

VML:CD  
Vicki Lukritz  
3810 6221



**Ipswich City Council**

45 Roderick St  
PO Box 191  
Ipswich QLD 4305  
Australia

**Tel** (07) 3810 6666  
**Fax** (07) 3810 6731  
**Email** [council@ipswich.qld.gov.au](mailto:council@ipswich.qld.gov.au)  
**Web** [ipswich.qld.gov.au](http://ipswich.qld.gov.au)

18 January 2019

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT COMMITTEE** is to 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 **Tuesday, 22 January 2019**.

<b><u>MEMBERS OF THE ECONOMIC DEVELOPMENT COMMITTEE</u></b>	
Greg Chemello (Interim Administrator) <b>(Chairperson)</b>	

Yours faithfully

**ACTING CHIEF EXECUTIVE OFFICER**



## ECONOMIC DEVELOPMENT COMMITTEE AGENDA

8.30 am on **Tuesday**, 22 January 2019

Council Chambers

Item No.	Item Title	Officer
1	<a href="#">2019 Discover Ipswich Magazine</a>	TDM
2	<a href="#">Category Three Event Sponsorship – January 2019</a>	EEO
3	<a href="#">Event Sponsorship of the 2019 Ipswich Show</a>	EEO

\*\* Item includes confidential papers

**ECONOMIC DEVELOPMENT COMMITTEE NO. 2019(01)**

**22 JANUARY 2019**

AGENDA

1. **2019 DISCOVER IPSWICH MAGAZINE**

With reference to a report by the Tourism Development Manager dated 8 January 2019 concerning the production and distribution of the 2019 Discover Ipswich Magazine.

**RECOMMENDATION**

That the report be received and the contents noted.

---

2. **CATEGORY THREE EVENT SPONSORSHIP – JANUARY 2019**

With reference to a report by the Events and Engagement Officer dated 7 January concerning the allocation of Event Sponsorship funds.

**RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council allocate event sponsorship of \$2,500 to Varnam Cultural Society from the 2018–2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
  - B. That Council resolve to allocate event sponsorship of \$2,500 to Moggill-Mt Crosby Lions Club from the 2018–2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
- 

3. **EVENT SPONSORSHIP OF THE 2019 IPSWICH SHOW**

With reference to a report by the Events and Engagement Officer dated 8 January 2019 concerning an application for event sponsorship by the Ipswich Show Society for the 2019 Ipswich Show being held 17, 18 and 19 May 2019.

**RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

That Council allocate event sponsorship of \$25,000.00 to the Ipswich Show Society for the 2019 Ipswich Show from the 2018–2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

---

\*\* Item includes confidential papers

and any other items as considered necessary.

<b>Economic Development Committee</b>	
Mtg Date: 22.01.19	OAR: YES
<b>Authorisation: Ben Pole</b>	

8 January 2019

**MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: TOURISM DEVELOPMENT MANAGER  
RE: 2019 DISCOVER IPSWICH MAGAZINE

---

**INTRODUCTION:**

This is a report by the Tourism Development Manager dated 8 January 2019 concerning the production and distribution of the 2019 Discover Ipswich Magazine.

**BACKGROUND:**

An annual guide promoting Ipswich tourism products and experiences has been produced by Council since 1997.

Since 2017 the guide has taken on a magazine style with articles contributed by a variety of writers and experiences rated by TripAdvisor – the world’s largest travel review company.

The 2019 Discover Ipswich Magazine continues to evolve this format and includes the curation of more than 100 things to see and do in the region.

Hardcopy destination publications are still a very effective medium for awareness and engagement. Ipswich uses its magazine to tell a highly visual and deeper story about the destination experience than other channels allow. The magazine has a longer ‘shelf life’ than other mediums, they are often browsed through for months after receipt. Interestingly, 2017 was the best year for the sale of printed travel guides in the U.S. market for over a decade according to the 2018 NPD BookScan Publishing Year Book.

This year 32 local businesses have taken cooperative advertising opportunities in the Discover Ipswich Magazine, which is an increase of 14% on the previous year.

The 2019 Discover Ipswich Magazine will be distributed direct to Ipswich households, South East Queensland Visitor Information Centres, Brisbane hotels, Brisbane's domestic and international airports, RACQ offices, events, travels shows and via the Discover Ipswich website.

To facilitate this increased distribution, 117,000 copies of the 2019 Discover Ipswich Magazine will be produced, which is a 12% increase on the previous year.

**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 report 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)**

<b>Economic Development Committee</b>	
Mtg Date: 22.01.19	OAR: Yes
<b>Authorisation: Ben Pole</b>	

7 January 2019

**MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: CATEGORY THREE EVENT SPONSORSHIP – JANUARY 2019

---

**INTRODUCTION:**

This is a report by the Events and Engagement Officer dated 7 January concerning the allocation of Event Sponsorship funds.

**BACKGROUND:**

Applications for Event Sponsorship are accepted throughout the year. Applications must be able to demonstrate that the event positions the City of Ipswich as a significant event destination.

Event sponsorships are categorised by the amount of funding recommended for Council approval.

<b>CATEGORY</b>	<b>SPONSORSHIP VALUE</b>
One	\$10,000 and above
Two	\$5,000 - \$9,999
Three	\$4,999 and below

This report will address applications that are being recommended for Category Three funding.

**EVENT SPONSORSHIP APPLICATIONS RECEIVED:**

Council received two eligible applications this month.

1. Tamil New Year Celebrations

Varnam Cultural Society has successfully completed six Chithirai Kalai Vizha (New Year) Programs. The project is an opportunity to create a bond between various cultures and this project has always served as a platform to showcase new, upcoming and existing talents within the community.

The event will include an official opening, children's rides (Train, Jumping Castle, etc.), stalls, cultural performances (over 150 performers) and fireworks.

It is anticipated the event will attract attendees from outside of the Ipswich area, including Brisbane, Gold Coast, Sunshine Coast, Logan and Toowoomba.

The goals and objectives of the event include:

- Promote Multiculturalism and the Tamil language, its culture and significance to the wider community
- Identify, support, encourage and provide opportunities to up skill new and hidden talents within the community
- To encourage young people to participate in music, dance and other activities
- To introduce young people to a broad spectrum of creative and hands on experience
- To provide training support so that every young person has a chance to discover and make the most of their potential

The estimated attendance at the event is 3,000 people spending \$40 per person. Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 Tamil New Year's Celebration is \$120,000.

Varnam Cultural Society has received the following funding over the past two years:

Financial Year	Funding Type	Amount	Project Title
2017	Event Sponsorship	\$2,500.00	Tamil New Year Celebrations
2018	Event Sponsorship	\$2,500.00	Tamil New Year Celebrations

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support at the event
- Invitation to Council Representatives to attend

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that the Interim Administrator of Ipswich City Council resolve to allocate \$2,500 financial support to the 2019 Tamil New Year Celebrations.



## 2. Ipswich 100 Bike Ride

The Moggill-Mt Crosby Lions Club manage The Ipswich100. The event has a reputation as a well organised and safe cycling event. It comprises five separate rides (not races) of 170km, 100km, 50km, 25km and 5km length. The four longer rides follow a loop starting and finishing at USQ Ipswich campus. The 5km ride is held on campus. Food and beverage rest stops are strategically placed every 25km and the routes are amply signed and manned by over 150 volunteers from six Lions Clubs plus approximately 30 S.E.S. personnel.

The goals of the event are:

- Primarily the Ipswich100 is a charity event raising funds directed particularly towards health promoting initiatives.
- Incentive to promote cycling as an ideal recreational pastime for the whole family as well as an efficient mode of transportation, especially for people living within a short radius from their workplace, school etc.

The estimated attendance at the event is 1,000 people, attracting entries from the West Moreton, Brisbane, North and South Coasts, rural regions such as Warwick, Toowoomba, Beaudesert and Mackay plus interstate entries from Sydney and Melbourne.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 Ipswich 100 Bike Ride is \$130,000.

The event has received the following funding over the past two year, Ipswich Hospital Foundation made the application on behalf of event organisers in 2017/2018:

Financial Year	Funding Type	Amount	Project Title
2017	Councillors Community Donation Program	\$2,750	2017 Heritage Bank Ipswich 100 Bike Ride
2017	Councillors Community Donation Program	\$2,500	2018 Ipswich 100 Bike Ride
2018	Event Sponsorship	\$2,500	Ride On – Celebration of Cycling Week (incorporating the Ipswich 100 Bike Ride)
2018	In-Kind Assistance	\$173	Ipswich 100 Bike Ride

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support at the event
- Invitation to Council Representatives to attend

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment B) and recommends that the Interim Administrator of Ipswich City Council resolve to allocate \$2,500 financial support to the 2019 Ipswich Bike Ride.

**BENEFITS TO COMMUNITY AND CUSTOMERS:**

The Event Sponsorship program aligns with Advance Ipswich Plan, the Corporate Plan 2017–2022 and the Destination Marketing, Management and Events Plan:

Goal 1 Strategy 6 Key Action 6.2 – Support economic activity based on health, well-being and human services

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 2 Strategy 1 Key Action 1.4 – Develop a strong network of community connectedness and identity, and accessibility to services and facilities that contribute to both social and economic outcomes

Goal 2 Strategy 5 Key Action 5.1 – Implement an integrated open space plan that provides land and facilities to meet the community’s active and passive recreation and leisure needs

Goal 3 Strategy 1 Key Action 1.2 – Promote and celebrate the city’s identity throughout the community and beyond

Goal 3 Strategy 5 Key Action 5.1 – Implement a Community Events program across the city that includes community and family activities

**ATTACHMENTS:**

<b>Name of Attachment</b>	<b>Attachment</b>
<a href="#">Attachment A – Application for Event Sponsorship of the 2019 Tamil New Year Celebration</a>	 Attachment A
<a href="#">Attachment B – Application for Event Sponsorship of the 2019 Ipswich Bike Ride</a>	 Attachment B

**RECOMMENDATION:**

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council allocate event sponsorship of \$2,500 to Varnam Cultural Society from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
- B. That Council resolve to allocate event sponsorship of \$2,500 to Moggill-Mt Crosby Lions Club from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins  
**EVENTS AND ENGAGEMENT OFFICER**

I concur with the recommendations contained in this report.

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

Event Sponsorship - October 2018  
Event Sponsorship Form  
Application ES00152 From Varnam Cultural Society (QLD) Inc

ATTACHMENT A

## Organisation Details

\* indicates a required field

**Organisation Name \*** Varnam Cultural Society (QLD) Inc

**Contact Person \*** Mr Rajarajan Thennavan

**Street Address \***

**Postal Address \*** Must be an Australian phone number

[president.varnamqld@gmail.com](mailto:president.varnamqld@gmail.com)

**Phone Number \***

**Email \***

**Is your organisation incorporated? \***  
 Yes  
 No

**Is your organisation registered for GST? \***  
 Yes  
 No

**Does your organisation have an ABN? \***  
 Yes  
 No  
Please add ABN below

**ABN** 27 598 406 552

Information from the Australian Business Register	
ABN	27 598 406 552
Entity name	Varnam Cultural Society (QLD)
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed <a href="#">More information</a>
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4032 QLD
Information current as at 12:00am yesterday	

Must be an ABN

**Attach copy of Public Liability Insurance \***

Filename: COC for Varnam Cultural Society (QLD) Inc. 29.1 0.18.pdf

# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

File size: 228.7 kB

### Sponsorship History with Ipswich City Council

\* indicates a required field

**Has your organisation previously received funding from Ipswich City Council for any event? (If so, please list the most recent and include the event name, date of event and the amount received from Ipswich City Council). \***

Yes, for the same Event held at the same venue.  
Event Name: Tamil & Indian New Year Celebrations  
Venue: Robelle Domain Parklands, Springfield  
Event Date: 28th April 2018  
Amount Received: \$2500

### Current Event Sponsorship Request

\* indicates a required field

Alignment with Program Objectives:

- Alignment with Council's Corporate Plan;
- Community engagement and support;
- Economic benefit and visitor attraction;
- Appropriate exposure for Council and the City of Ipswich;
- Uniqueness of the event;
- Sustainability and growth potential and;
- Partnership development.

**Name of Event: \***

Tamil & Indian New Year Celebrations

**Start Date: \***

30/03/2019

What is the expected start date of the event?

**End Date: \***

30/03/2019

What is the expected completion date of the event?

**Provide a brief description of the event: \***

Tamil New Year Celebrations incorporating Telugu, Malayalam & Kannada New Years and including people from India, SriLanka, Malaysia, Singapore, Fiji etc.  
Promote various Indian cultures and Languages among all  
Provide a platform to showcase talents

# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

Unite the community, promote Multi culturalism and make everyone happy & entertained

Must be no more than 150 words

**Proposed Venue/  
Location \***

Robelle Domain Parklands, Springfield Central

**Estimated Attendance \***

3000+

**Provide a description  
of the event, including  
history and Council  
involvement. \***

Varnam Cultural Society has successfully completed Chithirai Kalai Vizha (New Year) Programs so far for the past 6 years and all our programs had a crowd of over 400. In 2018, we moved this iconic event to Ipswich at Robelle Domain Parklands, Springfield Central and the event was a huge success with over 3000 people attending and the project benefitting a lot of locals including local business holders.

The program brings a joy into the face of the kids and parents within the community and they are usually excited and willing to be a part of it every year.

This project will be an opportunity to create a bond between various cultures and this project has always served as a platform to showcase new, upcoming and existing talents within the community.

Though we are based within the Ipswich City Council areas, Our Projects have been regularly funded by the Logan City Council & Brisbane City Council since it was only held within those City Council Areas due to lack of suitable Indoor venues within the Ipswich City Council area, however the funding and support offered by Ipswich City Council made this event huge in 2018 and enabled us to involve even more people including refugees.

Prior to 2018 this event has been only a paid event and moving to Robelle Domain and making it a free event has enabled even more people to come and attend this event.

**Which sponsorship  
category are you  
seeking funding from?**

- Category 1 \$10,000+
- Category 2 \$5,000 to \$9,999
- Category 3 \$4,999 and below

**What is the amount  
of funding you are  
seeking from Ipswich  
City Council? \***

\$15,440

**What other support  
are you seeking from  
Ipswich City Council in**

We will be hiring the Big Projector Screen at the venue

# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

**products, services, time and other resources? \***

**Have you approached any other areas of Council with this request, if yes, where? \***

No

**What are the goals and objectives of the event? \***

Promote Multiculturalism and Tamil language, its culture & significance to the wider community

Identify, support, encourage and provide opportunities to up skill new and hidden talents within the community

To encourage young people to participate in music, Dance & other activities

To introduce young people to a broad spectrum of creative and hands on experience

To provide training support so that every young person has a chance to discover and make the most of their potential

**Who is your target audience? (Provide demographic information and research to support if possible). \***

Tamils from India, Sri Lanka, Fiji, Singapore, Malaysia etc.

Telugu Community

Malayalam Community

Kannada Community

Hindi Community

Gujarati Community

Punjabi Community

Kids from all Backgrounds

Other Indian & Ethnic Communities

**List the key benefits this event will bring to the City of Ipswich and the Ipswich community. \***

SPRINGFIELD suburbs continue to bring major benefits to the city of Ipswich, One of the major benefits to the city comes in the form of rate revenues, a Lot of Indian People (Tamil, Telugu, Malayalam, Punjabi, Gujarati, Hindi & Kannada) People have already moved to the city and this event being the most leading Tamil & Indian Event in QLD will encourage even more people to move in & around Springfield to make ease of access to events like our New Year Celebrations

**List the benefits you propose to return to Ipswich City Council. (Describe levels of sponsorship offered, their costs and benefits). \***

If we can get the sponsorship amount requested then we can offer the below

All our Advertising Flyers will have Ipswich City Council as the joint host of this Event

Our Flyers will also be delivered to around 10,000 house In & Around Springfield

# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

We will allocate a separate page on our Newsletter for Ipswich City Council

We would be able to allocate a small stall space exclusively for Ipswich City Council to promote the council and its plans to the audience attending the event

**How will your organisation be able to assist Ipswich City Council in measuring how effective its sponsorship was? (eg. surveys, reports) \***

We carry out after event surveys with our community and try to improve on what we lacked the previous years which is the major reason for the growth and reach of our organisation within the community since it is considered as one of the leading events within the Multicultural Communities in QLD

**Outline the involvement of all other sponsors and government bodies assisting with this event. \***

We have a few regular sponsors assisting us each year and we would be able to raise approx. around \$4000 from them and so far we haven't got confirmation on any grants or sponsorships from other government bodies. Our submission to Gambling Community Fund, though meritorious is unable to be funded this time due to lack of funds.

**How does this event align with Ipswich City Council's Corporate Plan? (Visit [www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au) About Council, Corporate Publications, Corporate Plan - to view a copy) \***

Strengthening Our Local Economy and Building Prosperity (Jobs) - This event will create a casual work Opportunity for Locals to volunteer as well as do paid jobs at the event, also there will be a lot of local stall holders thus the event benefitting local business as well.

Caring for Our Community - Involving everyone to take part in it and appreciate their presence

Promote Advance Ipswich's Shared Community Vision

**How does this event allow for a high level of community engagement through participation? \***

We are one of the largest in QLD in terms of people participating and performing and there has been a steady increase in the number of audience every year, This year we are expecting a bit more than last year (we had over 3000 last year) since we are arranging it before the cold weather season starts and once again making it a free event for everyone to participate, we are also going to inform all the locals in & around Springfield about the event via flyers and signs

**How will this event deliver economic benefit, either in short, medium or long term, to the City of Ipswich? \***

SPRINGFIELD suburbs continue to bring major benefits to the city of Ipswich, One of the major benefits to the city comes in the form of rate revenues, a Lot of Indian People (Tamil, Telugu, Malayalam, Gujarati, Punjabi, Hindi & Kannada) People have already moved to the city and this event being the most leading Tamil Event in QLD will encourage even more people to move in & around Springfield Lakes to make ease of access to events like our New Year Celebrations



# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

**Outline how will this event attract visitors to Ipswich? \***

A lot of Indian people are already looking at moving in & around Springfield since a lot of our community people live around here, events like this would encourage them even more to consider Ipswich as their option, also with more land and development yet to be released around Springfield this is definitely going to attract and increase the number of visitors to Ipswich

**How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorough engagement with community and business networks? \***

We have a lot of media coverage for our event regardless of where it is held, Brisbane Indian Times, Indian New Qld, ABC, SBS Tamil, Australian Indian Radio, Tamil Australian etc. are our past media partners and they are sure to join hands with us once again this year to make it even bigger than before which is sure to provide a positive exposure to the City of Ipswich

Also we have one of the highest number of facebook & email group members and we would be promoting the event among them all

**Detail the extent to which the event is unique regionally, nationally and internationally. \***

It is one of the very unique events in Australia since there is not a lot of organisations that uses an event to provide opportunities for new talents within the community, also our events are followed by a lot of people around the country with organisations like Indian Tamil Association of Victoria, Sydney Tamil Manram etc. have previously borrowing ideas and performers from us to execute their events, we have also assisted and provided advise to a lot of other local organisations in QLD

**How does this event complement other events and/or fill a gap in the City's calendar of events, particularly 'off peak' tourism? \***

We have in the past performers coming from New Zealand, NSW, Victoria, Central & North QLD coming all the way to perform at our event, since it comes around the time as Ipswich Festival it is sure to draw the attention of the Ipswich Festival and other events coming up around the same time around the city of Ipswich

**How will funding by Ipswich City Council develop/enhance this event? \***

We need a lot of funding to make this event a success since it is one unique event in QLD, more the funding is the more we can assist the community and promote this to wider audience

**Detail the extent to which your event has the potential to grow into a significant regional event. \***

It is already one of the leading Tamil & Indian events in QLD, we would like to make it the largest event combining the Indians, Srilankans, FIJI Indians, Singaporeans, Malaysians and Ipswich Locals.

**What is the potential ability for your event to become sustainable**

Established in 2012, We have sustained for over 6 years already, if we get more funding this year we are sure to make a mark and grab the attention of more sponsors to

# Event Sponsorship - October 2018

## Event Sponsorship Form

### Application ES00152 From Varnam Cultural Society (QLD) Inc

**beyond the first year of Council's funding? \***

make it more sustainable and keep retaining it as one of the signature events in QLD

**List the key personnel involved with the delivery of this event and provide a brief outline of previous experience in organising similar events. \***

Rajarajan Thennavan - President/ Founder of Varnam Cultural Society - has been the driving force of this event since it was first started in 2013, Rajarajan also has a wealth of experience organising similar events for other groups in QLD and even bigger events overseas

Other Supporters include Mr.Umesh Chandra - CEO, Brisbane Indian Times who will be a media partner in taking this event across QLD

Sathish Rajendran - Brisbane Super Kings Cricket Club is also an active supporter and member of Varnam Cultural Society

**Provide evidence that the event budget and resources are viable and that the event will be delivered as planned. \***

We have submitted the project implementation & expenditure reports to the previous government bodies that supported us in the form of Grants or Sponsorships and we can surely provide on for the council too

There will be no doubt that the event will be delivered as planned as we promise on only what we can deliver

## Attachments

\* indicates a required field

**Attach an event timeline (including important deadlines and key milestones). \***

---

Filename: Event Timeline.pdf  
File size: 492.6 kB

**Attached a comprehensive budget (including all proposed income and expenditure) \***

---

Filename: Chithirai Budget.xlsx  
File size: 9.7 kB

**Category 1 Applications- Attach high level project plan**

---

Filename: Draft - Event Management Plan Template -Chithirai Kalai Vizha 2019.docx  
File size: 110.6 kB  
Compulsory information required for funding \$10,000+

**Category 1 Applications - Attach organisational and management structure**

---

Filename: Varnam Org Chart for ICC - CK Vizha.pdf  
File size: 499.4 kB  
Compulsory information required for funding \$10,000+

# Event Sponsorship - October 2018

## Event Sponsorship Form

Application ES00152 From Varnam Cultural Society (QLD) Inc

### Budget Details

\* indicates a required field

#### Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Rides	\$1,250.00	Venue Expenses	\$1,000.00
Sponsorship	\$5,000.00	Sound	\$2,000.00
Stalls	\$2,000.00	Photo & Video	\$1,400.00
Raffles	\$200.00	Chairs & Marquee	\$3,300.00
		Insurance	\$390.00
		Trophies & Mementos	\$800.00
		Stage Background	\$1,200.00
		Stalls	\$1,100.00
		Magic Show	\$500.00
		Petting Zoo	\$500.00
		Fireworks & Rides	\$7,000.00
		Advertising	\$1,500.00
		Miscellaneous	\$1,500.00
		Portable Toilets x 8	\$1,200.00
		VIP'S Mementos	\$500.00
	Total: \$8,450.00		Total: \$23,890.00

**Total Amount Requested: \***

\$15,440.00

GST Exclusive. What is the total financial support you are requesting in this application?

**Total Project Cost: \***

\$23,890.00

GST Exclusive. What is the total budgeted cost (dollars) of your project?

**List items from your expenditure table above that are to be covered by the sponsorship: \***

Venue Expenses  
 Sound  
 Photo & Video  
 Chairs & Marquee  
 Insurance

# Event Sponsorship - October 2018

## Event Sponsorship Form

### Application ES00152 From Varnam Cultural Society (QLD) Inc

Trophies & Mementos  
 Stage Background  
 Stalls  
 Magic Show  
 Advertising  
 VIP'S Mementos  
 Petting Zoo  
 Portable Toilets x 8

#### Contributions to this Event by Other Sources/Sponsors:

Applications which include contributions from the applicant organisation and other sources are encouraged. Contributions may be cash, other funding assistance or in-kind e.g. voluntary labour or materials.

Please indicate the type of contributions being made towards this event.

Contributed By	Type of Contribution	\$ Amount
Sponsors	Sponsorships	\$5,000.00
		Total: \$5,000.00

#### Certification Details

\* indicates a required field

#### Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.
- I understand that if Ipswich City Council approves a sponsorship, I will be required to accept the conditions of the sponsorship in accordance with Ipswich City Council audit requirements.
- I consent to the information contained within this application being disclosed to or by Ipswich City Council for the purpose of assessing, administering and monitoring my current and any future Ipswich City Council grant applications.

# Event Sponsorship - October 2018

## Event Sponsorship Form

### Application ES00152 From Varnam Cultural Society (QLD) Inc

- I understand that if Ipswich City Council approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with Ipswich City Council.

**Name: \*** Mr Rajarajan Thennavan

**Position in Organisation: \*** President

**Date: \*** 30/10/2018

#### Submitting the Application:

You will not be able to submit your application until all of the compulsory questions (marked \*) are completed.

**NOTE: Please ensure that you have finished your application before you submit. Once you have submitted it, it can no longer be accessed.**

#### Privacy Statement:

Ipswich City Council is collecting your personal information so that we can process your request for a Event Sponsorship. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent. However, in order to perform the above functions, we may need to disclose your personal information to relevant Council Committees. By completing and signing this form and returning it to Council, we will consider that you have given us your consent to manage your personal information in the manner described in Council's Privacy Statement, Personal Information Digest and this collection notice.

Event Sponsorship - January 2019  
Event Sponsorship Form  
Application ES00163 From Moggill-Mt Crosby Lions Club

ATTACHMENT B

## Organisation Details

\* indicates a required field

**Organisation Name \*** Moggill-Mt Crosby Lions Club

**Contact Person \*** Mr Gordon Brown

**Street Address \***  
Must be an Australian phone number

**Postal Address \***

**Phone Number \***

**Email \***

**Is your organisation incorporated? \***  
 Yes  
 No

**Is your organisation registered for GST? \***  
 Yes  
 No

**Does your organisation have an ABN? \***  
 Yes  
 No  
Please add ABN below

**ABN** 70 363 942 357

Information from the Australian Business Register	
ABN	70 363 942 357
Entity name	Moggill Mt Crosby Lions Club Inc
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed <a href="#">More information</a>
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4000 QLD
Information current as at 12:00am today	

Must be an ABN

**Attach copy of Public Liability Insurance \***

Filename: 1-CofC-Public-Liability-Policy-2018-2019.pdf  
File size: 68.5 kB

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

---

Filename: 2CofC-Lloyds-2nd-Layer-2018-2019.pdf  
File size: 572.2 kB

## Sponsorship History with Ipswich City Council

\* indicates a required field

**Has your organisation previously received funding from Ipswich City Council for any event? (If so, please list the most recent and include the event name, date of event and the amount received from Ipswich City Council). \***

We have been supported by I.C.C. for many years, both financially and in kind. The Ipswich100 was last held in April 2018. On that occasion Council provided \$2500 partly to defray the cost of Portaloos required en route plus in kind funding providing 10 wheelie bins at the USQ campus venue in Ipswich.

## Current Event Sponsorship Request

\* indicates a required field

### Alignment with Program Objectives:

- Alignment with Council's Corporate Plan;
- Community engagement and support;
- Economic benefit and visitor attraction;
- Appropriate exposure for Council and the City of Ipswich;
- Uniqueness of the event;
- Sustainability and growth potential and;
- Partnership development.

**Name of Event: \***

The Ipswich100 Bike Ride

**Start Date: \***

31/03/2019

What is the expected start date of the event?

**End Date: \***

31/03/2019

What is the expected completion date of the event?

**Provide a brief description of the event: \***

The Ipswich100 has a well deserved reputation as the best organised and safest cycling event in SouthEast Queensland. It comprises 5 separate rides (not races) of 170, 100, 50, 25 & 5km length. The longer 4 rides follow a loop starting and finishing at USQ Ipswich campus. The 5

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

km ride is held en campus. Food & beverage rest stops are strategically placed every 25km and the routes are amply signed and manned by over 150 volunteers from 6 Lions Clubs plus approximately 30 S.E.S. personnel.

Must be no more than 150 words

**Proposed Venue/  
Location \***

USQ Ipswich Campus

**Estimated Attendance \***

1000

**Provide a description  
of the event, including  
history and Council  
involvement. \***

The inaugural Ipswich100 occurred in the year 2000 after Bob McGregor proposed to fellow members of the Moggill Mt Crosby Lions Club that we had the skills to successfully manage such an event. At the time around 50% of Club members were active cyclists. From humble beginnings the event has progressively grown in scope, size and stature and is now regarded as by far the safest and most family orientated event on the cycling calendar. We are fortunate to have been provided with an excellent venue as well as the beautiful cycling ambience of the essentially traffic free Scenic Rim. We offer rides for cyclists of all ages and skill/fitness capabilities, attracting entries from the West Moreton, Brisbane, the North & South Coasts, rural regions such as Warwick, Toowoomba, Beaudesert & Mackay plus interstate entries from Sydney and Melbourne. The Ipswich100 is primarily a Charity Event. Our costs are kept minimal by our extensive use of volunteers sourced mainly from fellow Lions Clubs, with the Ipswich S.E.S. and our beneficiaries also providing manpower. This has enabled the provision of around 85% of funds raised to benefit the communities of West Moreton, with the Ipswich Hospital Foundation being the prime recipient. This payout ratio is unequalled and is very much the envy of other charity events. To date \$1.4m has been raised in support of nominated charities.

**Which sponsorship  
category are you  
seeking funding from?**

- Category 1 \$10,000+
- Category 2 \$5,000 to \$9,999
- Category 3 \$4,999 and below

**What is the amount  
of funding you are  
seeking from Ipswich  
City Council? \***

\$3000 , in part to fund the costs of Portaloos.

**What other support  
are you seeking from  
Ipswich City Council in  
products, services, time  
and other resources? \***

We require 10 wheelie bins at the USQ Ipswich venue



# Event Sponsorship - January 2019

## Event Sponsorship Form

Application ES00163 From Moggill-Mt Crosby Lions Club

**Have you approached any other areas of Council with this request, if yes, where? \***

No

**What are the goals and objectives of the event? \***

There are twin objectives. Primarily the Ipswich100 is a charity event raising funds directed particularly but not exclusively towards health promoting initiatives. However from the outset it was also envisaged as an incentive to promote cycling as an ideal recreational pastime for the whole family as well as an efficient mode of transportation, especially for city folk living within a short radius from their workplace, school etc.

**Who is your target audience? (Provide demographic information and research to support if possible). \***

Although the majority of participants occupy the 25 to 40 year demographic, we have healthy representation from age 12 to 75 years. This is based on information collected on enrolment as well as via Survey Monkey apes event. The 25Km ride targets families mainly in Ipswich and surrounding areas while the Kids Caper 5 Km ride is targeted at younger children beginners and includes a safety and basic bike maintenance session as well as activities such as face painting.

**List the key benefits this event will bring to the City of Ipswich and the Ipswich community. \***

The event has been viewed by ourselves as well as I.C.C. as very much a win/win scenario. Our cyclists revel in the freedom of safe peloton riding on good quality, low traffic country roads, essentially free of traffic lights and offering unparalleled rural and mountain vistas. Ipswich benefits with the ability to showcase its friendly, engaging nature as well as its many attractions. I am aware of several cycling families who have subsequently made the decision to move to our region, in part as a result of this exposure. Accommodation is at a premium and on one occasion was booked out by those choosing to stay for a night or two. We estimate that over 80% of the participants of this event come from outside the Ipswich area.

The Ipswich Hospital Foundation receives a substantial donation from the proceeds of this event.

**List the benefits you propose to return to Ipswich City Council. (Describe levels of sponsorship offered, their costs and benefits). \***

The I.C.C. logo features on our website, Ipswich100.com.au, on our merchandise and in promotional leaflets and business cards circulated to cyclists and bike shops. Attention is also drawn to its contribution on the day. In the past our Mayor has been invited to talk and to start one of the rides. The ride

**How will your organisation be able to assist Ipswich City Council in measuring**

Yes, we always conduct a thorough outcome evaluation based on oral feedback on the day and especially on well designed Survey Monkey reviews. We are able to achieve a 30 to 40% response rate in these surveys. The

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

**how effective its sponsorship was? (eg. surveys, reports) \***

results are shared with our overarching sponsor and on request. We have several long standing private enterprise sponsors.

**Outline the involvement of all other sponsors and government bodies assisting with this event. \***

We have several long standing private enterprise sponsors providing cash assistance as well as bike related equipment that is suitable for raffling. We receive no other government assistance.

Other sponsors include:

Recruitment 24/7, St Andrews Hospital, Exact Radiology, Articulate Framing, My Life Medical, Blue Ribbon Motors Trek, and Physio Active. All Ipswich based businesses and organisations.

**How does this event align with Ipswich City Council's Corporate Plan? (Visit [www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au) About Council, Corporate Publications, Corporate Plan - to view a copy) \***

The event promotes Ipswich as a most desirable place to live and work. Our demographic is heavily skewed towards fully employed young people with young families. They are likely to have above average access to discretionary dollars.

**How does this event allow for a high level of community engagement through participation? \***

From the outset the participation of volunteers from the West Moreton community has been an integral feature of our business model. We have been superbly supported in this endeavour with around 150 volunteers regularly taking part. Ipswich based volunteers include Ipswich SES, Ipswich Lions Club, Ipswich Hospital Foundation and Team Cupcake.

**How will this event deliver economic benefit, either in short, medium or long term, to the City of Ipswich? \***

It is not possible to place a precise quantum on long term benefits but there is no doubt the event generates a very high level of goodwill towards the region and is instrumental in reducing and even eliminating unwarranted negative bias in those unfamiliar to our region, and Ipswich City in particular.

**Outline how will this event attract visitors to Ipswich? \***

The event attracts not only participants but also in many cases their extended families.

We estimate that in excess of 80% of participants come from outside of the Ipswich area.

**How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorough engagement with**

The event is the centrepiece of the annual Ipswich RideOn week of cycling organised by the Ipswich Hospital Foundation. This week includes racing on the Criterion Track in Raceview, a regional BMX competition at the facility off Moffatt St, One Mile, an Ipswich to Esk Rail Trail social ride, The week is well publicised in print media and

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

**community and business networks? \***

through business networks, including the Chamber of Commerce.

**Detail the extent to which the event is unique regionally, nationally and internationally. \***

This is a boutique event with a long standing pedigree of success. Indeed it was one of the very first cycling based charity events. It has provided the template for numerous other events, not just cycling, and is still regarded as the yardstick by which all other similar events in Queensland region are judged.

**How does this event complement other events and/or fill a gap in the City's calendar of events, particularly 'off peak' tourism? \***

The Ipswich100 is the centrepiece of the Ipswich RideOn Week of Cycling. It is held outside school and public holidays and separate to competing events.

**How will funding by Ipswich City Council develop/enhance this event? \***

Funding will partly defray the cost of hiring Portaloos for use at the Warrell View rest stop situated approximately at the midway point for the popular 100km ride.

**Detail the extent to which your event has the potential to grow into a significant regional event. \***

The Ipswich100 has already achieved that status but we foresee further growth towards ultimate capacity of 1500 participants.

**What is the potential ability for your event to become sustainable beyond the first year of Council's funding? \***

Not applicable

**List the key personnel involved with the delivery of this event and provide a brief outline of previous experience in organising similar events. \***

Bob McGregor. - Ipswich100 Convener  
Gordon Brown - Ipswich100 Manager  
David Landers. - Ipswich100 Publicity  
Graeme Smith - Ipswich100 Safety and Route Management  
Pat Marrinan - Ipswich100 Treasurer  
Graeme Chisholm - Ipswich100 Volunteer Management  
David Clarke. - Ipswich100 I.T. Specialist  
Steve Rainbow. - Ipswich100 " Mr Fixit"

**Provide evidence that the event budget and resources are viable and that the event will be delivered as planned. \***

Our past record speaks for itself. The event celebrates its 20th Anniversary this year and has so far distributed \$1.4 m to charity.

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

## Attachments

\* indicates a required field

**Attach an event timeline (including important deadlines and key milestones). \***

Filename: Project Activity Timeline.xlsx  
File size: 42.4 kB

**Attached a comprehensive budget (including all proposed income and expenditure) \***

Filename: BBR Budget\_2019.xlsx  
File size: 13.5 kB

**Category 1 Applications- Attach high level project plan**

*No files have been uploaded*  
Compulsory information required for funding \$10,000+

**Category 1 Applications - Attach organisational and management structure**

*No files have been uploaded*  
Compulsory information required for funding \$10,000+

## Budget Details

\* indicates a required field

Budget: Income and Expenditure

<b>Income (Description)</b>	<b>\$ GST Exclusive</b>	<b>Expenditure (Item Description)</b>	<b>\$ GST Exclusive</b>
Overarching sponsor	\$8,000.00	Powerade	\$400.00
Gold Sponsor	\$5,000.00	Portaloos	\$1,250.00
Gold Sponsor	\$5,000.00	Fruit and buns	\$1,500.00
Bronze Sponsor	\$1,500.00	Postage	\$1,000.00
Bronze Sponsor	\$1,500.00	Fuel, signage and hardware etc	\$500.00
Bronze Sponsor	\$750.00	P.A. System	\$500.00
Bronze Sponsor	\$250.00	Back Office- web page & registration	\$7,500.00
Bronze Sponsor	\$750.00	Facebook Advertising	\$500.00

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

Entry Fees	\$75,000.00	Anticipated Donations	
		Ipswich Hospital Foundation	\$25,000.00
		McIntyre Centre Riding for the Disabled	\$10,000.00
		Ipswich S.E.S.	\$4,000.00
		Team Cupcake	\$3,000.00
		Contributing Lions Clubs	\$12,000.00
		Epilepsy Queensland	\$2,000.00
		Moggill Mt Crosby Lions Club	\$28,500.00
	Total: \$97,750.00		Total: \$97,650.00

**Total Amount Requested: \***

\$3,000.00  
 GST Exclusive. What is the total financial support you are requesting in this application?

**Total Project Cost: \***

\$3,000.00  
 GST Exclusive. What is the total budgeted cost (dollars) of your project?

**List items from your expenditure table above that are to be covered by the sponsorship: \***

Portaloo Hire  
 Part subsidy merchandise  
 Powerade

### Contributions to this Event by Other Sources/Sponsors:

Applications which include contributions from the applicant organisation and other sources are encouraged. Contributions may be cash, other funding assistance or in-kind e.g. voluntary labour or materials.

Please indicate the type of contributions being made towards this event.

Contributed By	Type of Contribution	\$ Amount
Recruitment 24/7	Cash	\$8,000.00
St Andres Hospital Ipswich	Cash	\$5,000.00
Exact Radiology	Cash	\$5,000.00
My Life Medical	Cash	\$1,500.00
Pershouse Products	Fruit	\$500.00
Blue Ribbon Motors	Support vehicles	\$250.00

# Event Sponsorship - January 2019

## Event Sponsorship Form

### Application ES00163 From Moggill-Mt Crosby Lions Club

Physioactive	Massage	\$750.00
St. Andrews Hospital	Registered nurse	\$250.00
Trek Bikes Australia	Road Bike for raffle	\$1,500.00
		Total: \$22,750.00

## Certification Details

\* indicates a required field

### Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.
- I understand that if Ipswich City Council approves a sponsorship, I will be required to accept the conditions of the sponsorship in accordance with Ipswich City Council audit requirements.
- I consent to the information contained within this application being disclosed to or by Ipswich City Council for the purpose of assessing, administering and monitoring my current and any future Ipswich City Council grant applications.
- I understand that if Ipswich City Council approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with Ipswich City Council.

**Name: \*** Dr Robert McGregor

**Position in Organisation: \*** Ipswich100 Convener

**Date: \*** 04/01/2019

### Submitting the Application:

You will not be able to submit your application until all of the compulsory questions (marked \*) are completed.

**NOTE: Please ensure that you have finished your application before you submit. Once you have submitted it, it can no longer be accessed.**

### Privacy Statement:

Ipswich City Council is collecting your personal information so that we can process your request for a Event Sponsorship. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent. However, in order to perform the above functions, we may need to disclose your personal information to relevant Council Committees. By completing and signing this form and returning it to Council, we will consider that you have given us your consent to manage your personal information in

Event Sponsorship - January 2019  
Event Sponsorship Form  
Application ES00163 From Moggill-Mt Crosby Lions Club

the manner described in Council's Privacy Statement, Personal Information Digest and this collection notice.

<b>Economic Development Committee</b>	
Mtg Date: 22.01.19	OAR: Yes
<b>Authorisation: Ben Pole</b>	

8 January 2019

**MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2019 IPSWICH SHOW

---

**INTRODUCTION:**

This is a report by the Events and Engagement Officer dated 8 January 2019 concerning an application for event sponsorship by the Ipswich Show Society for the 2019 Ipswich Show being held 17, 18 and 19 May 2019.

**BACKGROUND:**

The 146<sup>th</sup> annual Ipswich Show is held over three days in May with exhibits, agricultural displays, entertainment, trade stalls, community and schools involvement, competitions, animal displays and events and activities supporting the Ipswich and surrounding areas.

This is a ticketed event with admission ranging between \$10 for primary school age and \$20 for adults.

Approximately 30,000 people attend the Ipswich Show over three days.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 Ipswich Show is \$1,500,000.

Funding provided by Council to Ipswich Show Society over the past three years is:

<b>Financial Year</b>	<b>Nature of contribution</b>	<b>Amount</b>
2016	Community Donations	\$46,125
	Community Assistance	\$4,254
2017	Community Donations	\$25,200
	Community Assistance	\$3,738
2018	Event Sponsorship	\$25,000
	Community Donations	\$9,820



In 2018 the Ipswich Show Society requested \$20,000 financial support and in-kind assistance, they were provided with \$25,000 total.

**SPONSORSHIP REQUEST:**

The Ipswich Show Society has submitted an Event Sponsorship Application for \$25,000 to assist with costs associated with the running of the event. Organisers have also requested in-kind support as detailed in the table below (including estimated value):

<b>In-Kind Request</b>	<b>Estimated Value</b>
100 x 240L bins	\$975
600 x 240L bin liners	\$151
1 x large compactor	\$493
1 x 20m3 cardboard bin	\$286
14 water barricades	\$400
12 x road cones	\$0
Road sweeper pre and post event	\$1,164
Changing of parking signs	\$720
Trimming of trees	\$200
Repairs to bitumen	\$2,329
<b>TOTAL</b>	<b>\$5,970</b>

Sponsorship benefits to be negotiated for Council include:

- Billboard signage in main arena (\$3,300)
- Billboard signage on Ipswich Showgrounds facing Warwick Road (\$3,300)
- Logo representation on Channel 9 advertising and live crosses
- Logo representation on collateral and promotional material (\$15,000)
- Exhibition spaces 6m x 9m (\$882) and 6m x 3m (\$911)
- Invitation for Council representatives
- Naming rights of selected events at the show

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash only financial support to the amount of \$25,000 to the Ipswich Show Society for the 2019 Ipswich Show.

**BENEFITS TO COMMUNITY AND CUSTOMERS:**

The 2019 Ipswich Show aligns with Advance Ipswich Plan, the Corporate Plan 2017–2022 and the Destination Marketing, Management and Events Plan:

Goal 1 Strategy 6 Key Action 6.2 – Support economic activity based on health, well-being and human services

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 2 Strategy 1 Key Action 1.4 – Develop a strong network of community connectedness and identity, and accessibility to services and facilities that contribute to both social and economic outcomes

Goal 2 Strategy 5 Key Action 5.1 – Implement an integrated open space plan that provides land and facilities to meet the community’s active and passive recreation and leisure needs

Goal 3 Strategy 1 Key Action 1.2 – Promote and celebrate the city’s identity throughout the community and beyond

Goal 3 Strategy 5 Key Action 5.1 – Implement a Community Events program across the city that includes community and family activities

**ATTACHMENT:**

<b>Name of Attachment</b>	<b>Attachment</b>
<a href="#">Attachment A – Application for Event Sponsorship of the 2019 Ipswich Show</a>	 Attachment A

**RECOMMENDATION:**

That the Interim Administrator of Ipswich City Council resolve:

That Council allocate event sponsorship of \$25,000 to the Ipswich Show Society for the 2019 Ipswich Show from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

**EVENTS AND ENGAGEMENT OFFICER**

I concur with the recommendations contained in this report.

Ben Pole

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

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

## Organisation Details

\* indicates a required field

**Organisation Name \*** Ipswich Show Society

**Contact Person \*** Mrs Cheryl Fryer

**Street Address \*** Must be an Australian phone number

**Postal Address \*** [iss@ipswichshow.com.au](mailto:iss@ipswichshow.com.au)

**Phone Number \***

**Email \***

**Is your organisation incorporated? \***  Yes  
 No

**Is your organisation registered for GST? \***  Yes  
 No

**Does your organisation have an ABN? \***  Yes  
 No  
Please add ABN below

**ABN** 37 438 074 435

### Information from the Australian Business Register

ABN	37 438 074 435
Entity name	Ipswich Show Society
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Charity <a href="#">More information</a>
ACNC Registration	Registered
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main business location	4305 QLD

Information current as at 12:00am today

Must be an ABN

**Attach copy of Public Liability Insurance \***

Filename: Ipswich COC Liability 2018.pdf

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

File size: 902.6 kB

## Sponsorship History with Ipswich City Council

\* indicates a required field

**Has your organisation previously received funding from Ipswich City Council for any event? (If so, please list the most recent and include the event name, date of event and the amount received from Ipswich City Council). \***

Yes, support for Ipswich Show society held 18-20 May 2018, by way of sponsorship of \$25,000 to assist various community competition events that are held at the Ipswich Show and also to assist with services needed eg bins, compactor, barriers etc that are no longer provided by Ipswich City Council as a contra support.. Plus a further \$9820 in donations from various ICC Councillors to assist with further support of our various competition events.

Traditionally, the Ipswich City Council has supported us through considerable cash donations and in kind support in providing media contacts and promotions as well as giving us sponsorship leads. This support was invaluable to the success of the Annual Ipswich Show.

## Current Event Sponsorship Request

\* indicates a required field

### Alignment with Program Objectives:

- Alignment with Council's Corporate Plan;
- Community engagement and support;
- Economic benefit and visitor attraction;
- Appropriate exposure for Council and the City of Ipswich;
- Uniqueness of the event;
- Sustainability and growth potential and;
- Partnership development.

**Name of Event: \***

IPSWICH ANNUAL SHOW

**Start Date: \***

17/05/2019

What is the expected start date of the event?

**End Date: \***

19/05/2019

What is the expected completion date of the event?

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

**Provide a brief description of the event:**  
\*

The Ipswich Annual Show is held over 3 days in May showcasing displays, exhibits, agricultural displays, entertainment, trade stalls, community and schools involvement, competitions, animal displays and events and activities supporting the Ipswich and surrounding areas.

Hosted over three days the Ipswich Show will be a feast of activities appealing to a very broad demographic. The appeal of 'The Show' is inter-generational with attendees aged from toddlers through to grandparents.

In 2019 we will be celebrating our 146th Show with an extensive array of entertainment located throughout the showgrounds. Traditional activities will again be on show, from Horses to Horticulture, Pigeons to Photography, Woodchop to baby animals. There will be Arts & Crafts, Beer & Wine tasting, Demolition Derby, Birds and Cattle - something for everyone! In essence, the annual show is a traditional showcase of the agricultural, horticultural, industrial and cultural aspects of the Ipswich and West Moreton Region.

Must be no more than 150 words

**Proposed Venue/ Location** \*

Ipswich Showgrounds, Cnr Warwick & Salisbury Roads, Ipswich Qld

**Estimated Attendance** \*

Between 26,000 to 30,000 over 3 days.

**Provide a description of the event, including history and Council involvement.** \*

The Ipswich Show has now been held annually for 145 years to date, making it one of the oldest Shows in Queensland history. The location, community activities and key draw cards may have changed over the years, however the residents of Ipswich and the surrounding areas still look forward to this annual celebration.

The Ipswich Show Society is a not-for-profit organization run by volunteers and relies on the community and Ipswich City Council by way of services and monetary support to assist bringing this annual event for the benefit of the local and wider community.

**Which sponsorship category are you seeking funding from?**

- Category 1 \$10,000+
- Category 2 \$5,000 to \$9,999
- Category 3 \$4,999 and below

**What is the amount of funding you are seeking from Ipswich City Council?** \*

\$25,000

**What other support are you seeking from Ipswich City Council in**

- Changing of parking signs to disabled parking signs in Parker Avenue.
- Trimming of trees on Parker Avenue below the gutters of the Pavilion and also in front of the Ipswich Show

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

**products, services, time and other resources? \***

sign located at the Corner of Warwick & Salisbury Roads intersection.

- Supply of 100 x 240L general bins & 600 liners
- Supply of 1 large compactor
- Supply of 1 x 20m<sup>3</sup> cardboard bin
- Supply of 14 water barricades
- Road Sweeper pre & post show
- Repair to bitumen failure/pot holes on showgrounds prior to Show.

**Have you approached any other areas of Council with this request, if yes, where? \***

No

**What are the goals and objectives of the event? \***

Bringing an annual agricultural event from the West Moreton region to the City of Ipswich for the benefit of the local and wider community, not only the show but the benefit to local businesses as well. The Ipswich Show in essence is a celebration of the agricultural, horticultural, industrial and cultural attributes of the City of Ipswich and it's surrounds. The Show is a collection of local focus groups who compete for cash and prizes. Anyone can enter exhibits in these sections. Each section targets a different demographic or interest group within the community with the primary focus on giving the competitor a platform to compete. It gives the chance for all members of the community to come together and celebrate their hobbies and interests.

**Who is your target audience? (Provide demographic information and research to support if possible). \***

All ages for Ipswich local and wider community, from young families to the older generation. The various competitions that the show provides all members of the community is inclusive of all community members both young and old.

**List the key benefits this event will bring to the City of Ipswich and the Ipswich community. \***

The key benefits of the Annual Ipswich Show brings the community include the following:

- Tourism - this event attracts people from all over the SEQ region including some from interstate such as judges and entertainers and other members of the 560 shows throughout Australia and New Zealand.
- Cultural enrichment - We have a number of competitions which encourage and promote the cultural achievements of the region. This includes entertainment displaying particular cultures.
- Economic boost - The Show has always been a platform for local businesses to promote their goods and services to the wider community by trading at the Show. Inside and outside space is available for them to setup.

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

Entertainment - The Annual Show also focuses on entertaining the showgoers with thrill rides, games and attractions which are not normally available to the people of Ipswich.

- Competitions - There are more than 30 different competitions designed to allow people to enter and compete against others who have a common interest. The interest groups which we run these competitions for include but not limited to, Horses, Cattle, Dogs, Poultry, Pigeons, Goats, Photography, Horticultural, Crafts, Foods, Honey, Produce, Fruit & Vegetables, Schoolwork, Brute Utes, Young Talent and Fine Arts

**List the benefits you propose to return to Ipswich City Council. (Describe levels of sponsorship offered, their costs and benefits). \***

As a 'contra' the Ipswich Show Society provides:

- City of Ipswich billboard signage in the main arena (\$3,300 annual)
- Ipswich City Council Billboard signage on Ipswich Showgrounds facing Warwick road (\$3,300 annual)
- Ipswich City Council logo representation on Channel 9 advertising leading up to the Show, as well as live crosses during the Show.
- Ipswich City Council logo representation on brochures, website, programs, exhibit schedules, posters, etc(estimated value \$15,000)
- Free Council tradespace site (6m x 9m - \$882 value) plus (6m x 3m for Ipswich Waste - \$911 value) - if cash sponsorship approved.
- Half price entry passes into the Show for all Ipswich City Council employees, as approved by the Ipswich Show Committee.
- Invitation to Councillors to showtime events and various promotions during the Show.
- Provide "naming rights" to selected events at the Show

**How will your organisation be able to assist Ipswich City Council in measuring how effective its sponsorship was? (eg. surveys, reports) \***

The Show Society records the names and addresses of all competitors in all sections for each show. We also have records of exhibitors and itinerants. Records are made of gate attendants, including the breakup of adults, concession, high school, primary school, membership and other selected categories of gate attendees.

At times, the Ipswich Show Society conducts their own surveying of the annual show to identify trends to help us to understand our market, including the running of competitions and staging of events during the annual show.

The Ipswich show runs annual competitions, partnering with local business, giving away prizes each day of the show. They must provide their details to enter. At times there is a simple survey attached and the entrant must provide details.

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

#### **Outline the involvement of all other sponsors and government bodies assisting with this event. \***

The Council has always been provided space to show the public different aspects of services provided by council to the community. This opportunity afforded to council is an important conduit to keep the community informed of council's services.

There are many individuals, businesses and local community groups involved in supporting the Ipswich Show.

We receive an annual show grant which is allocated between all 128 show societies in Queensland. This allocation is administered by the Queensland Government and pays average "per person" for each person attending the event. The amount given varies, but usually pays approximately one third of our annual insurance premium.

The Ipswich City Council has traditionally represented the largest annual sponsor and as such we have always given the most amount of publicity and recognition to strengthen the relationship between the community and the Ipswich city Council by using our annual Ipswich Show as a platform to achieve this.

#### **How does this event align with Ipswich City Council's Corporate Plan? (Visit [www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au) About Council, Corporate Publications, Corporate Plan - to view a copy) \***

The Show Society has a huge economic benefit to the community and gives preference to local suppliers and contracts, including employing local people. The business community use the Ipswich Show to "show off" their goods and services to the local community. The tourism drawcard aspect of the show is very important, as it brings people from far and wide to the city to compete, exhibit, socialize and celebrate all the great things Ipswich has to offer.

#### **How does this event allow for a high level of community engagement through participation? \***

There are many volunteers, schools, businesses, individuals and community groups that are involved in the Show. Having a trade stand at the show allows the Councillors and Council staff to participate in the show and speak directly with the local Ipswich community.

Our event has evolved to provide over 30 different competitions offered to all parts of our community to participate. There are approximately 400 volunteers who run the sections and all aspects of the show.

The Show Society encourages all not-for-profit organisations to be involved in this event to provide their organisation with a platform to exhibit and show off their particular interests, goods and services. .

The show has a very high community engagement which is traditional and has evolved over time.

#### **How will this event deliver economic**

The Ipswich Show is in its' 147th year. Every year, the Ipswich Show brings large economic benefit to Ipswich



# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

**benefit, either in short, medium or long term, to the City of Ipswich? \***

with short and medium term rewards. Economic benefits range from accommodation bookings in local motels, meals purchased at local restaurants, food purchased at local supermarkets. The show provides huge economic benefit to the region in many different ways.

**Outline how will this event attract visitors to Ipswich? \***

The Ipswich Show is one of the largest events in the city and surrounding areas. This event brings people from the city and the country to experience the Ipswich Show. The Ipswich Show is promoted to the SEQ community through television advertising via Channel Nine Brisbane, River 949 radio and the Queensland Times Newspapers. There is an extensive online presence including Social Media advertising which is organically boosted and partnered with such platforms as "Its Showtime", Riverlink and Redbank Plaza shopping centres and many other local businesses. There is a direct letter box drop in the Ipswich and surrounding areas, including the outer western Brisbane suburbs.

**How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorough engagement with community and business networks? \***

Advertising of the Annual Show is done through several media types, eg facebook, newspapers, television, radio, posters etc. This attracts journalists to come to the show to showcase all aspects of the show encouraging patrons, community groups and businesses to attend. There is always live crosses to Channel 9 Brisbane which is usually part of the nightly news. (Weather crosses with Gary Young-berry). On occasions we have had the morning "today" show do live crosses of the weather in different parts of the show. This is excellent positive exposure of Ipswich to Australia.

**Detail the extent to which the event is unique regionally, nationally and internationally. \***

the Ipswich Show has now been held annually for 145 years to date, making it one of the oldest shows in Queensland history. The Annual Ipswich Show delivers competitions to the wider community which other events do not. The Annual Show also provides entertainment only found at regional agricultural shows.

**How does this event complement other events and/or fill a gap in the City's calendar of events, particularly 'off peak' tourism? \***

The show always follows the Ipswich Festival, and the Show and Festival have similar and complimentary cultural benefits. The festival does not promote the agricultural, horticultural and (to a limited extent) the industrial aspects of our city. Both events promote the City of Ipswich, to not only the local community but to the wider region, encouraging people to our City. The Show attracts many people from throughout Australia to the event, especially those involved in Agricultural pursuits.

**How will funding by Ipswich City Council**

Ipswich City Council's assistance is greatly appreciated as it will assist the various sections of the Ipswich Show with

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

**develop/enhance this event? \***

not only prize monies but operational costs which are ever increasing.

Without the funding the Ipswich Show would not be able to provide the amount of competitions and entertainment available to the community at this annual event.

**Detail the extent to which your event has the potential to grow into a significant regional event. \***

The Ipswich Show is already a significant, traditional, historical, regional event.

Each year the Committee of Management of the Ipswich Show Society strive to improve the show and the showground facilities for the benefit of the people of Ipswich.

**What is the potential ability for your event to become sustainable beyond the first year of Council's funding? \***

The Ipswich Show Society has been running for 146 years, going into 147 year in 2019. The annual show is the longest, continuously running Ipswich Event.

**List the key personnel involved with the delivery of this event and provide a brief outline of previous experience in organising similar events. \***

Mr David (Rusty) Thomas, President - Rusty has been in the event coordinating scene for a long time - he has also been involved with the Events Corp and Kay-Dee events.

Mr Darren Zanow, Vice President - Darren has been involved with the Ipswich Show Society for over 30 years organising and setting up for the Ipswich Show is something that Darren is passionate about. Darren has also assisted Rusty for his business.

Up to 400 volunteers come to make the Show possible as well as a few paid staff.

**Provide evidence that the event budget and resources are viable and that the event will be delivered as planned. \***

There are over 30 different different competition events for each annual show, of which each has their own income and expenditure. (Budget)

Many sections do not run at a profit, instead they are subsidised by gate attendance, sponsorship, grants, tradespace income.

There is an overall profit & loss with particular thought of budgeting each year.

These details are based on previous year show profit & loss and can be found on next page of attachment. Last year with ICC support, some of our competitions were able to break even or close to, so this is why we are seeking this support once again.

## Attachments

\* indicates a required field

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

**Attach an event timeline (including important deadlines and key milestones). \***

Filename: Timeline Requirements - 2019.docx  
File size: 22.9 kB

**Attached a comprehensive budget (including all proposed income and expenditure) \***

Filename: Ips Show Society P&L - 2018 Show.pdf  
File size: 2.7 MB

**Category 1 Applications- Attach high level project plan**

Filename: Event Management Plan - 2019 Showdoc.doc  
File size: 196.5 kB  
Compulsory information required for funding \$10,000+

**Category 1 Applications - Attach organisational and management structure**

Filename: COMMITTEE OF MANAGEMENT 18-19.doc  
File size: 36.5 kB  
Compulsory information required for funding \$10,000+

## Budget Details

\* indicates a required field

### Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Camping	\$600.00	Accommodation	\$4,000.00
Commissions	\$3,000.00	Affiliation Fees	\$500.00
Donations/sponsorship	\$71,000.00	Advertising	\$25,000.00
Gate Takings	\$220,000.00	Bus Hire	\$7,000.00
Show Grant	\$26,471.00	Cleaning	\$18,000.00
Nomination/Entry fees	\$15,500.00	Electricity	\$20,000.00
Rent	\$100,000.00	Entertainment/Announcer	\$65,000.00
Sundry Income	\$3,500.00	Equipment Hire	\$45,000.00
		Wages/superannuation	\$70,000.00
		Security	\$21,000.00
		Prizes	\$50,000.00

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

		Print/Stationery/post age	\$8,000.00
		Judges/Stewards/volunteers	\$11,000.00
		Rain Insurance	\$3,600.00
		Signage	\$15,000.00
		Catering/meals	\$15,000.00
		Contractors	\$13,000.00
		Cartage/Truck Hire	\$900.00
		All other Operational Expenses	\$60,000.00
		Total: \$440,071.00	Total: \$452,000.00

**Total Amount Requested: \***

\$25,000.00

GST Exclusive. What is the total financial support you are requesting in this application?

**Total Project Cost: \***

\$452,000.00

GST Exclusive. What is the total budgeted cost (dollars) of your project?

**List items from your expenditure table above that are to be covered by the sponsorship: \***

Various Exhibit/Competition Sections that need monetary assistance to cover prize monies and operational costs. Priority allocation will be given to sections needing assistance - ie Horses, Stud Cattle, Poultry, Waterfowl, Pigeons, Caged Birds, Apiculture, Farm Produce, Fruit/Veg/Eggs, Foods, Creative Craft, Fine Art, Photography, Horticulture, Woodchop, Wine/Beer, Miniature Goats, Natural Fibres, Pet Parade, Brute Ute, Demolition Derby, Duny Derby, Young Talent, Pageant, 6 Bar Jump in Main Arena.

Also any assistance with services that ICC are not able to provide eg equipment hire costs/waste removal etc.

### Contributions to this Event by Other Sources/Sponsors:

Applications which include contributions from the applicant organisation and other sources are encouraged. Contributions may be cash, other funding assistance or in-kind e.g. voluntary labour or materials.

Please indicate the type of contributions being made towards this event.

Contributed By	Type of Contribution	\$ Amount
Potential Business/supporter	Anticipated sponsorship	\$30,000.00

# Event Sponsorship - November 2018

## Event Sponsorship Form

### Application ES00154 From Ipswich Show Society

Lowood Slimmers	Volunteers	\$0.00
Lions Club of Ipswich	Volunteers	\$0.00
Ipswich thistle Pipe Band	Volunteers	\$0.00
Ipswich Hospital Foundation	Volunteers	\$0.00
Ipswich Show Society	Volunteers	\$0.00
Various Local Business	Anticipated sponsorship/trophies/products	\$40,000.00
Local Supporters	Anticipated donations/trophies	\$1,000.00
Local Councillors & MP's	Anticipated donations	\$0.00
		Total: \$71,000.00

## Certification Details

\* indicates a required field

### Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.
- I understand that if Ipswich City Council approves a sponsorship, I will be required to accept the conditions of the sponsorship in accordance with Ipswich City Council audit requirements.
- I consent to the information contained within this application being disclosed to or by Ipswich City Council for the purpose of assessing, administering and monitoring my current and any future Ipswich City Council grant applications.
- I understand that if Ipswich City Council approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with Ipswich City Council.

**Name: \*** Mr David Thomas

**Position in Organisation: \*** President

**Date: \*** 28/11/2018

### Submitting the Application:

You will not be able to submit your application until all of the compulsory questions (marked \*) are completed.

Event Sponsorship - November 2018  
Event Sponsorship Form  
Application ES00154 From Ipswich Show Society

**NOTE: Please ensure that you have finished your application before you submit. Once you have submitted it, it can no longer be accessed.**

Privacy Statement:

Ipswich City Council is collecting your personal information so that we can process your request for a Event Sponsorship. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent. However, in order to perform the above functions, we may need to disclose your personal information to relevant Council Committees. By completing and signing this form and returning it to Council, we will consider that you have given us your consent to manage your personal information in the manner described in Council's Privacy Statement, Personal Information Digest and this collection notice.