

Economic Development Community Reference Group Minutes



Date	Monday 28 October, 2019	Time	6 - 8pm
Location	Lockyer Room, Ipswich Civic Centre		
List of Council Attendees (P = Present, A = Apology, NA = Not in attendance)			
P	Greg Chemello – Interim Administrator (Convenor)		
P	Ben Pole – General Manager, Community, Cultural and Economic Development (Facilitator)		
P	Carly Gregory – Manager Marketing & Promotions		
P	Cameron Nicholls – Children & Youth Development Officer		
P	Caragh Dickson – Ipswich Youth Advisory Council (IYAC) Member		
P	Molly Mackay – Ipswich Youth Advisory Council (IYAC) Member		
P	Apolina Balebanga – Ipswich Youth Advisory Council (IYAC) Member		
P	Nick Hughes – Acting Interim Administrator’s Executive Officer, Office of the Administrator		
P	Community Engagement Team Member (Danni Jansen, Nicole Preston)		
Community Reference Group Attendees (P = Present, A = Apology, NA = Not in attendance)			
P	Peter Aylward	NA	Mike McInnes
NA	Phillip Bell	A	Richard Morrison
A	Paul Casos	P	Nicholas Pender
P	David Cullen	NA	Ben Rawlings
P	Nikketah Cuneo	NA	David Ritchie
A	Linda Doonan	P	Paul Travis
P	Adam French	NA	Begoña Trillo
A	Ashley Gillie	P	Ruth Tyssen-Day
NA	Christopher Hannah	A	Moein Varaei
NA	Ashley Marshall	P	Kenneth Weaver

Agenda Item		Participants	Minutes
1	Convenor’s Welcome	Greg Chemello – Interim Administrator	<p>Greg Chemello welcomed members to the meeting and delivered and Acknowledgement of Country.</p> <p>Mr Chemello updated the group on the outcomes of a Council meeting held the same day, in particular within the scope of the group:</p> <p>Ipswich Central CBD Retail Strategy</p> <ul style="list-style-type: none"> - Council will invest in its Nicholas Street assets as commercial, retail and entertainment opportunities. - Divesting the assets on the market would see significant losses for council so a short term

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		<p>investment with a view to stimulating the market and being in a better position in the medium term to sell.</p> <p>Ipswich Central Façade Improvement Incentive Pilot</p> <ul style="list-style-type: none"> - Council adopted a pilot program aimed at co-investment with local traders and building owners to improve building facades. - \$100,000 has been allocated by council and will match up to \$15,000 per applicant. <p>Divisional Boundaries</p> <ul style="list-style-type: none"> - Mr Chemello confirmed that Ipswich Divisional Boundaries have now been decided by the state's Change Commission for four divisions represented by a mayor and eight Councillors (2 Councillors per division) after the March 2020 local government elections. - Mr Chemello responded to group questions regarding how four divisions will accommodate population growth. Mr Chemello indicated that a population of 400,000 people had been identified as a general benchmark across other councils looked at, and that Ipswich, with a current population of approximately 220,000 residents, still had a way to go to reach that benchmark. - Mr Chemello also expressed a challenge of population growth for council and business in terms of reinvigorating the city in the next decade, and avoid splitting into city centres <p>2032 Olympic venues</p> <ul style="list-style-type: none"> - Council will submit a bid for venues including North Ipswich Reserve, The Stadium Springfield

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		<p>and the Showground Convention Centre.</p> <p>Member questions included:</p> <p>What is the timeline for the mall development?</p> <ul style="list-style-type: none"> - By Sept 2020 it's expected that the Library will be built and all pavement works complete, Retail will commence moving in from this time and into 2021. - In 2021 Council will move into the Administration building. <p>When are public toilets planned for the CBD? (e.g. current retail business fielding regular requests for)</p> <ul style="list-style-type: none"> - Mr Pole confirmed that public toilets are part of the redevelopment - Mr Chemello indicated would enquire into and report back more detail. <p>How are jobs being planned for in a growing population (and particularly with a younger population, for people under 30)?</p> <ul style="list-style-type: none"> - Mr Chemello discussed growth in creative industries, reports of 60,000 extra jobs being needed, people who work outside of Ipswich, sectors such as health and tertiary education, and that a diverse economy is key. <p>With increased population, what about transport connectivity for e.g. to support jobs?</p> <ul style="list-style-type: none"> - Mr Chemello discussed importance of current projects at various stages including Springfield Ipswich Rail Loop, City Deal-Faster Rail, Council advocating with DTMR for revised bus transport system, along with council's active transport

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			<p>initiatives.</p> <p>Mr Chemello thanked the group for their feedback and input that has also contributed to the façade improvement program</p>
2	Group check-in	<p>Ben Pole – General Manager, Community, Cultural and Economic Development</p> <p>Community Reference Group Members</p>	<p>Ben Pole presented the group with the check-in question ‘Why are you a member’ and handed over to Cameron Nicholls (Council’s Children and Youth Development Officer) to introduce himself and guest Ipswich Youth Advisory Council (IYAC) members.</p> <p>Mr Nicholls informed the group that IYAC has existed in various forms at council for 12 years and that the program was restructured in 2018. IYAC has 20 members who meet monthly to voice issues that affect Ipswich young people.</p> <p>IYAC members collectively indicated their interests in advocating for and raising awareness about the skills of young people. Members identified Ipswich as having ‘great potential’, that population growth is both a ‘great and scary thing’ that young people have a stake in and that they were thankful to be part of IYAC.</p> <p>Around the room, Economic Development CRG members expressed a variety of reasons for having chosen to join the group, including:</p> <ul style="list-style-type: none"> - Vested interests (.e.g. live, work, play, raise families, own businesses, moved to / grew up in and have history with Ipswich) - Proud and passionate about Ipswich (see Ipswich as a ‘great city’) - Excited to be part of change after an otherwise challenging time in Ipswich’s history (‘want to be proactive’, ‘can see the city’s potential’) - Community involvement (‘To be part of the

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			community and have a voice')
3	Standing Agenda Item: 'Declaration of potential or actual conflicts of interest	Community Reference Group Members	Economic Development CRG member; David Cullen declared is considering running for Council and is yet to decide.
4	Actions from last meeting	Ben Pole – General Manager, Community, Cultural and Economic Development	<p>4.1 Shape Your Ipswich digital community engagement</p> <ul style="list-style-type: none"> - Danni Jansen provided a brief look at council's new Shape Your Ipswich online community engagement platform, and encouraged members to access the closed group space where it is intended the CRGs work can continue outside of meetings. - Ms Jansen also responded to questions about the second year of the Community Pulse Check survey recently opened on the Shape Your Ipswich platform and where Ipswich residents can say how they feel about Council. <p>4.2 Ipswich Central: tour of building site</p> <p>Has been scheduled for Economic Development CRG to take place 19/11</p>
5	City Branding and Promotion	<p>Ben Pole – General Manager, Community, Cultural and Economic Development</p> <p>Carly Gregory – Manager Marketing and Promotions</p>	<p>5.1 Why Brand Ipswich?</p> <p>Mr Pole and Carly Gregory powerpoint presentation conveyed:</p> <ul style="list-style-type: none"> - Ipswich has a logo, doesn't currently have a city brand (that represents Ipswich) - Last few years have not been well timed to brand the city - Brand positioning: what you can expect from our products, services, is genuine and believable,

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	Community Reference Group Members	<p>aspirational, it's not a logo</p> <ul style="list-style-type: none"> - 2years ago 1300 SEQ residents participated I survey – 35% indicated a ‘somewhat negative’ perception of Ipswich (a target for change), and 52% ‘somewhat/very positive’. It's intended this survey be repeated. CRG members suggested a similar survey had been conducted by a consultant ‘some time ago’ - Some members indicated that negative perceptions came from both internal and external of Ipswich - CRG members conveyed that contrary to perceptions Ipswich is safe to visit - Mr Pole confirmed that data indicates the same. - Discussion suggested that facebook hype and stats don't support perceptions of unsafety - Advantages and challenges re audience perceptions - Branding needs to include an emotional connection (not only a rational reason to visit) - Some members questioned ‘why aren't we using Discover Ipswich’ branding? And provided examples of other locations (e.g. Parramatta) that had shifted from negative to positive perceptions, now thriving identity, and that generally once people come to Ipswich they change their mind (eg. ‘ had no idea Ipswich is this beautiful’) - Members identified features such as its history, good infrastructure, great location, regional benefits, sense of community, character, relatively high discretionary \$s - Some members suggested that whilst Ipswich name can both protect and hinder, ‘we need to own our identity’ <p>The following two questions were discussed in small</p>

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		<p>groups.</p> <p>5.2 What makes up Ipswich's identity (what would Ipswich brand look like)?</p> <p>Discussion themes included:</p> <ul style="list-style-type: none"> - History and heritage (architecture, rail, Indigenous heritage, family histories) - Community characteristics (sense of community and population diversity; cultural backgrounds, multicultural, young families, resilient, safe, pride) - Geographic features (diverse environment, close/central, proximity, the river, city, regional) - Opportunities (for leisure/recreation e.g. motorsport precinct, shopping, successful businesses, innovation, affordable, education) <div data-bbox="778 1429 1157 2083" style="border: 1px solid black; padding: 5px;"> <p>WHAT MAKES UP IPSWICH'S IDENTITY?</p> <ul style="list-style-type: none"> * Heritage * History * Safe * Young * Close / Central * Affordable * Sense of Community * Resilient * Multi Cultural * Opportunity * Proximity <hr/> <p>WHAT MAKES UP IPSWICH'S IDENTITY?</p> <table border="0" style="width: 100%;"> <tr> <td>History - Rail</td> <td>The river</td> </tr> <tr> <td>Architecture</td> <td>Shopping</td> </tr> <tr> <td>Family</td> <td>Health options</td> </tr> <tr> <td>Motorsport precinct</td> <td>Diversity ^{Culture} _{Environment}</td> </tr> <tr> <td>Location</td> <td>Regional/City</td> </tr> <tr> <td>Community</td> <td>City Pride</td> </tr> <tr> <td>Business do well</td> <td>Image</td> </tr> <tr> <td>Education</td> <td></td> </tr> </table> <p style="text-align: center;"><u>Dumps</u></p> </div> <p>To view full size image, see attachment 1.</p>	History - Rail	The river	Architecture	Shopping	Family	Health options	Motorsport precinct	Diversity ^{Culture} _{Environment}	Location	Regional/City	Community	City Pride	Business do well	Image	Education	
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		<p>5.3 How do we promote Ipswich's brand? (e.g. what are Council and Community's roles?)</p> <p>Discussion themes included:</p> <ul style="list-style-type: none">- United vision (led by council for united message to be conveyed, community get behind, listen to community, make sure they feel heard, make the community feel as though they own it, create messages, get buy-in)- Education (through word of mouth, community advocates, identify key ambassadors, engage community to promote, school programs, feel good stories, community and business forum,- Traditional methods (television, radio, news, social media, council assign \$\$\$ to proactively promote)

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			<p>To view full size image, see attachment 2.</p>
6	Close & check-out	Ben Pole – General Manager, Community, Cultural and Economic Development	<ul style="list-style-type: none"> - CRG members requested that presentation slides be made available to them online (including other successful case studies) - Members indicated that it was great to IYAC members represent young people in the discussion and asked that IYAC members be included again - Mr Pole indicated that conversation will continue via online closed group, provide update regarding next steps in City Branding

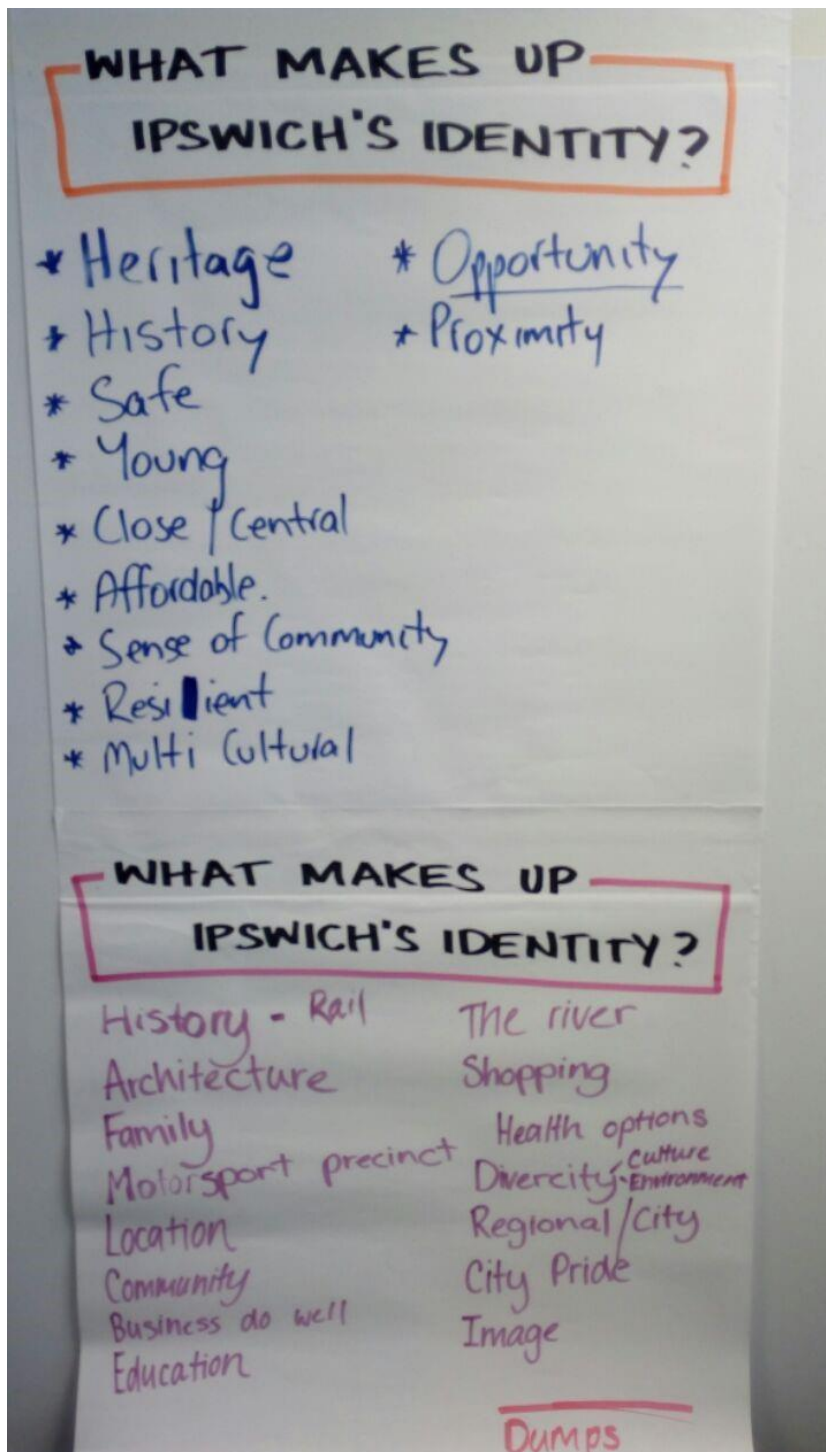
Meeting closed: 8:15pm

Date of next meeting: Wednesday 11 December, 2019

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Attachment 1:



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Attachment 2:

