressive and expert Economic Development and Tourism team. Increased funding could be applied effectively to build visitor awareness of Ipswich Tourism attractions and to build awareness of Ipswich as an attractive, innovative and 'Smart' City with investment opportunities.
- Develop a specific and targeted 'Guide to Investment in Ipswich' as a ready guide for potential investors.

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1. INTRODUCTION

1.1 BACKGROUND

The City of Ipswich is experiencing significant growth, and Council has established key strategic documents such as the overarching Advance Ipswich Plan, and others that are linked to it including the Smart City Blueprint, to provide a framework for managing and coordinating the rapid transformation that is currently shaping the city and community.

Part of the vision for Ipswich as outlined in the Advance Ipswich Plan is as follows, “Innovative business and employment enterprises maximise the opportunities presented by the digital economy and other new technologies. In the rural hinterland, townships and boutique businesses thrive on tourism” and a range of other industries. The Plan continues with, “Ipswich is tapping into the ever changing domestic, regional, national and global markets and is supported by research facilities and centres of academic and business excellence.”

There is no doubt that Ipswich is a City on the move, and with clear direction and ambitious targets, now is a great time to be exploring opportunities for continued growth and industry expansion. The visitor economy is one of the sectors that is contributing to the growth of the City. It is estimated that tourism contributed approximately \$136 million to the Ipswich economy in 2011. An emerging sector within the visitor economy is the business tourism market, and this report aims to identify opportunities in this space for Ipswich to pursue.

1.2 PURPOSE OF THE STUDY

The purpose of the Ipswich, Tourism Assets Assessment is to develop an evidence base to inform the types of tourism related infrastructure needed in Ipswich, based on identified gaps in the visitor economy product offering and opportunities to fill those gaps. It is anticipated that this evidence base will also be used to inform the types of business events that Ipswich should be targeting based on existing and proposed tourism infrastructure.

The overarching purpose of this assessment is to identify and promote investment attraction opportunities to the business tourism market. Providing this level of information will help to ensure when discussions are held with prospective investors that information is available that outlines the opportunities and helps the investors make informed decisions.

1.3 APPROACH

Research & Analysis	Gap Analysis Report	Prospectus Development
<ul style="list-style-type: none"> Identify, collect and collate all relevant data Develop a tourism overview and market segmentation for Ipswich and relevant surrounding markets Use the data to provide a summary of the overall tourism market across the region Liaise with key stakeholders to understand potential investment attraction targets and opportunities, and how these compare to the research 	<ul style="list-style-type: none"> Bring together the information gathered and key learnings to provide the evidence base and what opportunities exist for the attraction of tourism infrastructure into the City The report will include: <ul style="list-style-type: none"> Summary of key findings Clear direction on the gaps and opportunities and what is required to address these 	<ul style="list-style-type: none"> Prepare content for an Investment Attraction Prospectus, that is likely to include: <ul style="list-style-type: none"> Introduction to Ipswich and data overview Map of the region highlighting growth areas and where key infrastructure should be targeted Description of the opportunities Information about why Ipswich is an attractive investment location and details to pursue opportunities

Source: AEC

2. VISITOR ECONOMY PROFILE

2.1 INTRODUCTION

The purpose of the visitor economy profile is to build an evidence base and understanding of Ipswich's current capabilities and drivers that are likely to impact upon the industry into the future. Provided below is a summary of the key highlights from the profile, a more detailed overview is provided as **Appendix A**.

2.2 VISITOR PROFILE

2.2.1 Visitor Type

In the year ending September 2016, a total of 1,170,000 people visited Ipswich, with 71% of these being domestic day visitors, 28% are domestic overnight visitors and 1% are international visitors. Ipswich receives the greatest proportion of day visitors in comparison to Brisbane (61%) and the Brisbane Marketing Region (67%), these regions however receive a greater number of international visitors.

Growth in total visitors has fluctuated across all regions, however the most volatility is present in Ipswich, with growth ranging between 52.3% and -23.5%, leaving the area with an average annual growth rate of 8% over the period between 2006 and 2016 (TRA, 2016). Growth has also fluctuated in the comparison areas, but not to the extremes experienced in Ipswich. There is no real pattern to the fluctuation in Ipswich, but the change is visible across both the domestic day visitors and the domestic overnight visitors, and some of the major fluctuation was experienced during volatile times in the national economy.

2.2.2 Visitor Nights

Visitor nights in the Ipswich region in the year ending September 2016 numbered 1,459,000 nights in total, whilst in the Brisbane region they numbered 32,581,000 nights and 43,410,000 in the Brisbane Marketing Region. Ipswich formed 3.4% of the total Brisbane Marketing Region's visitor nights in the same period and has been making up an increasing proportion over the last ten years, coming from a base of 2.2% in 2006.

Ipswich has shown the greatest volatility in visitor night's growth between 2007 and 2016 compared to Brisbane or the Brisbane Marketing Region, with growth ranging between 61.6% and -32.2%, which is potentially driven by the small size of the market.

Ipswich also has the highest average annual growth rate of 11.8% and a ten-year growth rate of 9.3%, whereas the other regions have an average annual growth rate of 3.9% and 4.6% respectively, and ten-year growth rates of 3.8% and 4.6% respectively. As above, this can potentially be explained by the small size of the market in Ipswich, and it is envisaged that ten years ago the tourism market in Ipswich was much smaller again, so change is going to appear quite volatile.

2.2.3 Average Length of Stay

Average length of stay for domestic overnight visitors for the year ending September 2016 was 3.4 days in Ipswich, and the average over the past ten years was 3 days. Average length of stay for international visitors for the year ending September 2016 was 23.1 nights, and the average over the past ten years was 19.9 nights. Generally, average length of stay has been lower in Ipswich than in Brisbane or Brisbane Marketing Region, however length of stay has been rising in Ipswich whilst falling in Brisbane and the Brisbane Marketing Region. The increase in length of stay in Ipswich can be attributed to growing number of things to do in the city, including a mix of events and attractions.

Length of stay of overnight visitors were lowest in Ipswich, excluding the peak of 3.5 days in 2011, when compared to the other regions. However, length of stay in Brisbane and Brisbane Marketing Region has been falling over the past ten years whilst they have been rising in Ipswich. Ipswich was consistent with the other regions in terms of length of stay by international visitors with length of stay rising over the past ten years in all regions. However, the average international length of stay over the past ten years was the highest in Ipswich than in the comparison regions, with 19.9 days.

2.2.4 Visitor Purpose of Visit

The main purpose of visit to the Ipswich region for the year ending September 2016 was to visit friends and relatives (49.3%), with holiday being the second most prominent reason (28.5%). Ipswich had the greatest proportion of visitors visiting friends and relatives than either Brisbane (31.2%) or the Brisbane Marketing Region (34.3%). However, Ipswich had the lowest proportion of visitors visiting for business, with 10.6%. In comparison Brisbane had 16.7% visiting for business and the Brisbane Marketing Region had 13.4%.

Part of the reason for Ipswich's lower proportion of visitors for business purposes is because currently Ipswich has a relatively low profile in the business tourism and events market in south east Queensland.

2.3 HOTEL MARKET

Note on methodology:

The Australian Bureau of Statistics (ABS) has conducted a quarterly accommodation survey for many years. This survey tracks accommodation establishments with 15 or more rooms and represents the most current, significant and accurate source of accommodation statistics in Australia. However, the ABS survey only considers establishments with 15 or more rooms and therefore sometimes undercounts the available supply. In addition, prior to July 2013 (September 2013 quarter) ABS data was only reported at the State level; not at the SA2 level as it is currently reported. The data presented below therefore provides the only readily available information at the SA2 level which provides insight into the Ipswich serviced accommodation market.

2.3.1 Supply

In Ipswich, the number of rooms available increased by 2 rooms between September 2013 and June 2016, which indicates that an existing property most likely provided these additional rooms. Over the same period the number of establishments in Ipswich was 10, and this figure did not change during this timeframe.

Supply of rooms in Brisbane and Marketing Region grew by a larger amount, by 3,275 and 3,332, however have shown more volatility over the past three years. Annual growth from September 2014 to June 2015 in both regions was high, between 21.1% and 29.1% in Brisbane and between 19.7% and 26.9% in Brisbane Marketing Region. After June 2015, annual growth in both regions fell, but remained higher than annual growth in Ipswich.

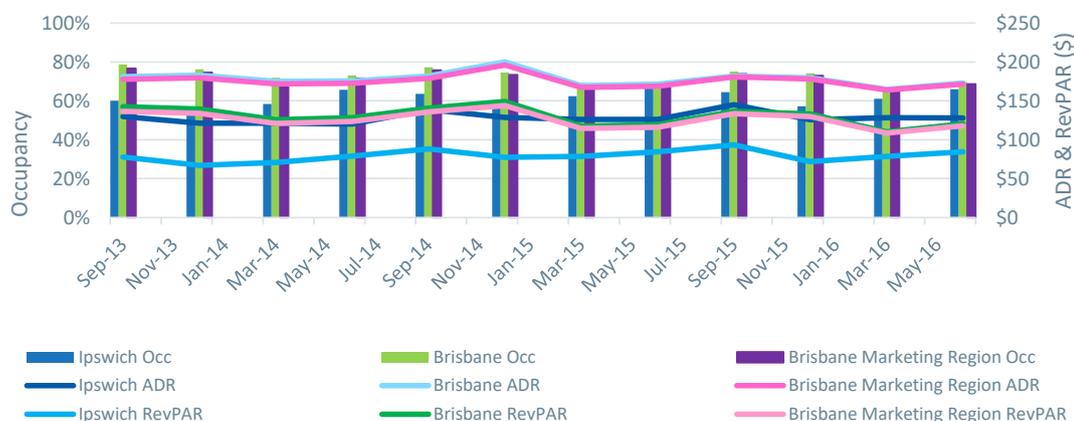
In terms of future outlook, the Brisbane trading market is expected to continue to be challenged over the next two to three years by the amount of new supply and the perceived impact by purchasers on trading levels. There are 15 further new hotel developments proposed for Brisbane between late 2016/early 2017 and 2018 (2,760 rooms), and approximately 1,100 additional rooms in 2021 within the Queens Wharf Development. Over the period from 2013 to 2018 the Brisbane market is forecast to have an addition to supply of over 6,700 rooms, or an increase of over 50 per cent. With new supply continuing to outstrip demand growth, market occupancy levels are expected to continue to come under pressure before bottoming out in 2018-2019. The vast majority of the new room stock is located in the Brisbane CBD and fringe, which is having a greater impact on specific localities (Colliers, 2016). This over supply will make new hotel investment in the Brisbane Tourism region unlikely for a number of years.

As a result of a softening in the market, transactional activity is expected to continue to be light, however, some owner's may test market appetite over this period as the supply cycle draws to a close, or are forced to, due to cash flow issues. Other owners may prefer to take a "wait and see" approach to the impact of future supply, with some owners of lower quality stock, however, may take the opportunity to divest for redevelopment rather than re-invest. As revenue and profitability continues to be impacted at an individual asset level, some owners may be more motivated to transact if debt servicing becomes an issue (Colliers, 2016).

2.3.2 Performance Indicators

Figure 2.1 provides a graphical summary of the hotel operating performance for Ipswich over the period September 2013 through June 2016 and compares this with the performance of the Brisbane CBD and wider Brisbane Marketing Region over the same period. Although the graph shows that Ipswich is performing below both markets at all performance indicator levels, the trend of performance is nevertheless broadly in line with both markets.

Figure 2.1: Summary of Hotel Operating Performance in the Ipswich, Brisbane and Brisbane Marketing Region (Sept 2013 – June 2016)



Source: ABS (2013-2016)

2.3.2.1 Occupancy

For the quarter ending June 2016 (latest available ABS statistics), average room occupancy performance in Ipswich was 66%. This outcome is broadly in line with that achieved over the last three years, and consistently lower than Brisbane and the Brisbane Marketing Region. Occupancy performance has fluctuated over the past three years, with the lowest rate occurring in December 2013, at 55% and the highest occurring in June 2015 at 67%. Brisbane and Brisbane Marketing Region follow a similar trend, with Brisbane generally having the highest occupancy rates, fluctuating between 70% and 80% over the same three-year period. Any future uplift in room occupancy performance within the Brisbane market is likely to be constrained, challenged by supply growth which is likely to outstrip demand over the next two years.

2.3.2.2 RevPAR

In June 2016, Ipswich had a Revenue Per Available Room (RevPAR) of \$84, which has fluctuated over the last three years, starting at \$78 in September 2013, and reaching a low point of \$67 in December 2013. Ipswich has the lowest RevPAR in comparison to Brisbane and Brisbane Marketing Region, with Brisbane having the highest at \$120 in June 2016. Each region followed the same general trend over the past three years, peaking towards the end of each year before falling at the beginning of the next.

2.3.2.3 ADR

In June 2016, Ipswich had an average daily room rate (ADR) of \$128, which is a slight decline from \$130 in September 2013. Brisbane had the highest ADR of \$173 and the Brisbane Marketing region had an ADR of \$172. Similar to Ipswich the ADR for Brisbane and the Brisbane Marketing region has declined slightly over the three-year period.

3. BUSINESS EVENTS AND EVENTS PROFILE

The purpose of this section is to provide an overview of the variety of events in Ipswich and a review of the main event facilities (public and privately owned). It also provides a classification of events according to their size and scope. Definitions of each type of event is provided in Table 3.2. The overall purpose of this section is to highlight the types of events that are hosted in Ipswich and in the process identify gaps that exist and the opportunity to fill these gaps through the development of new business tourism related infrastructure.

3.1 IPSWICH AS AN EVENTS DESTINATION

The City of Ipswich has undergone significant transformation in the past two decades and is in the midst of a transition from a commuter zone into a modern and vibrant regional centre whilst retaining much of its heritage charm. Ipswich is increasingly becoming a city of choice for residents, industry and tourists seeking an enviable lifestyle that is rich and diverse in its experiences. Events play an important role in the cultural fabric of the local community and provide significant cultural, economic and social benefit. They act to bring people together and foster a shared sense of place for the region, celebrating the diversity of our people, place and experiences. An important catalyst for tourism and economic development, events raise the profile and reputation of the destination and deliver economic benefit through local spend and repeat visitation. They encourage social wellbeing and connectedness, facilitating community participation and pride. They also act to foster creativity and innovation – two key focus areas of Ipswich City Council.

As highlighted in the City's latest tourism strategy (2012-2016), Ipswich is committed to ensuring that community and visitors have the opportunity to experience and participate in a range of quality and exciting events (Col, 2012).

Ipswich Events Corporation (Events Corp) have been instrumental in supporting and promoting events that deliver community and economic benefit that add to the vibrancy of Ipswich. Events Corp is a not-for-profit organisation chartered to initiate, cultivate and produce major events and promotions within the Ipswich region under a contractual arrangement with the Ipswich City Council. The Events Corp has delivered events and festivals, retail marketing initiatives and promotions, corporate functions, commercial product launches, formal openings, special award presentations and community events throughout the area and works with both the public and private sectors. Core funding for the Ipswich Events Corporation is provided by the Ipswich City Council and is further supplemented by sponsorship and in kind support from the business, community, corporate and government sectors (IEC, 2017).

3.2 EVENTS AUDIT

Ipswich has a year-round calendar of events with several hallmark and community events. Festivals such as the Ipswich Festival, CMC Rocks, EarthFrequency and Goodna Festival attract large crowds and are regular hallmark events on the regions calendar. Community events, performing arts and musical theatre are also well represented and hosted at quality venues such as the Ipswich Civic Centre and community open space venues across the City. Ipswich is growing in recognition as a quality sporting venue and plays host to several mountain bike riding, horseracing and motorsport events throughout the year. The Ipswich Turf Club, Queensland Raceway, Willowbank Raceway all provide quality venues which attract large crowds to horseracing and motorsport events throughout the year, while Hidden Vale Adventure Park has been successful in hosting national mountain bike events, and represents the closest mountain bike venue to Brisbane CBD for such events.

Developing an understanding of the current level of events in Ipswich will help to identify gaps in the local events market, and will in turn provide a better understanding about the type of tourism infrastructure required to fill the identified gaps. On this basis, the below table provides an overview of the events in Ipswich.

Table 3.1. Ipswich Events Audit & Categorisation

Name of Event	Type of Event	Audience				Event Category				Location	Duration (days)
		Family & Friends	Sports	Enthusiast	Art & Culture	Hallmark	Regular	Community	Developing/Once Off		
JANUARY											
Day out with Thomas	Family	X					X	X		The Workshops Rail Museum	1 month*
Australia Day	Family	X					X	X		Various venues around Ipswich	1 day
FEBRUARY											
Powercruise Powerplay	Motor racing		X	X		X				Queensland Raceway	1 day
Always Patsy Cline	Musical theatre	X			X				X	Ipswich Civic Centre	1 day
Ipswich Trail Run Series	Sport		X							Hidden Vale Adventure Park	1 day
Earth Frequency Festival	Music	X			X	X		X		Ivory Rock	4 days
He Said She Said**	Comedy	X			X		X			Ipswich Civic Centre	1 day
MARCH											
Ipswich Plant Expo	Gardening	X		X						Ipswich Turf Club	2 days
CMC Rocks QLD	Music				X					Willowbank Raceway	3 days
Ipswich Antique Collectable Fair	Arts & history	X		X	X					Ipswich Showground	1 day
Outback Safari	School holiday activities	X					X	X		The Workshops Rail Museum	17 days
Queensland Autospectacular	Motor racing	X	X	X						Willowbank Raceway	1 day
Autumn Drift Matsuri	Motor racing		X	X			X			Queensland Raceway	2 days
APRIL											
Watercress Creek Olive Festival	Food	X		X				X		Watercress Creek Olives & Limes	1 day
Didgeridoo Bush Camp	Cultural	X			X			X			3 days
Merida Vale 24hr MTB Relay	Sport		X	X						Hidden Vale Adventure Park	1 day
Santos Super 3	Motor racing		X	X						Willowbank Raceway	2 days
Austins Over Australia	Motor racing	X	X	X		X	X			Ipswich Turf Club	1 day
Heritage Bank Ipswich 100 Bike Ride	Sport		X	X						Uni Southern Queensland (Ipswich)	1 day
QR Japanese Nationals	Motor racing		X	X					X	Queensland Raceway	2 days

Name of Event	Type of Event	Audience				Event Category				Location	Duration (days)
		Family & Friends	Sports	Enthusiast	Art & Culture	Hallmark	Regular	Community	Developing/Once Off		
MAY											
Ipswich Festival	Music, entertainment	X			X	X		X		Various locations throughout Ipswich	10 days
Ipswich Festival of Cars	Motor racing		X	X				X		Queensland Raceways	3 days
One Mile Gift Race Day	Community fun run	X	X				X	X		Ipswich Turf Club	1 day
ArtBeat	Music, entertainment	X			X	X		X		Various locations throughout Ipswich	
Ipswich Gala Doll Fair	Arts & collectors			X	X					Ipswich Civic Centre	1 day
Marburg Show	Local culture, entertainment	X					X	X		Marburg Showgrounds	2 days
Great Houses of Ipswich	History & heritage	X			X		X	X		Various National Trust properties	1 day
Powercruise 1 Day Powerplay #25	Motor racing		X	X		X	X			Queensland Raceway	1 day
Ipswich Open Day	Local heritage	X					X	X		The Workshops Rail Museum	1 day
Ipswich Show	Agricultural, entertainment	X		X		X		X		Ipswich Showgrounds	3 days
Tastes of the World Festival	Entertainment, food, music	X							X	PCYC	1 day
JUNE											
50 th Winternationals	Motor racing		X	X			X			Willowbank Raceway	4 days
2 Days of Thunder	Motor racing		X	X			X			Queensland Raceways	3 days
Ipswich Cup	Horseracing		X	X			X			Ipswich Turf Club	1 day
Poets in the Park	Arts, literacy	X			X		X			Marburg Community Park	1 day
Day out with Thomas	Family	X					X	X		The Workshops Rail Museum	1 month*
Rosewood Show	Local culture, entertainment	X					X	X		Rosewood Showgrounds	2 days
JULY											
Giant 3PLUS3 – A Mountain Bikers Christmas	Sport		X	X			X			Hidden Vale Adventure Park	2 days
Australasian Superbike Championship	Sport		X						X	Queensland Raceway	3 days
Coasts Hire Ipswich SuperSprint	Motor racing		X	X			X			Queensland Raceway	3 days
Ipswich Park2Park Half Marathon	Sport		X				X			Limestone Park	1day
V8 Super Cars	Motor racing		X	X			X			Queensland Raceways	3 days
FX Superbikes	Motorbike racing		X	X			X			Willowbank Raceway	1 day

Name of Event	Type of Event	Audience				Event Category				Location	Duration (days)
		Family & Friends	Sports	Enthusiast	Art & Culture	Hallmark	Regular	Community	Developing/Once Off		
AUGUST											
Effervescence Champagne Festival	Food & Wine	X					X	X		Spicers Hidden Vale	3 days
Ipswich Little Theatre 63 rd One Act Play Festival	Theatre, performing arts				X		X	X		Incinerator Theatre	2 days
National Science Week	Science, education	X						X		The Workshops Rail Museum	9 days
August After Dark	Science, education	X						X		The Workshops Rail Museum	1 day
Brisbane Jamboree	Motor racing		X	X			X			Willowbank Raceway	1 day
Cams Nationals	Motor racing		X	X			X		X	Queensland Raceway	3 days
SEPTEMBER											
Powercruise #67	Motor racing									Queensland Raceway	4 days
Les Miserables**	Musical, theatre				X		X			Ipswich Civic Centre	2 weeks
Great Houses of Ipswich	Heritage, history	X			X		X	X		Various National Trust properties	1 day
Flight Centre Active Travel Cycle Epic	Sport		X			X				Hidden Vale Adventure Park	2 days
Museum Zoo								X		The Workshops Rail Museum	2 weeks
Ipswich Doll, Bear & Craft Fair	Arts & craft			X	X		X			Ipswich Civic Centre	1 day
Black Snake Creek Art Exhibition	Arts				X		X	X		Marburg Community Park	2 weeks
99 Bikes Dingo Duo	Sport		X				X			Hidden Vale Adventure Park	2 days
Goodna Jacaranda Festival	Arts, entertainment		X				X	X		Evan Marginson Park	3 days
StoryArts Biennial Festival	Literacy	X			X	X		X		d'Arcy Doyle Place	1 month*
OCTOBER											
Ipswich Classic	Motor racing	X	X	X		X				Queensland Raceway	3 days
Spring Drift Matsuri	Motor racing		X	X		X				Queensland Raceway	2 days
DECEMBER											
Ipswich Toy Run	Family fun run	X						X		Finishes at Ipswich Showgrounds	1 day
Various Christmas events	Music, entertainment	X						X		Various venues around Ipswich	1 month
New Year's Eve	Music, food, fireworks	X						X		North Ipswich Reserve	1 day

Source: AEC

Each of the events identified in Table 3.1 have been categorised as hallmark, regular, developing or community events. The below table defines each of these event categories.

Table 3.2. Definition / Classification of Events

Defining Features	Benefits	Role(s) of Council
Hallmark Events		
<ul style="list-style-type: none"> Organised by the Council, community groups or in partnership with external organisations. These events are readily identifiable within Ipswich, have potential to attract visitors from interstate (and internationally). These events play a major role in the events calendar and can attract commercial sponsorship. Typically take place over multiple days with several headline events during the festival period. 	<ul style="list-style-type: none"> Generate significant revenue (direct and indirect) for the local economy. Increase destination profile through increased media exposure. Generate wide-ranging social and cultural benefits. 	<ul style="list-style-type: none"> Sponsorship Marketing and promotion Events staff support Assistance/granting of regulatory approvals
Regular Events		
<ul style="list-style-type: none"> Organised by Council, community groups or in partnerships with external organisations. Less likely to attract large numbers of visitors. Have potential to become hallmark events. Typically held over a weekend (3 day period). Often showcase a community or cultural theme. 	<ul style="list-style-type: none"> Some intrastate visitation. Community entertainment. Promotes community capacity building and social cohesiveness. 	<ul style="list-style-type: none"> Sponsorship. In-kind assistance. Events staff support. Assistance/granting of regulatory approvals.
Developing Events		
	<ul style="list-style-type: none"> Primarily intrastate visitation. Entertainment and enlightenment. 	<ul style="list-style-type: none"> Sponsorship. In-kind assistance (for limited time until event becomes a regular or hallmark event). Events staff support. Assistance/granting of regulatory approvals.
Community Events		
<ul style="list-style-type: none"> Primarily relevant to local residents but can attract intrastate visitors as well. Event often has a niche theme or specific geographic area focus. 	<ul style="list-style-type: none"> Increase community spirit. Community entertainment. 	

Source: AEC

3.2.1 Leisure Events

Overall, Ipswich's leisure events are primarily centered around motorsport and community-based festivals. Although quality venues for horseracing and mountain bike events exist, these could be better promoted to the wider Brisbane and Gold Coast areas to raise their profile to attract events. Although the Ipswich Festival and Goodna Festival are extremely popular with local residents and day visitors alike, they do not appear to have a distinctively different unique competitive advantage when compared with other regional community festivals. Likewise, whilst the musical theatre and performing arts events held at the Ipswich Civic Centre are successful in engaging and promoting the creativity of the local community, they do not achieve the status that is enjoyed by theatres such as the Lyric Theatre, The Tivoli and the Concert Hall QPAC in the Brisbane CBD.

Despite these limitations, it is important to note that these are not unique to Ipswich, but are consistent with other 'secondary' and 'tertiary' level cities throughout Australia. Future efforts therefore need to be directed towards creating events that are iconic and unique and which reflect the character of the region. The inaugural *Tastes of the World Festival* for example is commended as being an example of a new event that showcases the cultural diversity of the region. The *Japanese Nationals* represents the premier for Japanese manufactured cars at Queensland Raceway.

The 'piggybacking' on large events currently supported, funded and promoted by Tourism and Events Queensland such as the Queensland Music Festival, Commonwealth Games Test Events and QPAC International (Royal Ballet) Series and others all represent further opportunities whereby Ipswich (using Events Corp as the medium) could be incorporated into the annual calendar of events, to help raise the profile of the City as a leisure events destination.

Section 3.4 provides more details on the relative strength of Ipswich's current leisure events and festival thematic offerings and suggests opportunities for further development.

3.2.2 Business Events

Based on a review of events listed on EventBrite (www.eventbrite.com.au) Ipswich is host to several free and low-cost business events. For the most part, these events are day events, and are themed around business systems, business start-up and bookkeeping. There are also some free (funded by the Queensland Government) exhibitions e.g. NDIS (National Disability Insurance Agency) Ipswich and the Children's Festival which are held in community open space areas.

There is no publicly available data relating to the number of events, average delegate size of events, delegate days and economic benefit derived from business events in Ipswich, hence we are unable to comment on the relative size of the local business events and compare this to other regional centres and the Brisbane CBD.

Whilst there are a few venues (e.g. Metro Hotel Ipswich International and Woodlands of Marburg) which are capable of hosting residential conferences (refer to Table 3.), further investigation would be required to evaluate whether there would be increased demand for business events if more facilities existed to host such events. Further investigation is also required to establish the level of demand required to make a new purpose-built facility economically viable.

The benefits of attracting business events and their role in economic development is well documented, through direct business and employment opportunities, and indirectly through the promotion of exports, innovation and local expertise. It is also broadly acknowledged that business events play a key role in promoting the city to a broad audience, with flow-on benefits to economic activity. As recognition of the economic significance of business events this has grown over the last decade, so too has investment in new, purpose-built convention and exhibition centres, however these are rarely economically viable as private sector funded enterprises and as such, significant amounts of government funding is required to enable operation.

3.3 EVENT FACILITIES

There are a range of different event facilities across Ipswich that cater to a diverse mix of events (Table 3.3). Overall, the event facilities in Ipswich cater for weddings, functions and celebratory occasions, with only a few (such as the Metro Hotel International) offering true business conference facilities. During the consultation, commentators noted that Metro, Ivory's Rock and Quest, had facilities specifically designed to target business events.

In the absence of information relating to utilisation levels and type of events being held at the available facilities, comment regarding product and market gaps cannot be made. It is recommended that this be the subject of further investigation.

Table 3.3. Event Facility Review

Name of Facility	Location	Type of Facility									Max Capacity	Number of Rooms
		Sports club	Purpose-built	Hotel	Unique venue	Restaurant	Conference	Corporate Function	Wedding	Celebratory Events		
Ipswich Turf Club	Bundamba	X					X	X	X	X	350	4
Ipswich Golf Club	Leichhardt	X					X	X	X	X	120	1
Sandy Gallop Golf Club	Ipswich	X							X	X	200	2
Ipswich RSL Services Club	N. Ipswich	X					X	X	X	X	300	3
Swift Sports Club	Booval	X					X	X	X	X	300	2
Brothers League Club	Raceview	X					X	X	X	X	240	1
Ipswich Civic Centre	Ipswich		X				X	X	X	X	400	4
Ivory's Rock Conventions & Event Centre*	Ipswich		X				X	X	X	X	5000	11
Quest Ipswich	Ipswich			X				X			20	1
Falvey's Grand Hotel	Ipswich			X			X	X	X	X	160	1
Metro Hotel Ipswich International	Ipswich			X			X	X	X	X	400	7
The Ulster Hotel	Ipswich			X				X	X	X	50	1
Woodlands of Marburg	Marburg			X			X	X	X	X	500	14
The Workshops Rail Museum	Ipswich				X		X	X	X	X	2000	6
Ipswich Little Theatre Society Inc	Ipswich				X		X		X	X	80	1
Darling Street Chapel	Ipswich				X						100	1
Cambrian Centre	Booval				X		X				220	1
Ipswich Show Society	Ipswich				X						2000	3
Harvest Restaurant & Bar	Ipswich					X	X	X	X	X	400	1
Nu Orleans	Ipswich					X	X	X	X	X	200	1
The Cottage Restaurant	Ipswich					X		X	X	X	50	1
Heritage Restaurant & Piano Bar	Ipswich					X		X	X	X	40	1
Ipswich Club	Ipswich						X	X	X	X	200	1
Ironbark Ridge Vineyard	Ipswich					X			X	X	80	1
Pumpyard Bar & Brewery	Ipswich					X		X	X	X	120	1
Restaurant 18Eighty Seven	Ipswich					X	X	X	X	X	120	1

Notes:

Located 20 minutes from Ipswich, The Ivory's Rock Conventions and Events facility commenced operation as IRCC – The Ivory's Rock Conference Centre, in the early 1990s. From moderate beginnings the significant investment in the construction of new facilities such as the Pavilion, Amphitheatre and Conference Hall and the development of site infrastructure such as water, electricity and communications has made the venue the unique destination it is today (IRCC, 2017).

Source: AGFG (2017), Ivvy (2017) (compiled by AEC)

3.4 GAPS, OPPORTUNITIES AND RECOMMENDATIONS

Based on a high-level assessment of the current leisure and business events taking place in Ipswich as well as the facilities available to host these events, an assessment of the macro- and micro-level gaps and opportunities and recommendations for future consideration are provided below.

3.4.1 Macro-Level

3.4.1.1 Key Strengths, Opportunities & Recommendations

The key strengths and opportunities for growing the events focus within the City of Ipswich is based on the following (Table 3.):

Table 3.4. Summary of Strengths and Opportunities for Growing the Events Industry in Ipswich

Strengths	Opportunities
<ul style="list-style-type: none"> Proximity to major population base (Brisbane and the Gold Coast). Good transportation links with Brisbane and Gold Coast and beyond. Diverse style of venues. Favourable climate for outdoor events. Diverse natural assets of the Region. Growing population base. Established and successful events. Strong support from Council with regards to the importance of events-tourism. Diverse cultural events and community. Events Corp staff skills and expertise. Strong community participation and support of events. 	<ul style="list-style-type: none"> Increased economic benefit of attracting Business Events to Ipswich as well as hosting satellite business events and pre and post tours from the Brisbane Centre. Increased economic benefit through attracting high-participation sporting events (especially pre-and post-Commonwealth Games). Identification and growth of events to increase visitation outside of peak periods. Growth of skills of event organisers. Increase growth potential of events through seed-funding. Develop and maintain relationships with key stakeholders. Increased year-round destination marketing and co-promotion with event organisers. Capacity building of event organisers. Development of an iconic event to showcase and promote Ipswich and the region, and increase visitation. Grow the number of accommodation options to support events of more than one day in duration.

Source: AEC

3.4.1.2 Recommendations

Based on the gaps and opportunities identified above, the creation, promotion and delivery of future events should be underpinned by the following:

- Identify and attract new, iconic event/s to Ipswich;
- Support the development, infrastructure and sustainability of existing events and extend the duration and target audience where possible;
- Continue to support individuals, community groups, organisations and businesses to deliver high-quality events in the wider Ipswich region;
- Support and promote the *Discover Ipswich* brand;
- Strengthen the City's appeal as an enviable place to live, visit and invest;
- Develop partnerships to increase investment and support of events in the wider Ipswich;

At all levels, Ipswich City Council should:

- **Lead and advocate** an events-driven and focussed City
- **Provide and organise** a series of significant regional events for the wider Ipswich community and its visitors
- **Sponsor and invest** in events organised by others through targeted funding programs
- **Facilitate and empower** event organisers and community groups through skills development, information and advice and relationship management.
- **Sponsor and partner** with organiser, businesses, community groups and individuals to support new events and create new opportunities.
- **Champion event initiatives** and their benefits to stakeholders; utilising Council's marketing and communications resources to promote and generate audiences.

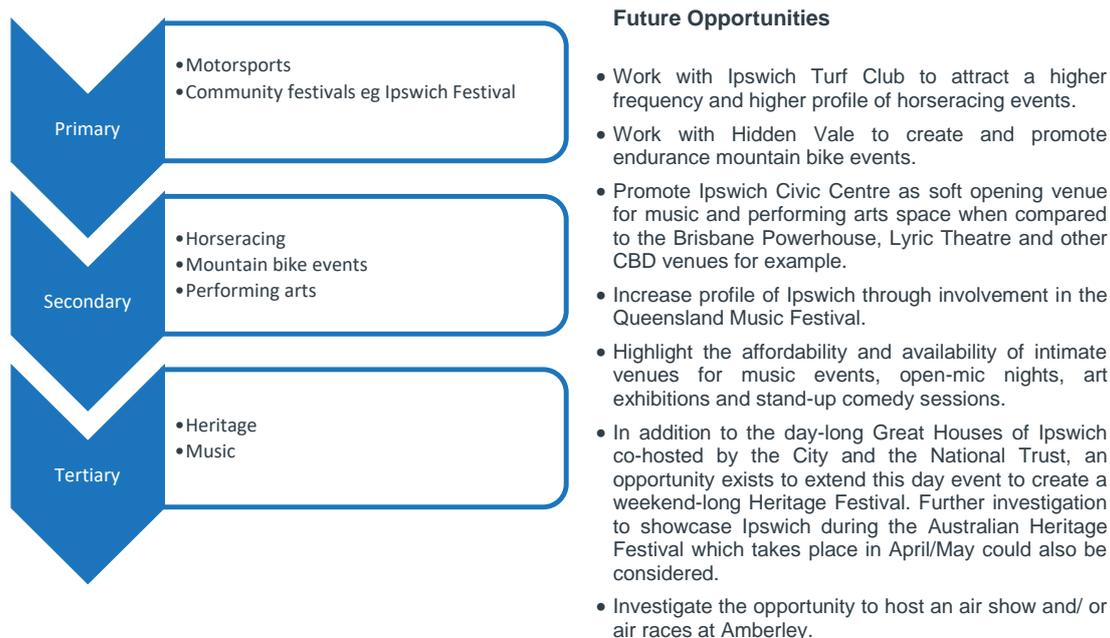
3.4.2 Micro-Level

3.4.2.1 Key Strengths, Opportunities & Recommendations

Leisure Events & Festivals

As previously mentioned in Section 3.2 above, Ipswich is primarily a leisure events destination supported by locals and day visitors, and secondarily a business events destination supported by local businesses and occasionally by wider regional and state conferences and exhibitions. Within the leisure events space, there is a dominance of motorsport and hallmark community festivals, followed by popular, yet less frequent events. In identifying future opportunities, Figure 3.1 provides a summary of the primary, secondary and tertiary level events and festivals, and identifies areas for future opportunity.

Figure 3.1: Classification of Leisure Events and Festivals in Ipswich and Future Opportunities



Source: AEC

Business Events

With Ipswich only having a few existing quality residential conference facilities catering for large delegate groups, and no plans for future expansion, Ipswich should focus its efforts on:

- Improving its business events brand profile;
- Enhancing its existing product with appropriate incentives to improve the convention related infrastructure;
- Undertake a feasibility study to determine the viability of creating the planned performing arts centre as a multi-purpose civic centre capable of also hosting MICE related events.

An opportunity for immediate intervention that would help Ipswich meet the business and planner perception milestones would be strengthening its destination promotion and events servicing. The most effective way of accomplishing that would be through Destination Marketing Organisation (DMO) activities focusing on Ipswich's events business – business development, sales, marketing, event support and product development. This might best be pursued in partnership with TEQ and Brisbane Marketing. Cities that are successful in Business Events understand the synergies of leisure tourism and Business Events, as well as the strong differences, especially in market approach. Business Events differs from leisure tourism in terms of the purpose of the visit, decision makers, service providers, and requires a distinct strategy for attracting business meetings.

4. TOURISM PRODUCT AUDIT

The purpose of this section is to provide an overview of the tourism and accommodation product in Ipswich. It is important to identify what product is currently available to be able to identify gaps and opportunities for the future. The definition of product in this study is wide ranging, it covers both hard and soft elements that need to be in place to ensure that key visitor markets can access the experience that they are seeking or expecting in a destination. In this regard, the audit covers the whole of the visitor experience from arrival, stay, activities and departure. The product audit is divided into five sections, including:

- Attractions
- Accommodation
- Amenities
- Access
- Awareness

4.1 ATTRACTIONS

Tourists are motivated to leave their normal place of residence (the origin market) and travel to destinations. What they are actually travelling to can be considered the attraction base of the destination area. A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.

Some examples include historical places, monuments, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g. libraries, former prisons, skyscrapers, bridges), national parks, theme parks and carnivals, ethnic enclave communities, historic trains and cultural events. Many tourist attractions are also landmarks.

The below table (4.1) provides a summary of the key assets and attractions in Ipswich.

Table 4.1. Ipswich Key Assets

Name	Location	Postcode	Type	Rating
Inspirations Gallery	Ipswich	4305	Art	N/A
Studio 188	Ipswich	4305	Art	4
Antique Centre	Ipswich City	4305	Art	4.5
Art Galley	Ipswich City	4305	Art	4
Art Clique Studio	Tallegalla	4340	Art	N/A
Queensland Pioneer Steam Railway	Budamba	4304	Attraction	4.5
Grandchester Railway	Grandchester	4340	Attraction	4
Hidden Vale Adventure Park	Grandchester	4340	Attraction	5
Hot-Air Balloons	Ipswich	4305	Attraction	4.5
Digeridoo Festival	Ipswich City	4305	Attraction	5
Nature Centre	Ipswich City	4305	Attraction	N/A
River Heart Parklands	Ipswich City	4305	Attraction	4
Orion Lagoon	Springfield	4300	Attraction	4
Robelle Domain	Springfield	4300	Attraction	4.5
Queensland Raceway	Willowbank	4306	Attraction	4.5
4 Hearts Brewery	Ipswich City	4305	Brewery	4.5
St Marys Church	Ipswich	4305	Church	5
Nerima Gardens	Ipswich City	4305	Garden	4.5
Kholo Gardens	Muirlea	4306	Garden	N/A

Name	Location	Postcode	Type	Rating
Brookwater Golf Club	Brookwater	4300	Golf	3.5
City Golf Course	Leichardt	4305	Golf	3.5
The Handmade Expo Market	Ipswich	4305	Market	5
RAAF Heritage Centre	Amberley	4306	Museum	4.5
Booval War Memorial	Booval	4304	Museum	N/A
Ebbw Vale Memorial	Ebbw Vale	4304	Museum	N/A
Ipswich Historical Society	Ipswich	4305	Museum	5
The Soldiers Memorial Hall	Ipswich	4305	Museum	4
Ipswich RSL Memorial Museum	Ipswich	4305	Museum	3.5
Cooneana Heritage Centre	New Chum	4303	Museum	N/A
The Workshops Rail Museum	North Ipswich	4305	Museum	4.5
Rosewood Railway Museum	Rosewood	4340	Museum	4
Bellbird Park	Budamba	4304	Park	N/A
Lobley Park	Churchill	4305	Park	3.5
Henry Lawson Bicentennial Park	Ipswich	4305	Park	N/A
Bob Gamble Park	Ipswich City	4305	Park	N/A
Limestone Park	Ipswich City	4305	Park	N/A
Queens Park	Ipswich City	4305	Park	4.5
Castle Hill Blackstone Reserve	Blackstone	4304	Reserve	N/A
Haig Street Quarry Reserve	Brassall	4305	Reserve	N/A
Colleges Crossing Reserve	Chuwar	4306	Reserve	4
Denmark Hill Reserve	Ipswich City	4305	Reserve	N/A
Flinders-Goolman Conservation	Purga	4306	Reserve	4.5
Purga Nature Reserve	Purga	4306	Reserve	4
White Rock Reserve	Redbank Plains	4301	Reserve	N/A
Pan Pacific Peace Gardens	Redbank Plains	4301	Reserve	4
Queensland Motorsport Museum	Ipswich	4305	Sporting	5
Ipswich Motorsport Precinct	Willowbank	4306	Sporting	4
Rally School	Willowbank	4306	Sporting	3.5
Willowbank Raceway	Willowbank	4306	Sporting	4
Ipswich Civic Theatre	Ipswich	4305	Theatre	3.5
Incinerator Theatre	Ipswich City	4305	Theatre	3.5
Ironbark Ridge Vineyard	Purga	4306	Winery	3.5
Springfield Marketplace	Springfield	4300	Market	4

Source: AEC

4.2 ACCOMMODATION

All destinations need accommodation nearby otherwise tourists will have nowhere to sleep. This seems basic enough but investors will only invest in accommodation infrastructure if there is sufficient economic return. Many areas of Australia are blessed with excellent attractions and are readily accessible but (for a whole range of reasons) lack tourist accommodation. In recent years the market has seen a proliferation of accommodation types from basic camping and backpacking facilities to mega-resorts. Successful accommodation development, more than ever before, depends on building the right type of facility to suit the needs of a profitable segment of the market.

Provided in Table 4.2 is a summary of the identified accommodation infrastructure in Ipswich.

Table 4.2. Accommodation Audit

Name of Establishment	Location	Category of Accommodation	Trip Advisor Rating	Star rating	Number of Rooms	Number of Bed Spaces	Conference Seated Persons	Conference Cocktail Persons
The Gypsy Cottage	Rosewood	B&B	5	N/A	1	2	N/A	N/A
Marys Place	Ipswich City	B&B	5	N/A	3	6	N/A	N/A
Parkview Colonials	Ipswich City	B&B	5	N/A	6	13	N/A	N/A
Cumquat House	Ipswich City	B&B	5	N/A	2	4	N/A	N/A
Rosehill Apartments	Ipswich	B&B	5	N/A	2	4	N/A	N/A
Villa Modica	Ipswich	B&B	N/A	4.5	5	10	N/A	N/A
Ipswich Heritage Lodge	Ipswich	B&B	N/A	3.5	3	7	N/A	N/A
Hardings Paddock	Purga	Camping	4	N/A	N/A	N/A	N/A	N/A
Ipswich Caravan Village	Tivoli	Caravan Park	N/A	3	8	N/A	N/A	N/A
Ipswich Caravan Park Cabin	Tivoli	Caravan Park	N/A	3	18	144	N/A	N/A
Lake Dyer Caravan Park	Laidley	Caravan Park	4	N/A	N/A	N/A	N/A	N/A
Spicers Hidden Vale	Grandchester	Hotel	4.5	4	31	70	490	710
Metro Hotel Ipswich International	Ipswich	Hotel	4	3.5	97	290	680	1040
Quest Ipswich	Ipswich City	Hotel	4.5	4	63	130	20	50
Springfield Lakes Hotel	Springfield Lakes	Hotel	4.5	4	20	50	16	35
Woodlands of Marburg	Marburg	Hotel	3	4	54	144	495	880
Oaks Aspire	Woodend	Hotel	3.5	4	70	220	N/A	N/A
Best Western Ipswich Heritage Motor Inn	Ipswich City	Hotel	4	4	26	68	N/A	N/A

Name of Establishment	Location	Category of Accommodation	Trip Advisor Rating	Star rating	Number of Rooms	Number of Bed Spaces	Conference Seated Persons	Conference Cocktail Persons
Central Motel Ipswich	Ipswich City	Motel	4	3	14	42	N/A	N/A
Ipswich Country Motel	Ipswich	Motel	4	3.5	45	225	N/A	N/A
Motel Monaco	North Ipswich	Motel	3.5	2.5	17	40	N/A	N/A
Ipswich City Motel	Ipswich	Motel	2	2.5	20	62	N/A	N/A

Source: AEC

Table 4.3. Other Accommodation Options

Name	Listings	Number of Listings	Average Price Per Night	Number of Beds
AirBnB	Entire House / Apartment	14	\$145	3 - 6 Beds
	Share House / Apartment	38	\$50	1 - 2 Beds
Stayz	Entire House / Apartment	8	\$141	3 - 4 Beds
	Share House / Apartment	0	\$N/A	N/A

Source: AEC

4.3 AMENITIES

Visitor amenities includes things such as visitor information, toilets, signage, parking (around key attractions and information places), the availability of restaurants, cafes, entertainment and recreation options and retail outlets. It also includes issues such as accessibility (disability access), and the availability of roads and public transport to travel to and within in the shire.

While Ipswich City Council provides several of these services, they can also be provided by the private sector, and facilities can change over a short period. Generally, Council provides good infrastructure and services to its local community and visitors. However, there is a need to ensure visitors know about what is available via a combination of mechanisms (signage, information distribution) and for service providers to recognise that they also service visitors.

Table 4.4. Amenities

Name	Location	Postcode	Type
Ipswich Hospital	Ipswich	4305	Hospital
St Andrews Private Hospital	Ipswich	4305	Hospital
Ipswich Visitor Information Centre	Ipswich	4305	Information
Ipswich Town Hall	Ipswich City	4305	Information
Ipswich Central Library	Ipswich	4305	Library
Redbank Plains Library	Redbank Plains	4301	Library
Redbank Plaza Library	Redbank Plains	4301	Library
Ipswich CBD Parking Lot	Ipswich	4305	Parking Lot
UQ Ipswich Parking Lot	Ipswich	4305	Parking Lot
Limestone Street Parking Lot	Ipswich	4305	Parking Lot
Roderick Street Parking Lot	Ipswich	4305	Parking Lot
Walker Street Parking Lot	Ipswich	4305	Parking Lot
Ipswich Toilet	Ipswich	4305	Public Toilet
Queens Park Toilet	Ipswich	4305	Public Toilet
East Ipswich Toilet	East Ipswich	4305	Public Toilet
North Ipswich Toilet	North Ipswich	4305	Public Toilet
North Ipswich Toilet	North Ipswich	4305	Public Toilet
Bundamba Park Toilet	Bundamba	4304	Public Toilet
Worley Park Toilet	Raceview	4305	Public Toilet
Limestone Park Toilet	Ipswich	4305	Public Toilet
Cameron Park Toilet	Newtown	4305	Public Toilet
Langley Park Toilet	Camira	4300	Public Toilet
Rotary Park	Bundamba	4304	Public Toilet
Riverlink Shopping Centre	North Ipswich	4305	Shopping
Orion Springfield Central	Springfield	4300	Shopping
Ipswich City Square	Ipswich	4305	Shopping
Brassall Shopping Centre	Brassall	4305	Shopping
Redbank Plaza	Redbank	4301	Shopping
University of Southern Queensland	Ipswich	4305	University
UQ Ipswich Campus	Ipswich	4305	University

Source: AEC

4.4 ACCESS

Transport is needed to physically move tourists from where they live to where they are visiting. Globally, air transport dominates the movement of international visitors. In Australia roads and private motor vehicles serve as significant forms of access. Sealed roads offer greater opportunities for vehicle access. A healthy ground touring sector, either day or extended coach tours, is also required to serve the needs of tourists who prefer not to transport themselves.

4.4.1 Road

Table 4.5. Road Access

Name	Connecting	With	Direction	Type	Location	Via
Cunningham Highway	Ipswich	Brisbane	East	Road	Ipswich	N/A
Cunningham Highway	Ipswich	Warwick	South	Road	Ipswich	N/A
Ipswich Motorway	Ipswich	Gold Coast	South-East	Road	Ipswich	Pacific Highway
Warrego Highway	Ipswich	Toowoomba	West	Road	Ipswich	N/A

Source: AEC

4.4.2 Rail

Table 4.6. Rail Access

Name	Connecting	With	Direction	Type	Location	Via
Doomben Line	Ipswich	Brisbane	East	Rail	East Ipswich	Booval Station
Ipswich / Rosewood Line	Brisbane	Ipswich	West	Rail	Brisbane City	N/A
Caboolture Line	Caboolture	Ipswich	South	Rail	Caboolture	N/A
Caboolture Line	Ipswich	Caboolture	North-East	Rail	Springfield	Springfield Station

Source: AEC

4.4.3 Air

Table 4.7. Air Access

Name	Connecting	With	Direction	Type	Location
Brisbane West Airport	Ipswich	Toowoomba	West	Air	Wellcamp
Brisbane Airport	Ipswich	Brisbane	East	Air	Nudgee

Source: AEC

4.5 AWARENESS

Having the best attractions, access, accommodation and amenities in the world is totally useless if the awareness factor is missing.

Discover Ipswich is the primary brand for the Ipswich tourism market, and significant funding has been invested in this brand and associated marketing activities. Key areas where this brand is currently rolled out include:

- The Discover Ipswich website – www.discoveripswich.com.au
- The Discover Ipswich website includes a Blog about experiences, attractions, etc.
- Social media, e.g. Discover Ipswich Facebook page
- Print collateral such as the Discover Ipswich Guide
- Council media releases

It will be important that Council continues to increase its investment the Ipswich Destination Marketing Organisation, in building awareness, and that it maintains or improves the resources needed to leverage the activities of Brisbane Marketing and Tourism Events Queensland.

5. PRODUCT GAP ANALYSIS

From the Tourism Product audit above and the consultation it is apparent that Ipswich has quite a balanced product and experience mix. The consultation identified the need for a Business Events facility and for one or two 100 to 200 room internationally branded and operated hotels.

The main opportunities for Ipswich, arising from the product audit are in improving, expanding or developing existing assets such as events, the raceways, parks and in building awareness. These are explored further below.

6. SWOT ANALYSIS AND COMPETITIVE POSITIONING

Table 6.1. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> Heritage and Industrial (rail & mine) History Proximity to Brisbane (Day Visitors) Proactive Tourism Community and Council Creative marketing Food quality and diversity Multicultural diversity Parks, wildlife, biking and walking Orion Lagoon 	<ul style="list-style-type: none"> Proximity to Brisbane (overnight visitors) Diversity of Accommodation Meetings (MICE) facilities Tourism precinct planning Event accommodation Consistency of visitation Cell phone coverage (dropouts) Opening days and hours
Opportunities	Threats
<ul style="list-style-type: none"> Convention Facility Internationally branded and operated hotel Events Business Events Festivals Rail Museum Ipswich Motorsport Precinct Access to Amberley Mines experience Marketing 	<ul style="list-style-type: none"> Lack of awareness of Ipswich re Tourism attractions Lack of awareness of Ipswich re Tourism investment 'Lost' in Brisbane regional tourism area

Source: AEC

Ipswich has a number of great strengths upon which to capitalise. The Heritage buildings and streetscapes of the City, combined with the rich industrial history of railway and mining provide opportunities to connect visitors with vital elements of Australia's past. Unlocking this history by further developing and providing accessible experiences would deliver competitive advantage. Combining this heritage of innovation, primary production and manufacturing with the much more modern influences of aviation and motor racing, and Ipswich's Smart City focus, would also expand on existing unique Ipswich assets. Again, making the Amberley aviation experience accessible to visitors and expanding awareness of the motorsports offerings is important.

Although a relatively small tourism community Ipswich has a platform of passionate operators and is led by a creative team of marketers within Council who have delivered some best practice promotional initiatives e.g. the Trip Advisor and travel blogger supported Discover Ipswich guide. Further funding and expansion of the marketing effort are required to convert Ipswich awareness from 'hidden gem' to a 'must visit' destination. Resources are needed to ensure that Ipswich can be a significant visitor asset within the Brisbane Marketing Tourism Region and its promotional activities. Ensuring that dispersal from Brisbane occurs to benefit Ipswich is vital.

Accommodation performs strongly during the week supported by commercial and government visitors. However, weekends are quiet for accommodation operators suggesting that there may be opportunities to grow the events calendar to support weekend visitation from leisure markets. Ipswich does not have a formal MICE focused convention centre. Most tourism commentators observe that a conference centre and an additional internationally branded and operated mid-market hotel are needed in order to attract regional business and other events and to better position Ipswich for both the MICE and the leisure markets. There is an opportunity to design the planned performing arts centre as a multi-purpose facility that could also cater to the MICE market.

6.1 COMPETITIVE POSITIONING

There are a number of distinctly unique attractors for Ipswich that need to form the basis of the City's future positioning. These include:

- The Workshops Rail Museum is a unique attraction in the Australian context. It could be more actively and widely promoted, made easier to find (wayfinding and signage), have greater opening hours and run more interactive and experiential activities.
- The Ipswich Motorsport Precinct is another unique National attraction. Home of the Queensland Raceway and Willowbank Raceway with kart racing, speedway, dirt racing, drag racing, drifting, V8 supercars and Superbikes the facilities are also capable of hosting outdoor concerts and festivals. More interactive activities and wider promotion to build awareness could help grow visitation.
- Amberley Airbase is the RAAF largest Australian airbase and home to the F/A-18F Super Hornet and F-111. It has a heritage museum that is open to the public on 10 Sundays of the year. Like similar military bases overseas (e.g. Pacific Aviation Museum) the museum and base have significant potential as visitor attractions if made accessible.
- Heritage and history is again unique in Ipswich and sufficiently competitive to be a visitor attractor. The heritage streetscape is extensive and much of it original. The rich history of mining and rail is also unique and could be developed to better expose these elements of the town. Australians have a strong curiosity regarding mining and any opportunity to make mines and mining heritage accessible would make a strong contribution to visitation.
- Ivory's Rock Events centre is a unique facility, 25km south of Ipswich, for hosting large scale festivals and events. It has the potential to be a centre for festivals in Australia due to its scale and location and capability for events for up to 5000 people.
- Proximity to Brisbane and the Gold Coast is both a strength and a potential weakness. It makes Ipswich accessible to a population of over \$3million and combined with sufficient promotion to build awareness should make Ipswich very attractive to day visitors. Being so close to Brisbane potentially precludes Brisbane residents from planning to overnight in Ipswich. A focus on capturing intrastate and interstate travelers to experience the depth that Ipswich offers, as part of a larger holiday will be important. Equally,

the opportunity to host business events from the local region and satellite events from Brisbane won events should not be overlooked.

7. PRODUCT OPPORTUNITIES ASSESSMENT

7.1 CONVENTION (MICE) FACILITY

Most industry commentators interviewed identified the need for a meetings, conference and exhibitions facility in Ipswich both as a business attractor and as an essential element of the town's public infrastructure. Consultations revealed a common view that local and regional meetings, trade shows and expos are being lost to Brisbane and the Gold Coast and that a suitably scaled MICE facility would attract local and regional meetings to Ipswich. It is widely believed that a suitable facility would also attract satellite events from MICE events won by the Brisbane and Gold Coast Convention Centres.

MICE facilities are most often Government investments. In smaller towns this type of infrastructure is typically the domain of Council. Such facilities are sometimes combined as multi-use civic and community centres, performing arts centres and even indoor sports facilities. Such facilities assist the town to build its profile and CBD reputation whilst attracting both leisure and commercial visitors to the destination. Conference centres should be considered in the Town Planning context and should be located in precincts that provide access to other supporting infrastructure such as accommodation, parking, restaurants and cafes. Conference facilities contribute to overnight visitor expenditure and to the creation of jobs.

MICE facilities are reliant on other destination attractions to provide interesting, supporting visitor experiences outside of the actual conference event. Ipswich has unique and interesting attractions that can be activated to support MICE events.

7.2 ACCOMMODATION

Every commentator consulted (including hoteliers) indicated that more accommodation is needed in Ipswich. Most believe that additional accommodation is required to support a conference centre and marketing to the MICE sector. There is a common view that there is room in the market for one or two 100 to 200 room, mid-market (3.5 to 4.0 star) internationally branded and operated hotels. There is a common view that most hotels are full Monday to Friday (largely ascribed to activity related to Amberley) and empty on the weekends unless there are events taking place. Commentators believe that this lack of accommodation mid-week drives visitors to Brisbane or the Gold Coast to stay. Equally, when there are large events in Ipswich all accommodation sells out and again visitors are forced to Brisbane and the Gold Coast for accommodation.

With a population of 200,000 forecast to grow to 435,000 by 2031 it appears reasonable that increased accommodation supply will be absorbed by growing demand from business, leisure and VFR markets. There is no doubt that internationally branded and operated hotels, with global distribution systems, contribute significantly to a town's awareness, reputation and ability to attract visitors.

7.3 EVENTS AND BUSINESS EVENTS

Ipswich has a demonstrated capacity to host large events. CMC Rocks, Ipswich festival, Winternationals, V8 supercars are all examples that prove capability and competence. The events organisation and Council funding assure a focus on this important market. Nonetheless there are common views that the events calendar can be expanded and that, combined with additional accommodation, events can grow the Ipswich visitor economy. Suggested events that relate to and capitalise on Ipswich strengths include an Airshow and Air races, A national Steampunk event, Extreme sports like X games and Tough Mudder, events that showcase craftsmanship and 'lost' trades or skills.

A key element of an expanded events strategy should be to develop and/or attract events that will bring visitors from interstate and intrastate places who will stay in Ipswich and experience the town's other offerings.

7.4 MARKETING AND PRODUCT DEVELOPMENT

Ipswich has many unique and attractive products and experiences but it appears that they are not well known outside of Ipswich. Council and the Tourism team have undertaken some leading and best practice promotional initiatives (e.g. the Trip Advisor and blogger supported Discover Ipswich guide) but a lot more will be needed to build greater awareness of what Ipswich has to offer, not only in the South East Queensland area but intrastate and interstate.

A marketing and promotional masterplan for Ipswich, with commensurate funding, may help to galvanise the Ipswich business community to support a unified and distinctive brand positioning and co-operative marketing activity plan for the City. Capitalising on the heritage, character, history (rail and mine) of innovation and technology, combined with the contemporary innovation in the Smart City initiative, aviation and motorsport, could provide Ipswich with a distinctive and competitive position on which to build awareness.

Making good use of the resources of Brisbane Marketing, linkages to the Gold Coast Tourism region, and Tourism and Events Queensland is also essential and requires a further commitment of time, effort, activity and funds.

Product development in Ipswich is essential. There are many existing products that can be improved on to meet their full potential and many that can be developed and/or built. Some of these products require funding for further infrastructure development e.g. the motorsports precinct and the air base access. Some products only require extension e.g. the rail workshops and the steam train experience. Some products just need extended marketing e.g. the quality food and beverage offering, the range of events and the innovation hub, and some products require development from the ground up e.g. walking, biking and canoeing trails, a mining experience, extreme sports and the possibility of an Old Ipswich town.

The essential elements for product development success are the people with innovative and creative capability to drive the product development and the funding for those people to deliver competitive and distinctive outcomes.

7.5 OTHER

There are other, less visible, but nonetheless important, requirements that will allow Ipswich to deliver its tourism product opportunities and build a complete tourism offering. Consultation identified a number of critical gaps, including:

- Internet and Wi-Fi quality and accessibility are widely perceived to be lacking or inconsistent.
- Cell phone coverage and frequent dropouts were identified as a weakness that interferes with visitor's use of GPS and route finding as well as essential Apps.
- Visitor service quality and experience is believed to be inconsistent and activities to build service capacity in the Ipswich business community were identified as a priority.
- Improved streetscapes and more public art were identified as opportunities to improve Ipswich for both residents and visitors alike.
- Town planning was frequently mentioned, with the need to identify Tourism precincts and sites within a CBD masterplan most often mentioned as a pressing need.

8. MARKET SOUNDING – INDUSTRY FEEDBACK

AEC consulted a range of industry experts, hotel investors, developers and operators, MICE market operators and product distributors on two core areas of questioning. The first was in regards the development of a convention centre and the opportunity for Ipswich to attract MICE market business. The second was interest in and likely success of developing new hotels in Ipswich.

It became apparent during this phase of the consultation that in a variety of sectors awareness of Ipswich is very low and that the perception of Ipswich is as a post-industrial suburb of Brisbane. Most surprisingly there was almost no awareness of Ipswich unique suite of offerings, scale or innovative, smart city positioning. There was certainly no awareness of Ipswich as a place to invest.

8.1 CONVENTION CENTRE

Feedback in regards the possibility of developing a convention centre in Ipswich was diverse. Some thought that Ipswich was too close to the Brisbane CBD and convention centre to justify a standalone or purpose built facility and that the Brisbane centre would compete effectively in the Ipswich regional market. Others thought that a regional meetings facility, as part of a multipurpose community facility, would service the Ipswich and west region for small to mid-size meetings – particularly for business and government meetings, tradeshows etc. and may possibly host satellite meetings when Brisbane Convention Centre won major international conventions. Many thought of Ipswich as an unattractive place that would not support a convention facility.

8.2 MICE BUSINESS

There was mixed feedback in regards to the potential for Ipswich to host MICE business. Many saw Ipswich as “too close to Brisbane” and as “having little to offer” MICE visitors. The common view was that Ipswich is a post-industrial town with high unemployment and insufficiently competitive in its offerings and visitor attractions in comparison to Brisbane itself, the Gold Coast and the Sunshine Coast.

Once prompted with information on some of the unique attractions of Ipswich (the Rail Workshops and steam trains, the motor sports raceways, the quality and diversity of food and beverage offerings) some commented that subject to the quality of the offerings they may be worth considering, especially in light of the proximity to Brisbane and the Gold Coast. In particular, the building of special events for MICE delegates around the rail workshops, steam trains and lost crafts/trades, had broad appeal. The motorsports raceways were also seen as an opportunity to tailor special ‘adrenaline’ activities for MICE delegates.

8.3 NEW HOTELS

Discussions with hotel owners, investors and developers were quite consistent. None were aware of opportunities to build new hotels in Ipswich nor of the size of the City and population. All had a poor perception of Ipswich and felt it was too close to Brisbane. The majority referenced the difficulty of successfully developing hotels in non-metropolitan areas of Australia. Many pointed to the current lack of internationally branded hotels in Ipswich as a key indicator that the development of new hotels would be unlikely to be successful. Others identified that with occupancy sitting around 65% and RevPAR at \$84 there was little support for demand for new hotel rooms and their high cost of construction.

When prompted with some contemporary information about hotel performance and visitor demand drivers in Ipswich the most common response was that a comprehensive feasibility study with a compelling financial return would be required before they would invest time and effort exploring Ipswich as a new hotel site.

International hotel brand operators confirmed their interest in operating a hotel should one be built.

9. RECOMMENDATIONS

Based on the diverse array of stakeholder feedback, consultation outcomes and the visitor profile AEC makes the following recommendations.

- Consider adjusting the design of the planned Ipswich performing arts centre to be a multi-use facility including MICE facilities.
- Undertake a detailed feasibility study for a purpose-built MICE facility.
- Undertake a detailed hotel market demand, supply and feasibility study as the primary tool for the basis to attract hotel investment and development. Consider suitable incentives to attract hotel developers.
- Town plan to identify tourism precincts within the CBD and preserve potential hotel sites.
- Increase resources for the establishment and development of new events, the improvement of existing events, and for increased events marketing.
- Produce a tourism demand driving infrastructure development and investment strategy that identifies new and existing tourism attraction opportunities, their costs, and prioritise their funding based on their potential to grow the visitor economy and attract investment.
- Increase resources for tourism marketing and to activate tourism product development. Council has a progressive and expert Economic Development and Tourism team. Increased funding could be applied effectively to build visitor awareness of Ipswich Tourism attractions and to build awareness of Ipswich as an attractive, innovative and 'Smart' City with investment opportunities, options to be considered for this should at least include:
 - Significant theme park leveraging regional strengths (e.g. motorsport)
 - Eco-tourism opportunities including:
 - Glamping
 - 6-star eco resort.
- Increase resources for tourism marketing and to activate tourism product development. Council has a progressive and expert Economic Development and Tourism team. Increased funding could be applied effectively to build visitor awareness of Ipswich Tourism attractions and to build awareness of Ipswich as an attractive, innovative and 'Smart' City with investment opportunities.
- Develop a specific and targeted 'Guide to Investment in Ipswich' as a ready guide for potential investors..

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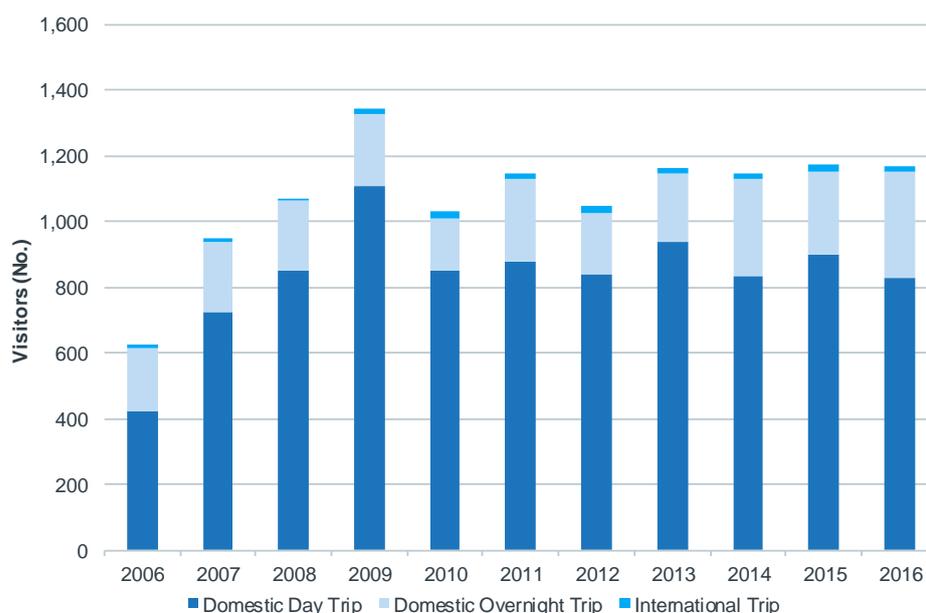
APPENDIX A: TOURISM AND ACCOMMODATION PROFILE

VISITOR PROFILE

Visitor Type

In the year ending September 2016, a total of 1,170,000 people visited the Ipswich region mostly as a domestic day visitor, at 71%. The proportion of domestic day visitors has fallen since 2009, which had the highest amount of day visitors, while domestic overnight visitation has generally increased. The total number of visitors to Ipswich has been volatile, falling harshly between years ending September 2009 and 2010 and hovering around 1,100,000 from then on.

Figure B. 1: Visitors Types to Ipswich (Year Ending September)



Source: TRA (2016)

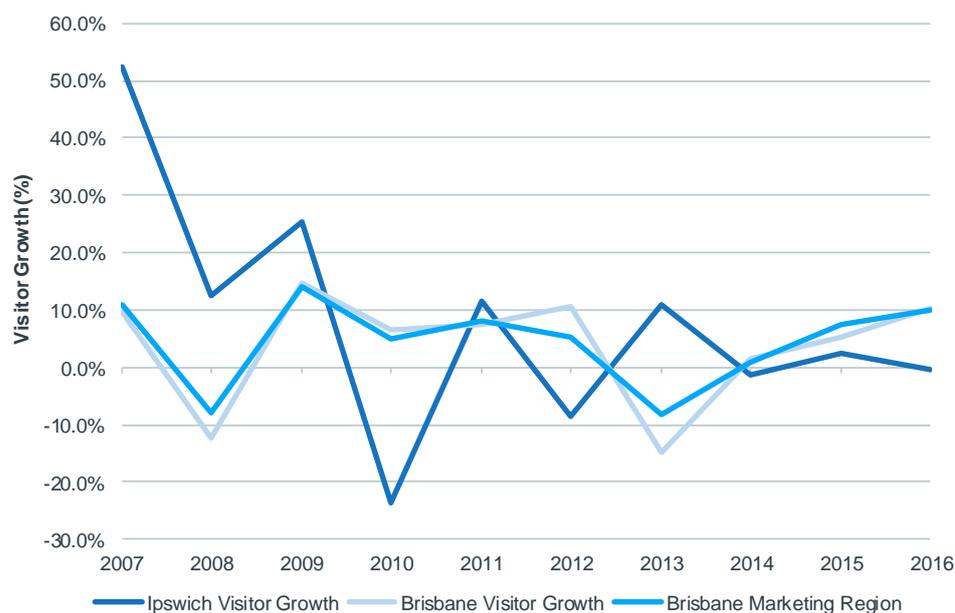
In the last ten years, the Ipswich region has consistently received higher proportions of domestic day visitors than either the Brisbane region or Brisbane Marketing Region. It has received the lowest proportion of international visitors, fluctuating between 0.9% and 2%. Domestic overnight visitors are also lowest in Ipswich; however, proportions are volatile, fluctuating between 15.6% and 30.9%. Ipswich has also shown volatile visitor growth rates, however has exhibited significant growth in 2014-15, and has a higher annual average growth rate, of 8%, than Brisbane or Brisbane Marketing Region.

Table B. 1: Proportion of Visitor Types (Year Ending September)

Visitor Type	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Ipswich											
Domestic Day Trip	68%	76%	79%	82%	83%	77%	80%	81%	73%	77%	71%
Domestic Overnight Trip	31%	23%	20%	16%	16%	22%	18%	18%	26%	22%	28%
International Trip	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%
Total	100%										
Brisbane											
Domestic Day Trip	53%	56%	54%	58%	62%	60%	66%	59%	58%	58%	61%

Visitor Type	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Domestic Overnight Trip	38%	36%	37%	34%	30%	33%	28%	33%	33%	33%	30%
International Trip	9%	9%	9%	8%	8%	7%	7%	8%	8%	8%	8%
Total	100%										
BM Region											
Domestic Day Trip	61%	63%	62%	65%	68%	66%	70%	66%	65%	65%	67%
Domestic Overnight Trip	33%	31%	32%	29%	26%	29%	25%	28%	29%	29%	27%
International Trip	6%	6%	6%	6%	5%	5%	5%	6%	6%	6%	6%
Total	100%										

Source: TRA (2016)

Figure B. 2: Visitor Growth in Comparison Regions (Year Ending September)

Source: TRA (2016)

Visitor Nights

Visitor nights in the Ipswich region in the year ending September 2016 numbered 1,459,000 nights in total, whilst in the Brisbane region they numbered 32,581,000 nights and 43,410,000 in the Brisbane Marketing Region. Ipswich formed 3.4% of the total Brisbane Marketing Region's visitor nights in the same period and has been making up an increasing proportion over the last ten years. Ipswich received the largest proportion of domestic overnight visitors, at 57.4%, while Brisbane received the greatest proportion of international visitors, at 65.3%.

Table B. 2: Comparison Region Total Nights (Year Ending September)

Region	Ipswich Total Nights	Brisbane Total Nights	Brisbane Marketing Region Total Nights
2006	607	22,226	27,975
2007	757	23,606	29,731
2008	748	24,461	31,276
2009	765	24,958	32,989
2010	830	24,939	31,975
2011	1,340	26,645	36,238
2012	908	27,785	35,118
2013	899	28,440	37,494
2014	1,264	29,774	38,863

Region	Ipswich Total Nights	Brisbane Total Nights	Brisbane Marketing Region Total Nights
2015	1,328	32,858	43,155
2016	1,459	32,581	43,410
Total	10,905	298,274	367,401

Source: TRA (2016)

Ipswich has had higher volatility in growth between 2007 and 2016 than Brisbane or Brisbane Marketing Region, with growth ranging between 61.6% and -32.2%, potentially driven by the small size of the market. However, Ipswich has an average annual growth rate of 11.8% and a ten-year growth rate of 9.3%, whereas the other regions have an average annual growth rate of 3.9% and 4.6%, respectively and ten-year growth rates of 3.8% and 4.6%, respectively.

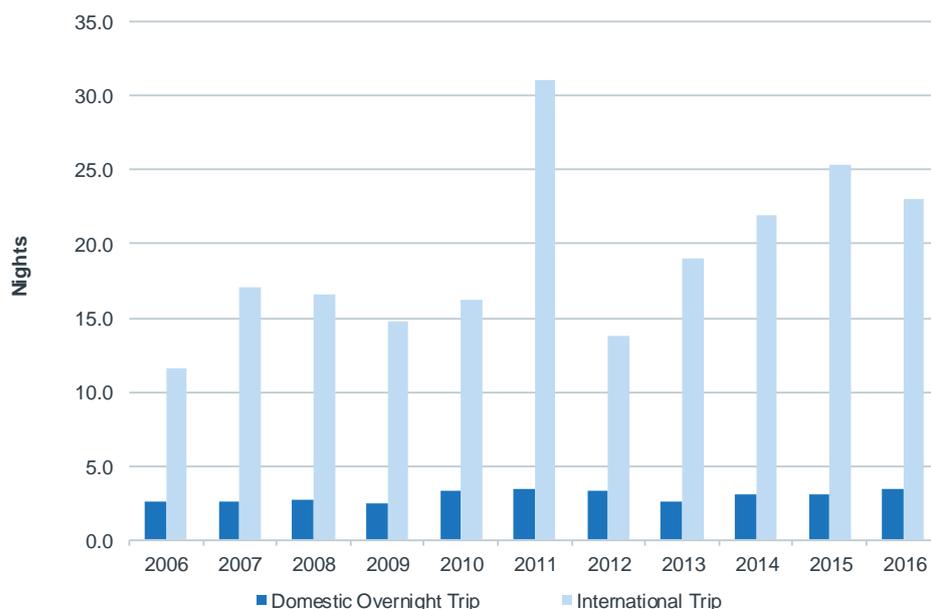
Figure B. 3: Visitor Nights Growth in Comparison Regions (Year Ending September)



Source: TRA (2016)

Average Length of Stay

Average length of stay for domestic overnight visitors for the year ending September 2016 was 3.4 days in Ipswich, and the average over the past ten years was 3 days. Domestic overnight length of stay has generally been increasing, with the longest stays occurring from the years ending September 2010 to 2012. Average length of stay for international visitors for the year ending September 2016 was 23.1 nights, and the average over the past ten years was 19.9 nights. International length of stay has been fairly volatile, and been increasing since its trough in 2012 with a small fall again in 2016.

Figure B. 4: Visitor Length of Stay in Ipswich (Year Ending September)

Source: TRA (2016)

Length of stay of overnight visitors were lowest in Ipswich, excluding the peak of 3.5 days in 2011, when compared to the other regions. However, length of stay in Brisbane and Brisbane Marketing Region has been falling over the past ten years whilst they have been rising in Ipswich. Ipswich was consistent with the other regions in terms of length of stay by international visitors with length of stay rising over the past ten years in all regions. However, the average international length of stay over the past ten years was the highest in Ipswich than in the comparison regions, with 19.9 days.

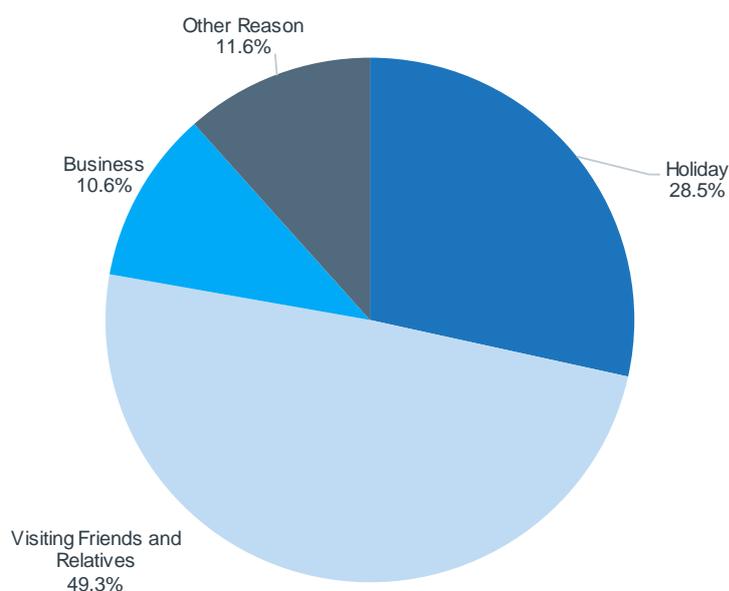
Table B. 3: Comparison Regions Length of Stay¹

Visitor Type	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Ipswich											
Domestic Overnight Trip	2.5	2.6	2.8	2.4	3.3	3.5	3.4	2.6	3.0	3.1	3.4
International Trip	11.6	17.1	16.5	14.8	16.2	31.0	13.7	19.1	21.9	25.4	23.1
Brisbane											
Domestic Overnight Trip	3.2	3.2	3.0	3.0	3.2	2.8	2.8	2.7	3.0	2.9	2.7
International Trip	13.1	13.1	16.8	16.8	16.7	18.3	20.0	20.2	19.4	20.7	19.6
Brisbane Marketing Region											
Domestic Overnight Trip	3.2	3.2	3.1	3.1	3.2	3.0	2.9	2.9	3.2	3.1	2.9
International Trip	12.9	12.8	16.4	16.8	16.3	18.5	19.4	20.0	19.5	20.7	19.7

Note: 1. International length of stay data should be interpreted with caution due to small sample sizes in small area data.
Source: TRA (2016)

Visitor Purpose of Visit

For the year ending September 2016, the main purpose of visit to Ipswich for all visitors was visiting friends and relatives, at an overall 49.3%. A further 28.5% of visitors came to the region for a holiday.

Figure B. 5: Purpose of Visit to Ipswich (Year Ending September 2016)

Source: TRA (2016)

Overall, Ipswich had a higher proportion of visitors visiting friends and relatives than Brisbane and Brisbane Marketing Region, with 31.2% and 49.3% respectively. However, Ipswich had the lowest proportion of visitors visiting for holiday and for business, with 28.5% visiting for a holiday and 10.6% visiting for business.

Table B. 4: Purpose of Visit to Comparison Regions (Year Ending September 2016)

Reporting Region/LGA	Holiday	Visiting Friends and Relatives	Business	Other Reason
Brisbane	34.9%	31.2%	16.7%	17.1%
Ipswich	28.5%	49.3%	10.6%	11.6%
Brisbane Marketing Region	39.1%	34.3%	13.4%	13.2%

Source: TRA (2016)

HOTEL MARKET

Supply (Rooms)

In Ipswich, the number of rooms available increased by 2 rooms between September 2013 and June 2016, which indicates that an existing property provided these additional rooms. Over the same period the number of establishments in Ipswich was 10, and this figure did not change during this timeframe.

Supply of rooms in Brisbane and Marketing Region grew by a larger amount, by 3,275 and 3,332, however have shown more volatility over the past three years. Annual growth from September 2014 to June 2015 in both regions was high, between 21.1% and 29.1% in Brisbane and between 19.7% and 26.9% in Brisbane Marketing Region. After June 2015, annual growth in both regions fell, but remained higher than annual growth in Ipswich.

Table B. 5: Supply of Rooms in the Comparing Regions

Quarter	Ipswich		Brisbane		Brisbane Marketing Region	
	Rooms	Annual Change	Rooms	Annual Change	Rooms	Annual Change
Sep-13	278		9,551		10,588	
Dec-13	278		9,557		10,594	
Mar-14	278		9,571		10,608	
Jun-14	278		9,564		10,601	

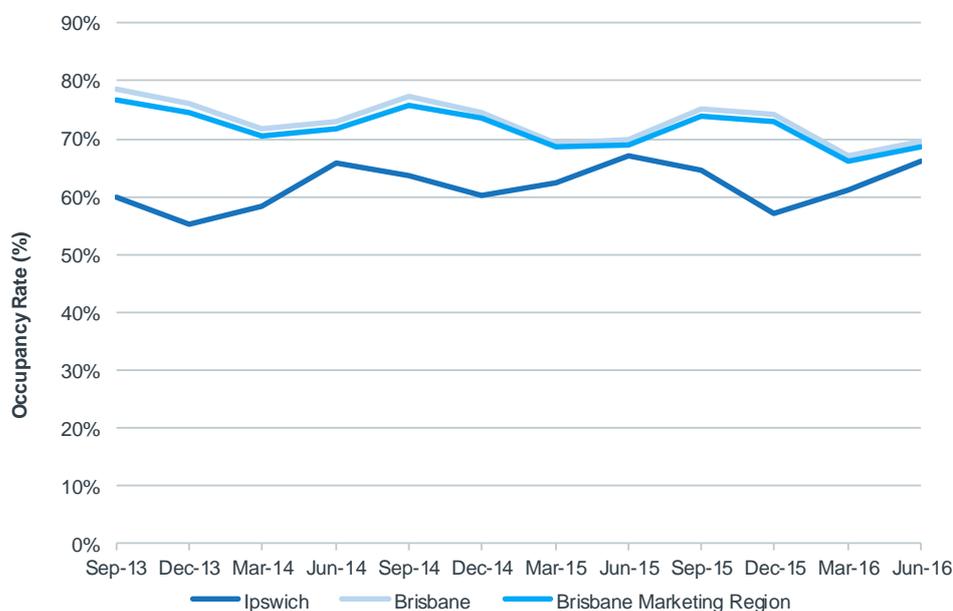
Quarter	Ipswich		Brisbane		Brisbane Marketing Region	
	Rooms	Annual Change	Rooms	Annual Change	Rooms	Annual Change
Sep-14	279	0.4%	11,564	21.1%	12,672	19.7%
Dec-14	279	0.4%	12,110	26.7%	13,218	24.8%
Mar-15	279	0.4%	12,075	26.2%	13,183	24.3%
Jun-15	279	0.4%	12,343	29.1%	13,451	26.9%
Sep-15	278	-0.4%	12,191	5.4%	13,284	4.8%
Dec-15	279	0.0%	12,317	1.7%	13,412	1.5%
Mar-16	281	0.7%	12,867	6.6%	13,964	5.9%
Jun-16	280	0.4%	12,826	3.9%	13,920	3.5%

Source: ABS (2016)

Demand (Occupancy)

As of June 2016, Occupancy rates in Ipswich have been at 66% which is its second highest rate. However, occupancy rates in Ipswich have been consistently lower than in Brisbane and Brisbane Marketing Region. Its rates have begun to pick up since December 2015, and are nearing rates of Brisbane Marketing Region and Brisbane. Occupancy rates fluctuated over the past three years, with the lowest rate occurring in December 2013, at 55% and the highest occurring in June 2015 at 67%. Brisbane and Brisbane Marketing Region follow a similar trend, with Brisbane generally having the highest occupancy rates.

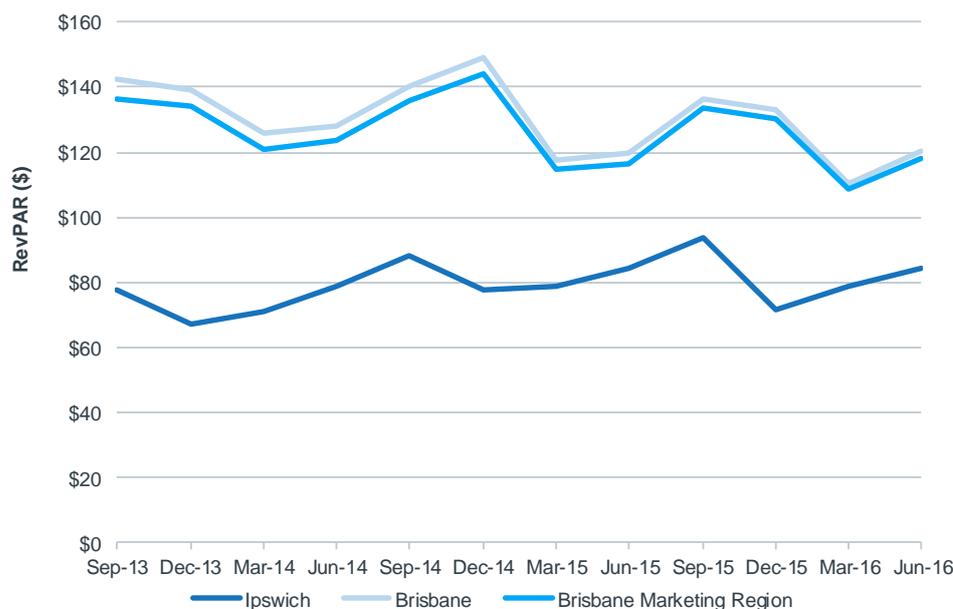
Figure B. 6: Occupancy Rate in the Comparing Areas



Source: ABS (2016)

Room Rate

In June 2016, Ipswich had a Revenue Per Available Room (RevPAR) of \$84, while the average daily room rate (ADR) was \$128. Ipswich has the lowest RevPAR in comparison to Brisbane and Brisbane Marketing Region, with Brisbane having the highest. Each region followed the same general trend over the past three years, peaking towards the end of each year before falling at the beginning of the next.

Figure B. 7: RevPAR in Comparing Regions

Source: ABS (2016)

BUSINESS EVENTS ANALYSIS

Business events are a core tourism activity of the nation, providing significant opportunities for international and domestic trade, investment, education and partnerships. Every year, a significant number of business events are held globally. In many instances, submissions are sought from global locations to be the location for high-profile events. Australia presents proposals for these events. In the coming year (2017-18) Australia has secured 360 international business events (ICCA, 2017).

In 2013-14, over 412,000 business events with over 100 delegates were held in Australia, contributing directly to \$13.5 billion in value added activity, resulting in a direct impact of \$23.1 billion in gross domestic product and 179,357 in jobs (BECA, 2015). New South Wales and Victoria were the main locations for events in Australia in the year, attracting the highest numbers of delegates, and as a result, the highest economic benefits. In 2013-14, meetings and conventions were the most economically beneficial in Australia, generating over 80% of direct expenditure relating to business events (see table below).

Table A. 1. Direct Expenditure Impact of Business Events, 2013-14

Detail	Meetings and Conventions	Exhibitions	Incentives	Total
Delegates	26,500,000	9,365,000	1,300,000	37,165,000
Events	391,000	2,157	18,673	411,830
Direct Expenditure	\$23,200,000,000	\$3,100,000,000	\$1,700,000,000	28,000,000,000
Expenditure per Delegate	\$875	\$331	\$1,308	\$753

Source: BECA (2015)

Though Australia has been successful in the attraction of international business events, it is still lagging with better financial packages offered by other locations and the high cost of events in Australia (ICCA, 2017) as well as distance and accessibility (Business Events Australia, 2016) thought to be driving these decisions. In addition, Australia is less well known globally as an events location as other nations (Business Events Australia, 2016). Factors which have been identified of strong drives for Australia as a business destination include (Business Events Australia, 2016):

- Safety and security

TOURISM ASSETS ASSESSMENT



- Business event facilities
- Quality accommodation
- Food and wine
- Service levels
- Business facilities.

Australia has strong appeal in Indonesia, China and Indian markets which could present opportunities for business events in the future (Business Events Australia, 2016).

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OUTCOME DRIVEN

