VML:MB Vicki Lukritz 3810 6221

12 July 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** is to be held in the <u>Council Chambers</u> on the 2nd Floor of the Council
Administration Building, 45 Roderick Street, Ipswich commencing at **10.30** am *or 10 minutes after the conclusion of the Planning Development and Heritage Committee, whichever is the earlier* on <u>Tuesday</u>, **17 July 2018**.

MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE			
Councillor Tully (Chairperson)	Councillor Morrison		
Councillor Wendt (Acting Mayor) (Deputy	Councillor Martin		
Chairperson)	Councillor Pahlke		

Yours faithfully

**CHIEF EXECUTIVE OFFICER** 

### **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE AGENDA**

10.30 am or 10 minutes after the conclusion of the Planning, Development and Heritage Committee, whichever is the earlier on **Tuesday,** 17 July 2018 Council Chambers

Item No.	Item Title	Officer
1	2019 Ipswich Show Holiday	SEEO
2	2018 Ipswich Festival Post Event Report	SEEO
3	Economic and Workforce Development Plan Stakeholder	EDM
	Engagement	
4	Ipswich Chamber of Commerce Partnership 2018-2019	EDM
5	Future Waste Resources 2018 Innovation in Recycling Convention	EDM
6	Event Sponsorship 2017-2018	EEO
7	Sponsorship of the 2019 BMX Australia National Series Round	SRO&EEO

<sup>\*\*</sup> Item includes confidential papers

### **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(07)**

### **17 JULY 2018**

### **AGENDA**

### 1. 2019 IPSWICH SHOW HOLIDAY

With reference to a report by the Senior Events and Engagement Officer dated 5 July 2018 concerning the date for the 2019 Ipswich Show Holiday.

### **RECOMMENDATION**

That Council accept the recommendations of the Ipswich Show Society and make application to the Office of Industrial Relations for the Ipswich Show Holiday as follows:

Day and Date: Friday, 17 May 2019
Name of Event: Ipswich Annual Show

Community Endorsement: Ipswich Show Society correspondence dated 13 June 2018.

### 2018 IPSWICH FESTIVAL POST EVENT REPORT

With reference to a report by the Senior Events and Engagement Officer dated 5 July 2018 concerning the 2018 Ipswich Festival.

### **RECOMMENDATION**

That the report concerning the 2018 Ipswich Festival be received and the contents noted.

### 3. <u>ECONOMIC AND WORKFORCE DEVELOPMENT PLAN STAKEHOLDER ENGAGEMENT</u>

With reference to a report by the Economic Development Manager dated 5 July 2018 concerning the Economic and Workforce Development Plan stakeholder engagement.

### **RECOMMENDATION**

- A. That the report concerning the Economic and Workforce Development Plan stakeholder engagement be received and the contents noted.
- B. That the list of stakeholders, as outlined in Attachment A to the report by the Economic Development Manager dated 5 July 2018, be approved and the Office of Economic Development proceed with consultation.

### 4. IPSWICH CHAMBER OF COMMERCE PARTNERSHIP 2018-2019

With reference to a report by the Economic Development Manager dated 5 July 2018 concerning the Ipswich Chamber of Commerce Partnership 2018–2019.

### **RECOMMENDATION**

That Council continue its partnership with the Ipswich Chamber of Commerce and maximise the associated economic, social and promotional opportunities.

### 5. FUTURE WASTE RESOURCES 2018 INNOVATION IN RECYCLING CONVENTION

With reference to a report by the Economic Development Manager dated 5 July 2018 concerning a proposal by the Waste Recycling Industry Association of Queensland for partnership of the Future Waste Resources 2018 Innovation in Recycling Convention.

### **RECOMMENDATION**

- A. That the report concerning the proposal by the Waste Recycling Industry Association of Queensland for partnership of the Future Waste Resources 2018 Innovation in Recycling Convention be received and the contents noted.
- B. That the Economic Development Manager, in consultation with the Chairperson of the Economic Development and Digital City Committee, continue discussions and negotiations with the Waste Recycling Industry Association of Queensland for partnership of the Future Waste Resources 2018 Innovation in Recycling Convention.

### 6. <u>EVENTS SPONSORSHIP 2017-2018</u>

With reference to a report by the Events and Engagement Officer dated 5 July 2018 concerning the allocation of Event Sponsorship funds for 2017–2018.

### **RECOMMENDATION**

That the report concerning the allocation of Event Sponsorship funds for 2017–2018 be received and the contents noted.

### 7. SPONSORSHIP OF THE 2019 BMX AUSTRALIA NATIONAL SERIES ROUND

With reference to a joint report by the Sport and Recreation Officer and Events and Engagement Officer dated 5 July 2018 concerning an application for event sponsorship by BMX Australia for the 2019 BMX Australia National Series Round to be held on 27 and 28 April 2019.

### **RECOMMENDATION**

That Council allocate a Sport and Recreation Event Grant of \$10,000.00 and Event Sponsorship of \$5,000.00 to BMX Australia for the 2019 BMX Australia National Series Round from the 2018–2019 Budget and maximise the associated economic, social and promotional opportunities.

\*\* Item includes confidential papers

and any other items as considered necessary.

**Economic Development and Digital City** 

Committee

Mtg Date: 17.07.2018 OAR:

Authorisation: Ben Pole

5 July 2018

### **MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR EVENTS AND ENGAGEMENT OFFICER

RE: 2019 IPSWICH SHOW HOLIDAY

### **INTRODUCTION:**

This is a report by the Senior Events and Engagement Officer dated 5 July 2018 concerning the date for the 2019 Ipswich Show Holiday.

### **BACKGROUND:**

Council received a letter dated 13 June 2018 from the President of the Ipswich Show Society, David Ian Thomas, asking Council to request gazettal of Friday 17 May 2019 for the next Ipswich Annual Show public holiday.

Following a decision on the matter, Council will make an application to the Office of Industrial Relations to have the holiday gazetted.

#### **PREVIOUS HISTORY:**

From 2000 to 2010 Council accepted the recommendation of the Ipswich Show Society and the Ipswich Show public holiday was held on the Thursday. During this time Council has received no serious complaints or adverse media coverage regarding the date.

In 2011 Council accepted the recommendation of the Ipswich Show Society for the holiday to be held on a Thursday. Subsequently, Council was advised by Qld Education that State NAPLAN testing would be undertaken on that day and the request for holiday would be denied. Following a repeal of Council decision, a new recommendation was received for the holiday to be held on the Friday. The Friday was consequently gazetted as the 2011 holiday.

From 2012 to 2018 Council has accepted the recommendation of the Ipswich Show Society for the holiday to be held on the Friday in week 20. These shows were very successful and were widely accepted by local businesses and the community.

Ipswich City Council Page 2

### **2019 HOLIDAY**

Following the success of the Friday holiday in 2018, the Ipswich Show Society has requested Friday, 17 May 2019 for the Ipswich Annual Show public holiday in 2019.

This date has been confirmed to not conflict with NAPLAN testing (14-16 May 2019).

### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

Supporting the Ipswich Show Society in the coordination of the annual Ipswich Show is reflected in the council's Advance Ipswich Plan:

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 5 Key Action 5.1 – implement a Community Events program across the city that includes community and family activities.

### **FINANCIAL IMPLICATIONS:**

There are no financial implications for Council arising from this report.

### **ATTACHMENTS**:

Name of Attachment	Attachment
Attachment A - Letter from Office of Industrial Relations- Request for Special Holidays 2019 dated 18 June 2018	Attachment A
Attachment B - Ipswich Show Society correspondence dated 13 June 2018	Attachment B

### **RECOMMENDATION:**

That Council accept the recommendations of the Ipswich Show Society and make application to the Office of Industrial Relations for the Ipswich Show Holiday as follows:

Day and Date: Friday, 17 May 2019
Name of Event: Ipswich Annual Show

Community Endorsement: Ipswich Show Society correspondence dated 13 June 2018.

Rachel Drill

SENIOR EVENTS AND ENGAGEMENT OFFICER

Ipswich City Council Page 3

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)



18 June 2018

Dear Chief Executive Officer,

As you may be aware, each year local governments are requested to nominate special and show holidays for the following year in line with the requirements of the *Holidays Act* 1983.

You are invited to make nomination/s for show or special holidays by completing and submitting the on-line form no later than Friday, 10 August 2018. Please access the on-line form here.

Holidays appointed in respect of an annual agricultural, horticultural or industrial show are public holidays and those appointed for an event which has significance to a particular district are bank holidays.

Upon receiving Ministerial approval, the holidays will be published in the Queensland Government Gazette.

Confirmation of the approved special holidays together with a link to the Queensland Government Gazette will be emailed to your office.

Should you require further information regarding this process, please contact Ms Jacqui McGuire, Office of Industrial Relations on 3406 9854 or email jacqui.mcguire@oir.qld.gov.au.

Yours sincerely

A J (Tony) James

Executive Director Industrial Relations Policy and Regulation Office of Industrial Relations Queensland Treasury Ph: 07 3281 1577 Fax: 07 3812 1537 Email: admin@ipswichshow.com.au Web: www.ipswichshow.com.au

4905684



13th June 2018

Chief Executive Officer Ipswich City Council PO Box 191 IPSWICH QLD 4305 1 9 JUN 2013

App No
Responsible Officer.

Dear Sir,

The Ipswich Show Society hereby applies for Friday, 17<sup>th</sup> May 2019 as the Official Show Holiday.

Having the Friday holiday is very beneficial for the Society, Showmen's Guild and stallholders alike. The Show Society is aware of the Naplan Testing dates for 2019 which are before our requested show holiday. While the 2018 Show Promotion is still in the formative stage, the Society aims to ensure that local businesses benefit from the influx of people into the city and subsequent increase in spending leading up to, and during the show period.

The objects of the Society are to promote and encourage the development of pastoral, agricultural, horticultural and industrial enterprise in the Ipswich and West Moreton region, stimulating business activity and creating employment opportunities.

The Society expresses its need to continue with the Friday Show Holiday and asks both yourself and the Councillors to give favourable consideration to this request.

It would be appreciated if the Society could have an early response to this request, so that we may commence securing performers as bookings have to be made well in advance.

Yours faithfully,

David Ian Thomas

President

Economic Development and Digital

City Committee

Mtg Date: 17.07.18 OAR: No

Authorisation: Ben Pole

5 July 2018

### MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR EVENTS AND ENGAGEMENT OFFICER

RE: 2018 IPSWICH FESTIVAL POST EVENT REPORT

### **INTRODUCTION:**

This is a report by the Senior Events and Engagement Officer dated 5 July 2018 concerning the 2018 Ipswich Festival.

### **OVERVIEW:**

The Ipswich Festival was held again in 2018 as a program of 55 events over 11 days featuring an array of performances, presentations, activations and exhibitions.

It is estimated there were 42,000 attendees to Ipswich Festival events and approximately 76 percent of Festival audiences were Ipswich residents.

The most popular single event in terms of attendance was Jazz, Wine and Blues on Saturday, 21 April. The most popular day of the Festival was Saturday, 14 April which had Creative Kids, the Street Party, Parade of Light and Honk keeping audiences engaged throughout the day and night.

With the transition of Ipswich Events Corporation into Council, the team is looking at ways to develop the Ipswich Festival as a whole-of-city event. Similarly, the team believes there is an opportunity to establish a clearer vision for the Ipswich Festival and build a more themed program of events.

As part of the planning for the 2019 Ipswich Festival, consultation with Councillors and stakeholders will be used to inform any evolution of this well established and popular activity.

The 2018 Ipswich Festival Post Event Report from Ipswich Events Corporation is attached for review.

### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The 2018 Ipswich Festival aligns with Advance Ipswich Plan, the Corporate Plan 2012–2017 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 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:**

Name of Attachment	Attachment
Attachment A - 2018 Ipswich Festival Post Event Report	Attachment A

### **RECOMMENDATION:**

That the report concerning the 2018 Ipswich Festival be received and the contents noted.

Rachel Drill

**SENIOR EVENTS AND ENGAGEMENT OFFICER** 

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)



2018 Ipswich Festival

# PARTNERSHIP REPORT

**IPSWICH CITY COUNCIL** 







activate public spaces but
most importantly, showcase
the plethora of interest
groups ... sporting cultural,
artistic and theatrical
community organisations and
tourism operators

The Ipswich Festival 2018 delivered a diverse program featuring an array of home-grown performances and artistic presentations, whilst bringing to the city's stage, nationally recognised artists throughout the 11 days of festivities from 11 to 22 April.

The Festival program continues to activate public spaces but most importantly, showcase the plethora of interest groups including sporting cultural, artistic and theatrical community



organisations and tourism operators with an overwhelming response from patronage support.

Our audience appeal varies with respect to the diversity of the program from young families through to the mature aged, recognising an overall audience capacity of 52% aged between 35 to 45 years of age and 67% attending with children or friends. The Festival audience demographic of 76% locals and 21%

outside of the Ipswich area with 76% of these customers, return visitors of the Ipswich Festival. 64% of our community event partners reported high to very high attendance numbers for their events. The inclusion of such community events attributed to an expanded program of over 55 events and exhibitions. We applaud these groups for their contribution and support of the Ipswich Festival 2018.







# EXECUTIVE CHAIRMAN

The 2018 Ipswich Festival will mark my final year with the Ipswich Events Corporation after serving 24 years as Chairman of the not-for-profit organisation. It is a pleasure to present this final Event Report following such an overwhelming successful Festival for 2018.

Once again, we nurtured and extended the relations of our valued partners, media and business alliances through positive brand integration programs with proven marketing

strategies and exclusive corporate networking opportunities.

On behalf of our Board, I would like to take this opportunity to acknowledge your company's valuable support and contribution to the 2018 Ipswich Festival which is a significant part of the successful delivery of this year's program. I look forward to your company's participation as an event partner for the coming years as Council continues to







drive our legacy through a strengthened event strategy for the future.

Overall, the 2018 Ipswich Festival program delivered an unprecedented array of diversity and participation with over 55 events, activities and exhibitions. We welcomed new events and revelled at some of our traditional ones with overwhelming response.

We encouraged the presentation of artistic

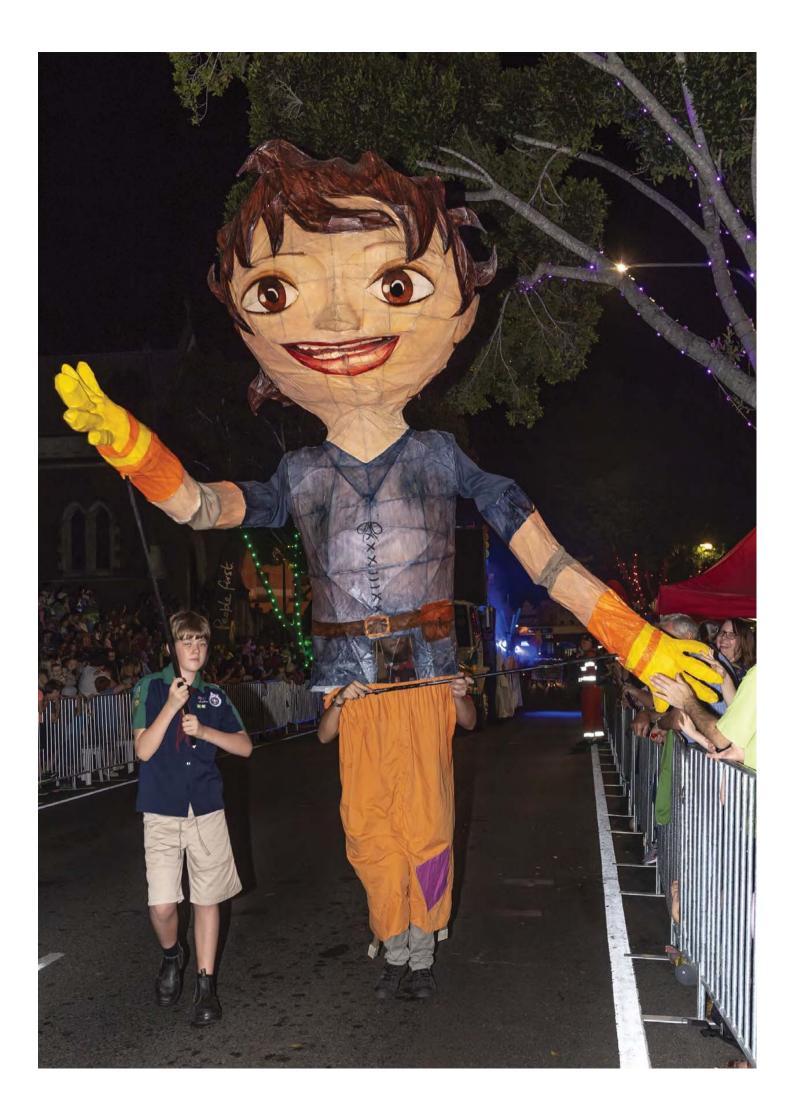
elements to ensure a point of difference to our program and we acknowledge the community for its enthusiasm and patronage, in response to our extended media and communications plan.

We thank you for your participation!

### MR PAUL CASOS

EXECUTIVE CHAIRMAN

IPSWICH EVENTS CORPORATION



### BENEFIT PROGRAM

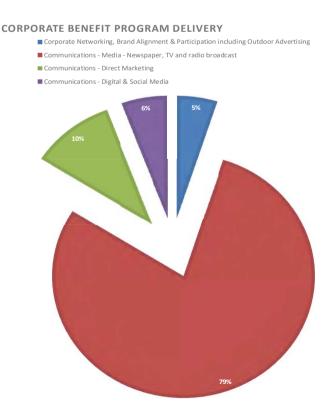
The Ipswich Festival partnership program is designed to drive your brand through a collaborative and deliberate Corporate Benefit Program with networking opportunities, brand alignment and activation to strengthen your corporate position within the broader community of the Ipswich region.

For 2018 we continued to present a lateral communications and marketing plan that delivered all facets of communications to ensure our target audience was fully informed. The execution of this plan proved successful with an overwhelming response at all events recorded. This was indicated by the audience responses to the marketing and communication plan proponents being:

Your investment to our program of \$455 000 delivered a cash equivalency of \$470 962 in corporate networking, media and brand alignment and participation as outlined. Additionally the Festival raised \$121 000 in cash sponsorship and negotiated event infrastructure and supplier services in kind valued at \$17 412 to deliver a total program valued over \$ 975k.

- 80% responded to internet and social media campaigns
- 26% responded to the Festival Program/ Brochures and Council Seasonal Guides
- 23% responded to Newspaper/Word of mouth
- 16% responded to the Radio
- 3.5% responded to Television and Billboard signage.

Our Marketing Plan delivered your brand with extended frequency and reach, whilst aligning positive brand recognition through our Festival experience.



IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

# NETWORKING

Festival Partners are offered a range of social platforms to engage in networking opportunities during the Ipswich Festival. Our corporate networking program provides your company with the opportunity to collaborate and generate business potentials with fellow Festival Partners, senior government officials, media representatives and business leaders in a relaxed and social environment.





The Festival Launch signifies the exclusive prerelease of the Festival program collateral to attract
media interest in preparation for the Festival
celebrations. This activity promotes the Festival
Partner's brand to a selective guest audience whilst
acknowledging positive community response. The
Festival Launch was presented at the Ipswich Art
Gallery on 30 March 2018. The Mayor and
Councillors were invited to attend the Launch, with
the Acting Mayor guest speaking on the evening.

The prestigious Mayor's Festival Ball was presented in the Ipswich Civic Centre with a quality three course dining menu set amongst a stylish and themed ambience complimented by unique entertainment and feature performances by Mental As Anything. This event provides our Festival Partners with an evening of social networking amongst distinguished guests and is one of the key events of the Corporate Network Program. The Mayor was invited to guest speak as a part of the formal proceedings of the evening.

The Jazz Wine & Blues Corporate Lounge offered company representatives and guests to relax and socialise amongst fellow Festival Partners, media groups and local dignitaries in an exclusive invitation only area with complimentary drinks and canapés served. The Mayor and Councillors were invited to attend the Launch, with the Mayor guest speaking as a part of the main stage Jazz Wine & Blues program.





The Festival Premier Club offered an exclusive opportunity for Festival Partners to participate in the various ticketed events of the Festival program. The tickets included a complimentary drink on arrival at the venue and the Club offer was activated by Festival Partners with ticket allocations in accordance with the benefits program and partnership level.

Ticketed events on offer included: Ipswich Art

Awards; 2018 Annual Proms Concert; Beachboyz—

Sounds of the 60s event; Festival Gala—Musicals

The Greatest Era, and the Festival Cabaret—Five Foot

Two. The Council was offered the Festival Premier

Club tickets for select events.

The Festival After Party was presented for the first time in the classic Lord Lamington Suite, Pumpyard Bar and Brewery on 24 May 2018. This function celebrated the achievements of the Ipswich Festival, its outcomes and successes to its valued partners and contributors. The evening offers the opportunity for the Events Corp to formally acknowledge the partners, volunteers and community group supporters for their contribution to the Festival program. The Mayor and Councillors were invited to attend the Launch, with the Acting Mayor guest speaking on the evening.



**BRAND** 

## **PARTICIPATION**

Brand participation is a valuable tool in presenting your business to potential consumers at key events. This business platform offers an opportunity for your business to leverage from the true value of the experience and to allow consumers to engage with your brand in a relaxed and unthreatening environment. This opportunity can be truly harnessed by your business by presenting activation that enhances the event experience, ensuring the patron and potential consumer is becoming a part of your brand, simply by

engaging. This subliminal acknowledgement can be invaluable to extend your brand and promote your services/products to new audiences,

The Festival Partners are invited to provide a corporate entry as a part of the key festival event, the Parade of Light, which attracts crowds in excess of 10 000. Festival Partners receive positive community activation and brand awareness through inclusive participation, visual presentation and public acknowledgment, coupled by compere announcements of their brand story.









To activate your brand, Ipswich City Council were offered participation sites to at all key events of:

Creative Kidz, Street Party, Fiesta and Jazz Wine & Blues.

Ipswich City Council took up the option to participate in the Festival Parade of Light.

### **BRAND**

### ALIGNMENT

The Ipswich Festival delivers an effective program of brand alignment strategies through its extensive communications plan to strengthen the position of your company's brand in Ipswich. This is activated through the following marketing and communication mediums:



**Ipswich Festival Marketing Collateral:** 

Ipswich Festival Program: full colour gloss, 52 page program

Printed: 65 000 copies

Distribution: 59 523 direct mail to households within the

primary and secondary Ipswich area.

5 477 via Ipswich Central businesses,

Shopping Centre Pop-Up sites, Ipswich City

tourism operators, Boonah Shire Council and

Visitor Information Centre, Tivoli Drive- in, and

various Brisbane and western corridor

business organisations.

Value: \$35 737



Printed: 165 000

Distribution: 153 496 direct mail to residential households

throughout the Ipswich and South East region.

11 504 via Shopping Centre Pop-Up sites,

Ipswich City tourism operators, Boonah Shire

Council and Visitor Information Centre, Tivoli

Drive- in, and various Brisbane and western

corridor business organisations.

Value: \$11 254







### **Outdoor Advertising:**

Supersite Billboard: Outdoor advertising was applied at a Supersite on the Ipswich Motorway during the month of 19 March until 15 April. The billboard captured Brisbane outbound traffic on the Ipswich Motorway at the Wacol service road exit. Viewing Potential: 108 621 vehicles daily

**Super Digital Billboard**- David Trumpy Bridge: 36 500 vehicles with potential views of 54 750.

Mobile LED Sign: Extended outdoor advertising was applied with a mobile LED sign positioned at the corner of Limestone and Milford Street, Ipswich from 9 – 22 April with 81 000 vehicles with potential views of 121 500.

(Based on the Department of Transport and Mains Road
(DTMR) traffic census reports estimate).

Value: \$16 000

### **Festival Posters:**

Full colour, cardstock, A3 posters

Print: 300

Distribution: Throughout Ipswich Central &

metropolitan businesses

### Corporate Pull Up Banner:

Free standing, full colour, vinyl Corporate pull up banner-Signature Partner and All Partner logos

Positioning: Festival Corporate Functions;

Key Festival event sites

Audience: Invited guests, festival partners,

media and dignitaries, event

attendees.

Value: \$3 240

### Pop-Up Stall—Shopping Centres:

A pop-up information and promotional booth was installed at Riverlink Shopping
Centre (22-24 March) and Kenmore Shopping
Village (5 -7 April) to promote and generate
community support and patronage. 3 750
copies of Ipswich Festival marketing collateral
were distributed during the promotion.

Value: \$1 400

### **Digital Platforms:**

Ipswich Festival Website: Your company logo was presented with a hyperlink to the company's preferred web page from the official Ipswich Festival website. Page Views: 55 393 recorded during 1 March - 30 April.

Value: \$5 000

#### Social Media:

The Festival Facebook page maintained regular posts during the lead up and during the festival events with a total reach of 218 799 during February – April.

Facebook Campaigns were actioned during March - April with 234 968 impressions and total reach of 31 071.

Other Digital Platforms – website listings including, but not limited to:

ATDW

The Queensland Times uniquecarsandparts.com.au





austinmotorvehicleclubqld.org evensi.com

monaroclubqld.asn.au classiccargurus.com.au

classicmuscleipswich.com mycommunitydirectory.com.au

lookwhatson.com.au allevents.in

au.eventbu.com gattonstar.com.au

eventfinda.com.au dezziedandthestingrayz.com

qmsc.org.au calendar.ipswichses.com.au

pressreader.com Around River 949

eventjams.com Heritage Bank

buickcarclubaustralia.com; Must Do Brisbane

ripleytoday.com.au Around You

Value: \$21 375 Bicycling Aust

**HSV** Owner

### Media Advertising:

### Ipswich City Council Seasonal Guide:

Two page advertisement, full colour, A5 size

Print: 60 000

Distribution: 60 000 Distributed to households of Ipswich

Online Capability: Over 10 000 views

Value: \$2 000

### APN Group:

Campaign: Weeks commencing 2 April, 9 April & 16 April

Advertising: 12 x 3 modular

Frequency: The Queensland Times; with lifts into Ipswich

Advertiser and Gatton Star each week

Additional: Publicity 29 March - 21 April

Value: In-kind Advertising \$8 160.

Publicity Value: \$69 541







### Lifestyle Queensland:

Advertising: Half page - March

Publicity: Three and a half page full-colour- April/May

30 000 per edition Circulation:

Value: \$ 6 820

### **Broadcast Media:**

### Channel 9 Queensland TV:

Channel Nine Queensland produced and aired 3 x 30 second television commercials (TVCs) from 21 March - 21 April.

Value: \$277 705

**River 94.9** 

Frequency: 120 x 30 second spots

75 radio commercials

Interviews during 6 -20 April. Additional:

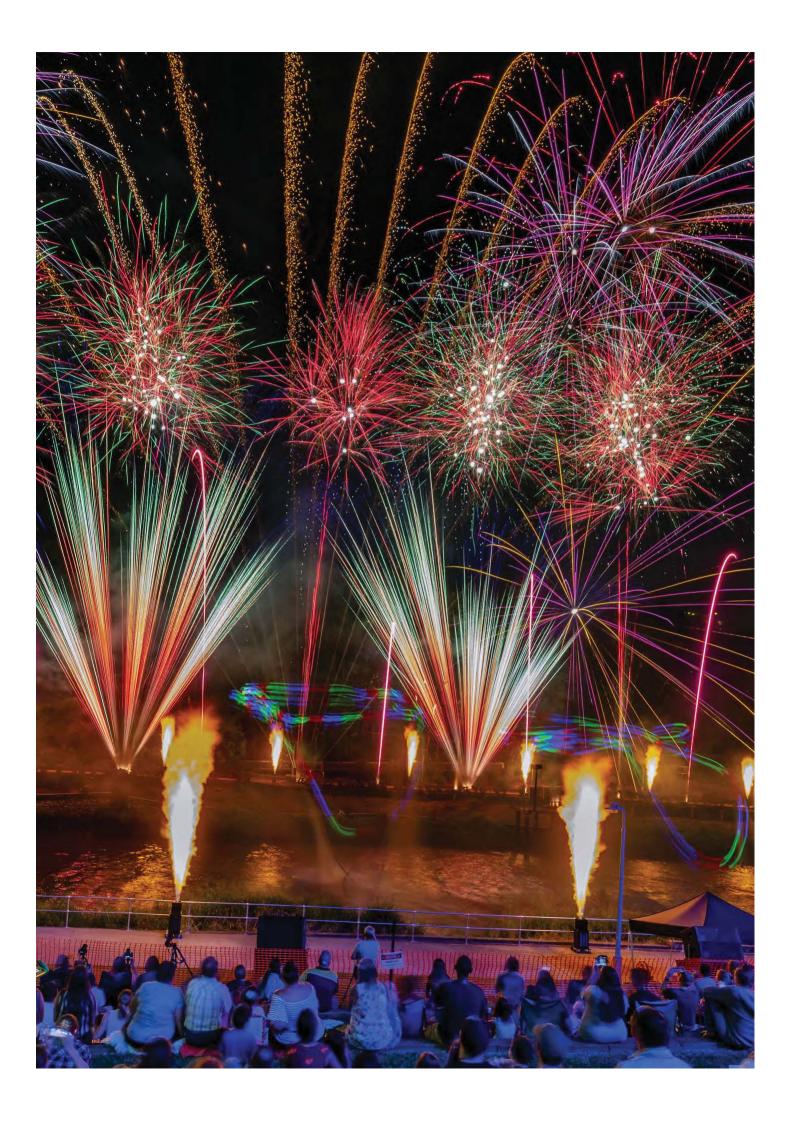
Value: \$10 430

### Tivoli Drive In

30 second commercial aired 7-8 April and 14-15 April.

Value: \$600

The Ipswich Festival delivered a total brand and media campaign valued at \$469 262



## FIRE ON THE RIVER

### Presented by River 94.9 and Limestone Dental Group in association with Top Office Group

Fire on the River is the festival's grand opening event, officially launching the 11 day festivities of the Ipswich Festival 2018.

This event takes advantage of the unique night time ambience of the Bremer River against a backdrop of the River Heart Parklands. This year's firing points along the River Heart Parkland's boardwalk were complimented with a laser display and the amazing jet men performance. Large Flame projectors provided additional elements to the spectacle.

With public viewing from Riverlink Shopping Centre, David Trumpy Bridge and Bradfield Bridge, this free public event attracted an audience of around 6 000 to the banks of the Bremer River, celebrating her beauty and charm.

The Ipswich City Council company name was acknowledged through compere announcements by River 94.9's personality comperes of Campo and Marnie during the course of the evening.



Date: Thursday 12 April

Time: 7pm

Location: Riverlink Shopping Centre

**Ipswich Festival Signature Partners** 

Channel Nine Queensland
Ipswich City Council
Heritage Bank



### UNMASKED

### Presented by Queensland Urban Utilities

Each year Ipswich Festival celebrates "Unmasked", an art competition for local Ipswich schools.

The challenge for students was to paint a giant 1.5m mask which was supplied by the Ipswich Events Corporation.

The 2018 theme "Waterways and the fate of the Sea" asked students to depict the good, the bad, and the scientific research and education being conducted today to regenerate and rehabilitate riverbanks to improve long-term health of urban waterways and their eventual flow to the ocean.

Unmasked is an eagerly anticipated event each year, with applications from 16 schools lodged for 2018.

Unmasked provides the winning and runner up school with a cash prize each year with our 2018 winners being:

Winner: St Mary's College, Ipswich
Runner-up: Goodna State Primary School

The Ipswich City Council logo was positioned on the event sign on St Paul's Anglican Church lawn for the duration of the Ipswich Festival. Additionally, the company logos were presented on the Unmasked registration forms.



Date: 12-22 April

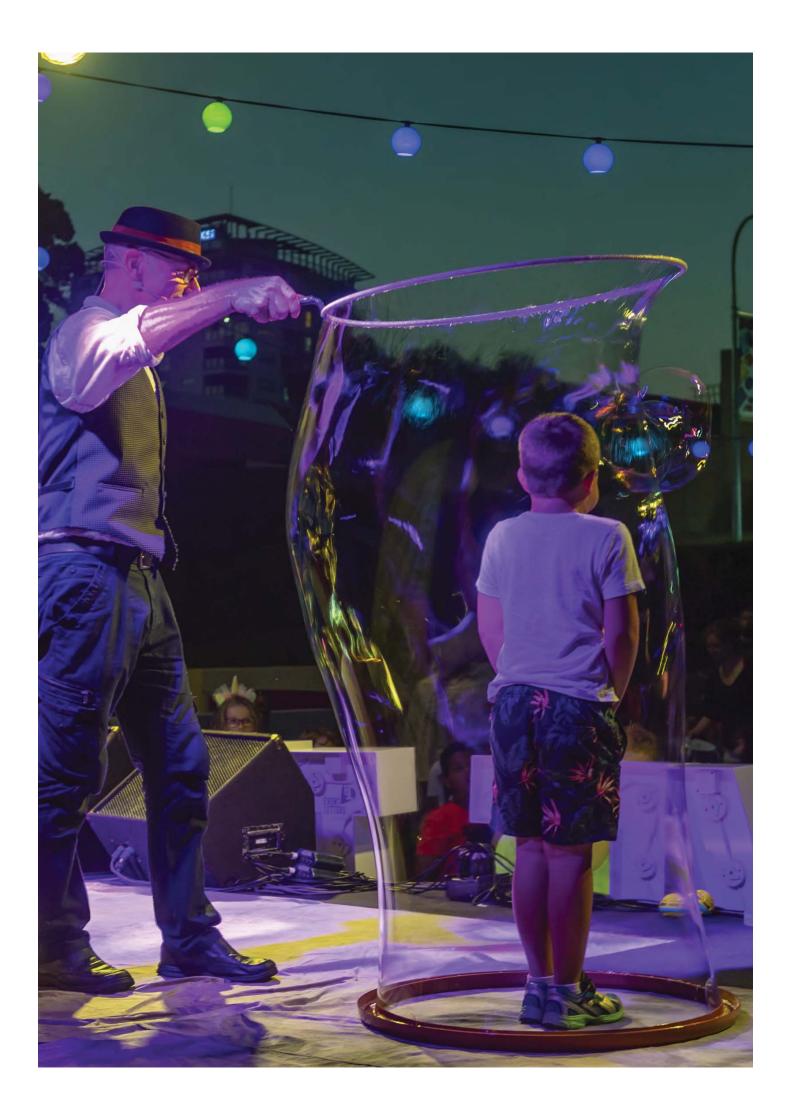
Location: St Paul's Anglican Church

Hall Gardens

**Ipswich Festival Signature Partners** 

Channel Nine Queensland Ipswich City Council

Heritage Bank



## CREATIVE KIDZ

### Presented by Goodstart Early Learning in association with Hutchinson Builders

Creative Kidz incorporated a structured program of interactive arts, crafts and activities to challenge and inspire creativity in children through a distinct participative events program.

The Creative Kidz Main Stage program featured performances by students from Ipswich West State School, 88 Dance Co, students from St Edmunds College, Glen Rhodes Bubble Show, Joel Fenton the Juggler and Hypercircus.

Keeping in line with the traditional focus on providing creative workshops, this year an extended afternoon-to-evening program included Tech & STEM based activities and live street art.

Free hands-on workshops and activities included 3D printing, sand art, DJ workshops, card making, puppet making, lantern making, drone pilot training, plaster painting, STEM & robotics activities, face painting, rotation creation, candle making, terrarium making, dance workshops, toddler lounge and Channel 9 News Hotdesk with *The Voice* contestants.

The Ipswich City Council logo was positioned on the main stage and What's On Signage throughout the event, including compere acknowledgements.



Date: Saturday 14 April

Time: 3pm-9pm

**Location: Ipswich Central** 

**Ipswich Festival Signature Partners** 

Channel Nine Queensland
Ipswich City Council
Heritage Bank



# PARADE OF LIGHT

### Presented by The Queensland Times and Ti Tree Bioenergy supported by Ipswich City Properties

The Festival Parade of Light signifies civic participation as a celebration of the true essence of 'community'. The parade is an Ipswich Festival tradition and promotes community diversity through visually spectacular floats, marching bands, professional street entertainment and colourful costumes.

The 2018 theme 'From the pages of a Storybook' encouraged participants to dress as their favourite storybook characters.

LightnUp Inc. were commissioned to present their unique lantern art elements in the parade adding to the spectacle at dusk. The Festival Parade of Light meandered its way through the main streets of Ipswich Central, attracting capacity crowds of up to 10 000 visitors to the city centre.

### Winning Entries:

Best Musical Entry – Ipswich Jukebox Hire
Best Use of Lights, Colour and Creativity – Pro Drive Ipswich
Best School or Kindergarten Entry – Churchill State School
Best Overall Depiction of 2018 Theme – Ipswich Libraries

The Ipswich City Council logo was brandished on the VIP seating dais for this event with compere acknowledgements during the evening.



Date: Saturday 14 April

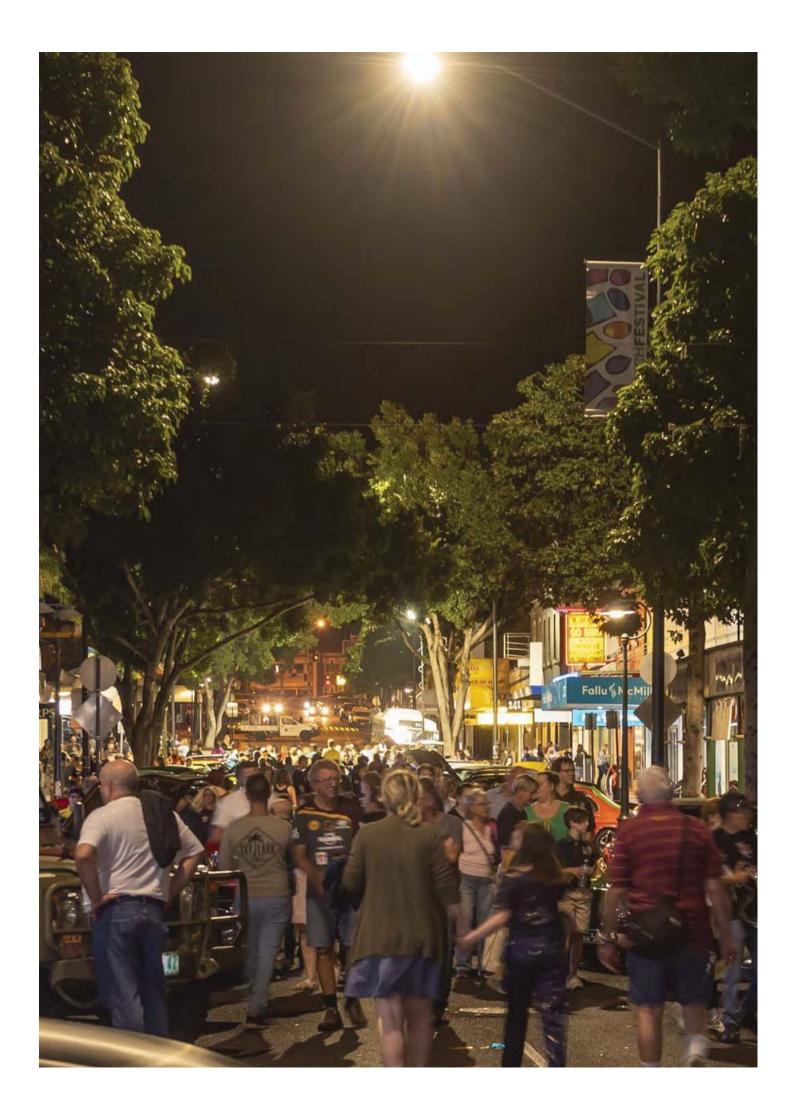
Time: 7pm

Location: Ipswich Central

### **Ipswich Festival Signature Partners**

Channel Nine Queensland Ipswich City Council

Heritage Bank



# HERITAGE BANK STREET PARTY & HONK

Visitor excitement continued with the Heritage Bank Street Party and Honk! as the party atmosphere followed the Parade of Light.

The main stage program featured headline 80's band Mental As Anything, drawing large crowds whilst the celebrations continued into Ellenborough Street with a second stage featuring rockabilly act Dezzie D and the Stringrayz. The evening's festivities continued with roving entertainers, carnival rides, pop-up bar, and food trucks.

A third stage featuring DJ Cutloose proved a major attraction with an extended audience within the Top of Town for the presentation of over ninety-five vintage, veteran, classic and custom vehicles restored to their pristine glory amongst the cafes and restaurants of this historic precinct.

Up to 10 000 people patronised the evening event, with the extended stage program and addition of a pop-up bar, proving successful.

The Ipswich City Council logo was acknowledged on the Main stage and What's On signage with compere acknowledgements during the Festival Parade of Light.

Ipswich City Council also participated in the Festival Parade of Light.



Date: Saturday 14 April

Time: 7pm - 9pm

Location: Brisbane Street, Top of Town,

Ellenborough Street and d'Arcy Doyle

Place.

**Ipswich Festival Signature Partners** 

Channel Nine Queensland

**Ipswich City Council** 

Heritage Bank



## PROMS CONCERT

## Presented by Limestone Dental Group and West Moreton Anglican College

St Paul's Anglican Church presented the Annual Proms Concert, and in keeping with tradition, the evening featured a mix of classical, sacred and secular music and well-known choral items featuring the Brisbane Excelsior Band, The Proms Choir, West Moreton Anglican Church Chorale and The Proms Orchestra.

The performance ensured the audience experienced a night of unforgettable classic tunes and sophisticated melodies. The event continues to host a capacity audience, set amongst the rich wooden pews and vibrant stain-glassed windows of the oldest provincial church in Queensland. Audience members enjoyed complimentary drinks and canapés provided by St Paul's Anglican Church and Sirromet Wines during the interlude.

The Ipswich City Council logo was presented on the Proms Concert flyers and over 300 events programs. The Ipswich City Council logo was presented on the Signature Partner's banner displayed in the foyer of the Church for guests arrival on the night.



Date: Friday 20 April

Time: 7.30pm

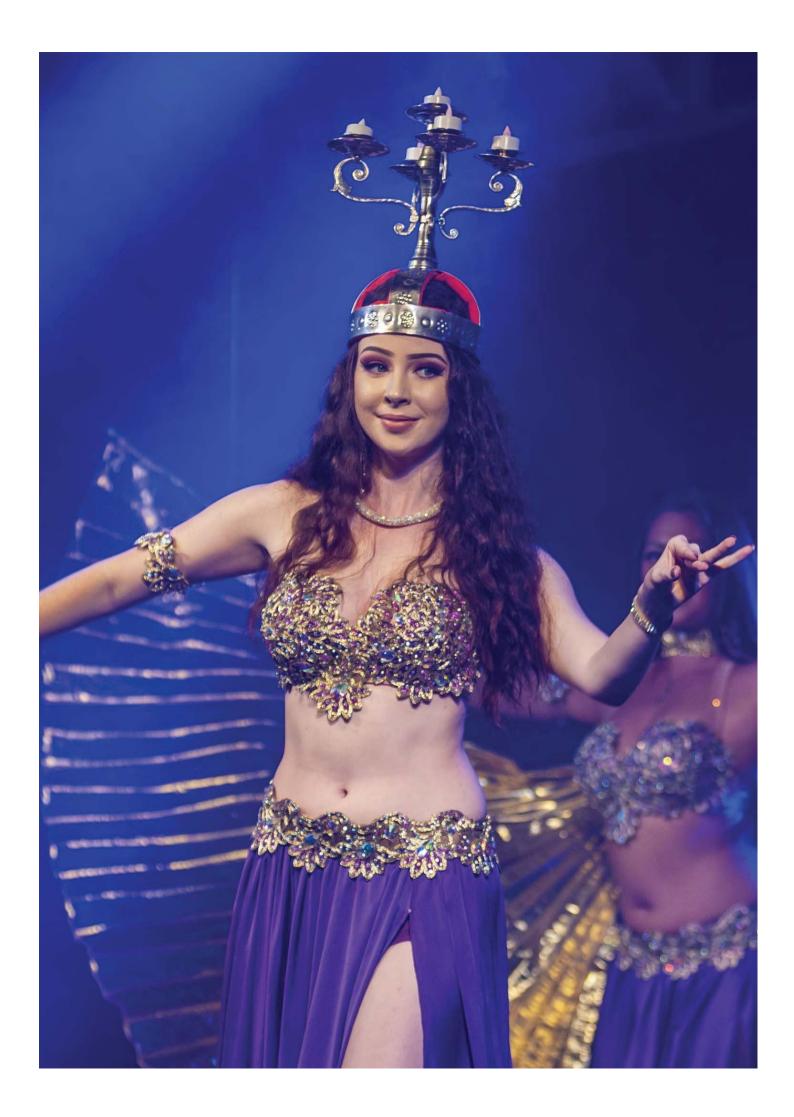
Location: St Paul's Anglican Church

**Ipswich Festival Signature Partners** 

Channel Nine Queensland

Ipswich City Council

Heritage Bank



## **FIESTA**

## Supported by Queensland Government and Ipswich City Council

The 2018 Fiesta - Food, Fun & Flavours presented as a family event in the historic parklands of Queens Park.

The event attracts a high level of community group participation, facilitating an understanding, appreciation and acknowledgement of Ipswich's culturally and linguistically diverse communities.

The event showcased and promoted ethnically diverse arts, workshops, experiences, performances, language, costumes, customs, music and food. The Main Stage program presented continuous entertainment, performance, dance and music from both accomplished artists and local community groups and schools. In addition, free workshops provided the opportunity for spectator participation through unique hands-on-experiences in cross cultural art forms. The event was enhanced and complimented with a multicultural market place, consisting of culturally aligned support services and organisations, local cultural community and special interest groups to promote cultural awareness.

Due to poor weather, crowd numbers were lower than anticipated.

The Ipswich City Council logo was positioned on the main stage and What's On signs at this event, along with compere acknowledgements during the evening. The Councillors were invited to attend this event with Cr Kylie Stoneman representing the Mayor—to guest speak on the main stage.



Date: Friday 20 April

Time: 5pm - 9pm

Location: Queens Park

**Ipswich Festival Signature Partners** 

Channel Nine Queensland

**Ipswich City Council** 

Heritage Bank



## JAZZ, WINE AND BLUES

Presented by St Andrew's Ipswich Private
Hospital supported by Harding Martin and
Bishopp in association with West Moreton
Anglican College and Limestone Dental Group

The widely acclaimed Jazz Wine and Blues is an Ipswich Festival highlight and each year continues to expand in content, quality, media coverage and audience participation.

The afternoon-to-evening program featured both emerging and accomplished performers from around Australia and attracted a record audience attendance. The program featured headline act Joe Camilleri and the Black Sorrows, along with renowned jazz artists and the traditional big band sounds of the Ipswich City Big Band.

The day was complemented by an array of local wineries and Pumpyard Brewery within the festival vineyard - a fully licensed area to relax and enjoy the evenings' program.

The Corporate Lounge presented an enjoyable and social atmosphere for festival partners to engage and network whilst partaking in the complimentary hospitality and great music.

Ipswich City Council's logo was presented on the main stage and What's On Signage throughout the event site, including compere acknowledgements, with further acknowledgement on the invitations to the Corporate Lounge guests.



Date: Saturday 21 April

Time: 1pm - 9pm

Location: Queens Park

**Ipswich Festival Signature Partners** 

Channel Nine Queensland
Ipswich City Council

Heritage Bank



## MAYOR'S FESTIVAL BALL

#### Presented by Bendigo Bank and Sirromet Wines

The Mayor's Festival Ball offers a distinguished evening for social networking of our Festival Partners, dignitaries and business leaders.

The Mayor's Festival Ball is presented in the beautifully themed room of the Ipswich Civic Centre, with performances by high calibre entertainers including headline act Mental As Anything, accompanied by a scrumptious three (3) course dining menu and premium beverages provided by Sirromet Wines.

Festival Partners are presented with extensive brand alignment opportunities through personality compere announcements and AV presentation of their brand.

Ipswich City Council's logo was positioned on the Mayor's Festival Ball marketing collateral of invitations, acknowledgement cards and souvenir menus.



Date: Friday 13 April

Time: 6:30pm

Location: Ipswich Civic Centre

**Ipswich Festival Signature Partners** 

Channel Nine Queensland Ipswich City Council

Heritage Bank



## **CORPORATE EVENTS**

Festival Launch: The media and festival partner function is the exclusive pre-release of the program collateral to stimulate media interest for the Festival celebrations. This activity promotes the Festival partner's brand to a selective guest audience whilst acknowledging positive community response. The Festival Launch was presented in the foyer of the state of the art venue—Ipswich Art Gallery. The Ipswich City Council's logo was acknowledged on the AV presentation; corporate signage and event invitations. The Acting Mayor was a guest presenter on the evening of the Launch, with all Councillors invited to attend.

Festival After Party: For the first time, the Festival After
Party was hosted in the classic surrounds of the Lord
Lamington Suite, Pumpyard Bar and Brewery. The
evening celebrates the achievements of the Ipswich
Festival, its outcomes and successes to its valued
partners and contributors. The Ipswich City Council's
logo was acknowledged on the AV Presentation;
Corporate Signage and event invitations. The Acting
Mayor was a guest presenter on the evening of the After
Party, with all Councillors invited to attend.



Festival Launch: 30 March 2018

Location: Ipswich Art Gallery

Festival After Party: 24 May 2018

Location: Lord Lamington Suite

**Ipswich Festival Signature Partners** 

Channel Nine Queensland

**Ipswich City Council** 

Heritage Bank

2018 Ipswich Festival
EVENT
GALLERY

## **FESTIVAL LAUNCH**















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## FIRE ON THE RIVER





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## **IPSWICH ART AWARDS**

















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## MAYOR'S FESTIVAL BALL





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## **CREATIVE KIDZ**





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## PARADE OF LIGHT



















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT









IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## HERITAGE BANK STREET PARTY



















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## HONK!













IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## ANNUAL PROMS CONCERT









IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## **FIESTA**

























IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## JAZZ WINE & BLUES





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT





















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

## UNMASKED















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

### **AFTER PARTY**















IPSWICH FESTIVAL 2018 PARTNERSHIP REPORT

# 2018 Ipswich Festival RESOURCES PRODUCED













## WHAT'S ON

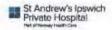
6	FIRE ON THE RIVER
	Presented by River 94.9 and Limestone Dental Group
	in association with Top Office Group
7	IPSWICH ART AWARDS
	Presented by Ipswich City Council
8-9	CREATIVE KIDZ
	Presented by Goodstart Early Learning in association with Hutchinson Builders
11	FESTIVAL PARADE OF LIGHT
	Presented by The Queensland Times and T Bioenergy supported by Ipswich City Prop
13	HERITAGE BANK STREET PARTY
15	HONK
	Presented by Heritage Bank
16-17	RIDE ON: CELEBRATION OF CYCLING WEEK
19	CABARET
20	SOUNDS OF THE 60s
21	2018 ANNUAL PROMS CONCERT
21	

FIESTA - FOOD FUN & FLAVOURS	22-23
Supported by Queensland Government and Ipswich City Council	
UNMASKED	24
Presented by Queensland Urban Utilitie	05
FESTIVAL GALA	25
Presented by Ipswich City Symphony	
JAZZ, WINE & BLUES	26-27
Presented by St Andrew's Ipswich Priva supported by Harding Martin and Bisho in association with West Moreton Angli and Limestone Dental Group	рр
CITY EVENTS	33-43
Art • Theatre • Exhibitions • Live Entertainment	
CITY TOURISM	44-47
Discover Queensland's time-honoured b region, packed with surprising new adv	
DELICIOUS DINING	48-49
HELPFUL INFO	50
FESTIVAL PARTNERS	51















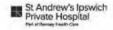












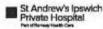




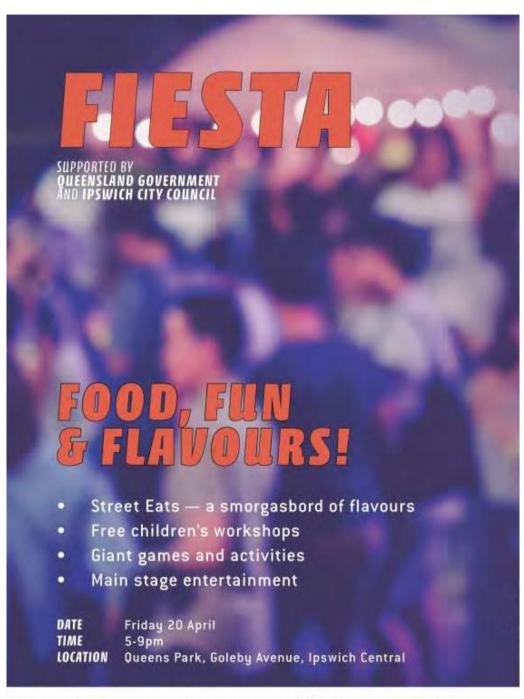










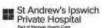












Join us for an incredible evening of culinary delights from around the world, live music, dance, free children's workshops, and activities for people of all ages.

#### MAIN STAGE ENTERTAINMENT

Be entertained by exotic Belly Dancers, traditional South Pacific Islander Fire Dance and energetic Bollywood Dancers.

Brewed in Ireland and distilled in Australia the Barleyshakes are a Celtic band with world music influences that combine intense energy, beautiful harmony and driving dance rhythms in their live performances.

With a fascination for making something new from the old, Mzaza's writers and musicians skilfully create their own set of traditions from a tapestry of richly woven influences from France, the Balkans, the Middle East and Sephardic Spain.

Joe Tee and Afrodisa was founded around a combination of remarkably gifted and experienced African born musicians.

Afrodisa's music is based on an unusual fusion of African rhythms, including Ghanaian Hi-life, Reggae, Calypso and other popular music. Precise and soulful vocals imbued with the group's own indefinable flavour creates an energetic dance feel!

Izalco brings you an infectious non-stop party experience with that Latin flavour. Presenting an energetic and unique interpretation of the popular rhythms of Latin America, Izalco will have you in motion on the dance floor.

Be here to enjoy the vibrant colours, sounds and delicious tastes of our multicultural community.

A visit to the amazing workshops will see you delving into the traditional art of Chinese paper craft, receiving a henna tattoo, making Polynesian flower crowns, or acquiring an African hair braid.

Children can 'make and take' music shakers, tribal necklaces and dragon puppets or get creative at Rangoli Sand Art.

Gather the family for a multitude of fun, including connect four, giant dodge ball, chess, snakes and ladders and checkers. More games from around the world including Africa, Polynesia, Egypt, Germany, Sweden, England and of course Australia, will have participants catching, throwing, balancing, juggling and shrieking in delight







21



#### 1PM IPSWICH CITY BIG BAND

The day blasts off with a range of traditional and modern big band music in various styles including swing, crooner classics, pop and funk. Groove to the spectacular combined sounds of saxophones, trumpets, trombones and rhythm section.

#### 2PM ELLY HOYT

Elly Hoyt is a jazz singer, composer and vocal pedagogue who has played alongside some of the nation's best Jazz artists including Phil Stack, James Morrison, James Muller, Sam Anning and Matt McMahon to name a few.

She has a string of awards including the 2011 Bell Award Winner for 'Best Australian Jazz Vocal Album' and is the first ever jazz singer to receive the Marten Bequest Travelling Scholarship (2015).

#### 3PM ASA BROOMHALL

Supercharged guitar, soaring voice, vamping harmonica and evoking lyrics — that's Asa Broomhall. If you fancy a mix of Rock, Folk and Blues with a dose of mischief, make sure you hear Asa's music and experience one of Australia's best independent artists

PRESENTED BY ST ANDREW'S IPSWICH PRIVATE HOSPITAL

SUPPORTED BY HARDING MARTIN AND BISHOPP

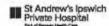
IN ASSOCIATION WITH **WEST MORETON** ANGLICAN COLLEGE AND LIMESTONE DENTAL GROUP











## GRAB A CHAIR, PACK THE BLANKET AND SIT BACK TO ENJOY AN INCREDIBLE AND EXCITING LINE-UP OF BOTH LOCAL AND NATIONALLY ACCLAIMED JAZZ, SWING AND BLUES ARTISTS.

#### 4:15PM RIVER CITY ACES

Bop with the River City Aces and their Jump Blues - a musical style which was popular through the 40's and 50's which later morphed seamlessly into R&B and Rock 'n Roll. The River City Aces are a fun-loving 8-piece band with an unstoppable drive to get those good times a-rollin' out in the audience.

#### 5:30PM AARON WEST AND THE CUSTODIANS

Brought together by their shared passion for the great black American music of the mid-20th Century, Aaron West and the Custodians comprises of some of Australia's finest session musicians, drawing inspiration from the greatest artists in soul, rhythm & blues, jazz, gospel, and funk.

#### 6:45PM DEVIL'S KIOSK

This band is described as dynamic, emotionally charged, fused with tension, and deeply steeped in the blues.

Rave performances at Blues on Broadbeach, Bellington Jazz and Blues Fest and the Sydney Blues & Roots Festival sees Devil's Kiosk rapidly morphing into one of Australia's top blues acts. Their sound derives from elements of the earthy sounds of the 40's and 50's blues masters and the soulful feel of 60's and 70's British blues.

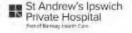
#### 8PM JOE CAMILLERI AND THE BLACK SORROWS

The Black Sorrows earned the reputation as a dynamic live act. At the helm, Joe Camilleri steers the band through an energetic interplay of solid grooves and well-crafted songs that mix those well-worn ingredients of blues, soul, R&B, gospel, country and even Brill Building pop.

Spontaneous and emotionally driven, Joe ensures that no two performances are ever the same.

Camilleri's mantra is simple..."we come to play and leave the audience feeling exhilarated".















#### 2018 IPSWICH FESTIVAL PARTNERS













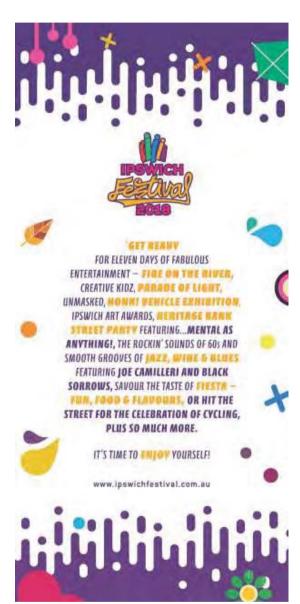
















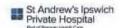


















#### IPSWICH CITY COUNCIL SEASONAL GUIDE ADVERTISEMENT



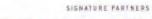




















www.ipswichfestival.com.au

www.ipswichfestival.com.au

## **LET'S PARTY IPSWICH**

It's almost that time of year again, when the people of Ipswich and visitors to the city take to the streets, fill entertainment venues and engage in great events for the city's party of the year - the Ipswich Festival.

The Ipswich Festival is the region's premier event that showcases nationally acclaimed artists, emerging local talents and engages the community in activities diverse and just plain fun. Yes, there's going to be great entertainment; yes, there's going to be Fire on the River; yes, there's going to be a Street Party; and yes, there's going to be arts and crafts and cultural presentations.

and cultural presentations.
This year's festival is set to sizzle with sensations, incorporating a range of free community based and special interest events, a street parade of lights, public celebration, fireworks, exhibitions, artistic presentations and public art, theatre and ticketed programs.

ticketed programs.

Tens of thousands of people enjoy this annual Ipswich Festival each year - an audience of community minded individuals who revel in a variety of events.

Will you be one of them this year?

The 2018 Ipswich Festival will be presented over 10 days commencing on April 12th and running through until April 22nd.

Some of these events are not to be missed so write them into your calendar, propto!

calendar, pronto!
Also, be sure to visit www.
ipswichfestival.com/2018 for
more information on Ipswich's
biggest fiesta.

We will have a full program liftout in our April issue of LifeStyle Queensland, so find out what's on and be early to book for some of the events and shows.

Fire on the River Thursday 12 April View from Riverlink Shopping

Centre and Trumpy Bridge Ipswich Festival Parade

Saturday 14 April Ipswich Central

Mayor's Festival Ball Friday 13 Apri Ipswich Civic Centre Creative Kidz Sarurday 14 April

Saturday 14 April Ipswich Central

Heritage Bank Street Party Saturday 14 April Ipswich Central

Honk

Saturday 14 April, Ipswich Central

Five Foot Two

Festival Cabaret Wednesday 18 April Ipswich Civic Centre

Sounds of the 60s Thursday 19 April Ipswich Civic Centre

Fiesta

Friday 20 April Queens Park

Queens Park

Jazz, Wine & Blues Saturday 21 April Queens Park

Festival Gala Saturday 21 April Ipswich Civic Centre





LifeStyle | March 2018 13

# IPSWICH FESTIVAL

SIGNATURE FARTNERS









# FIESTA FOOD, FUN & FLAVOURS





SUPPORTED BY





MEDIA PARTNERS

## FIESTA FOOD, FUN & FLAVOURS

5PM BARLEYSHAKES
5.50PM BELLY DANCERS
6:10PM MZAZA
6:50PM BOLLYWOOD DHAMAKA
7.15PM JOE TEE AND AFRODISIA
8.00PM HEILANI POLYNESIAN
SCHOOL OF ARTS
8.15PM IZALCO

SUPPORTED BY

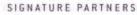
MEDIA PARTNERS























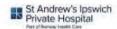


PRESENTING PARTNER

SUPPORTING PARTNERS

IN ASSOCIATION WITH

SERVICE PARTNER









SIGNATURE PARTNERS





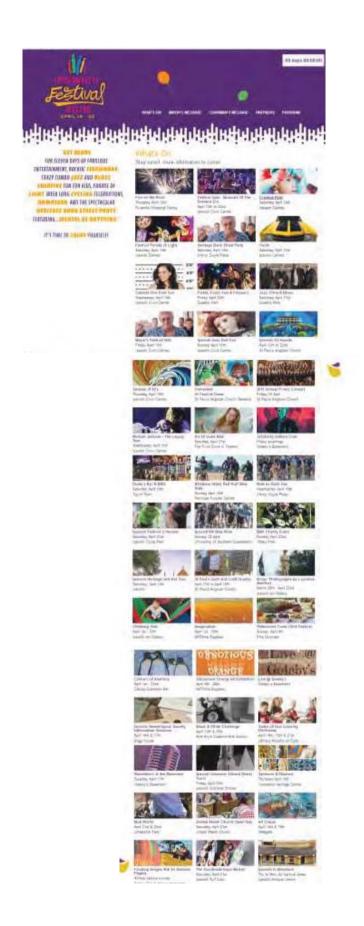


SWEWS



















### Jazz. Wine & Illines

Presented by St Andrew's Ipswich Private Hospital

Supported by Harding Martin and Bishopp

In Association with West Moreton Anglican College and Limestone Dental Group

Sauray 21 April ton-ton Querry Flet Colety Ave, position Certain

Ties a cheir, pacs he bender and sit become érop, en impeditire and écologn line-up of com local and nestinal il accremes last, swing and trues artists

### bratte City Sig Band . 1pm

The day bracks of with a range of baditorial and moderning band music in latitude sover including swing, booker black occupied florid force to the speciations combined souther of associations, surpain, burnows and institut section

But Hot is a last singer, composer and votal pedagogue with has object alongside some of the national best uses areas including Phil Stack Jernes Horison James Nuller Sent Anning and Natt Hotelson to name a few

She has a string of average including the 2011 Ball Award Winner for Beat Availation Jass Vicins Album and is the first ever-late single or receive the blanch Sequent Travelling Scholarship (2015).

### kas Brownson - Jon

Substituted guide scenng wice, versing nemotics and eating links - mark Ass Boommeil. If you hard, a now of Rock Totals of Buyer with a case of macriest make aure you neer hasts music and appreciate one of Australias trees independent which.

But with the Rose CRy Aces and their Jump Blues - a musical style which was public though the 40% and 50% which later incomes stampassly mic ASS and Rock in Rock The Rose Cry Aces are a furnishing Suisocceans with an unaboussité direct or partitions good times and lift out in the suid and is.

Bought lagether or that shared passion for the great casts. Amenican music of the mice 20th Century. The beno combines of some of Augmentes these session musicians, theying inspiration from the greatest arises in accu-n

This issue is destribed as dynamic emotodary chapter fusion with tension, and occasi stocator in the diud. Asso performances at Buses or Broadcach, Bellington uses and blues feet are the dynate; Buse 5 floors feeting acces Dewits Rober resist, micromagnics one of Australia's use owns see. Their sound devices from elements of one earth, sounds of the AVS and SVS buses mesters and the sound, he of 46% and TVS sitted fluids.

### Jos Cammeri and The Steel Servoys - Spin

The Basis Surviva earned the recursions as a synamic live set. As the helin, use Carrille's steep the baris Impugnian emergetic intercal, of acris process any well-traffic sorgs that his mose valueous impressent of trues, accu. RAE global, county and even Brill Building aco.

Eponamous and amounting shall, use shaura that no too pollumenous are oue the same. Camberla manta a single. We come to sity and take the authors feeling exhibitation.





















# 2018 Ipswich Festival RESOURCES PRODUCED













### WHAT'S ON

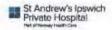
6	FIRE ON THE RIVER
	Presented by River 94.9 and Limestone Dental Group
	in association with Top Office Group
7	IPSWICH ART AWARDS
	Presented by Ipswich City Council
8-9	CREATIVE KIDZ
	Presented by Goodstart Early Learning in association with Hutchinson Builders
11	FESTIVAL PARADE OF LIGHT
	Presented by The Queensland Times and T Bioenergy supported by Ipswich City Prop
13	HERITAGE BANK STREET PARTY
15	HONK
	Presented by Heritage Bank
16-17	RIDE ON: CELEBRATION OF CYCLING WEEK
19	CABARET
20	SOUNDS OF THE 60s
21	2018 ANNUAL PROMS CONCERT
21	

FIESTA - FOOD FUN & FLAVOURS	22-23
Supported by Queensland Government and Ipswich City Council	
UNMASKED	24
Presented by Queensland Urban Utilitie	05
FESTIVAL GALA	25
Presented by Ipswich City Symphony	
JAZZ, WINE & BLUES	26-27
Presented by St Andrew's Ipswich Priva supported by Harding Martin and Bisho in association with West Moreton Angli and Limestone Dental Group	рр
CITY EVENTS	33-43
Art • Theatre • Exhibitions • Live Entertainment	
CITY TOURISM	44-47
Discover Queensland's time-honoured b region, packed with surprising new adv	
DELICIOUS DINING	48-49
HELPFUL INFO	50
FESTIVAL PARTNERS	51













An explosion of electrifying fireworks, stunning lasers and blasting G-Flames, all synchronised to a pumping soundtrack, light up the night sky launching the festival celebrations.

The picturesque Bremer River is the backdrop to this remarkable display. See Jet Man and his friend propel above the river and fly into the sky ironman-style as fireworks explode all around them — but arrive early to catch this amazing feat!

Best vantage points are the David Trumpy Bridge and Riverlink Shopping Centre. Free Parking on both sides of the Bremer River.

Riverlink Shopping Centre features fabulous entertainment between 12noon – 7pm. To win a VIP dining experience at either Nandos, Montezuma's, Ruby Chews or Coffee Club visit the photo booth in the Food Court from 12pm. Take a picture of yourself and upload your photo to social media with the #Riverlink and tag Riverlink Shopping Centre. Winners will be drawn hourly from 1pm.

See the Dr Hubble Bubble Show at 5pm in the Food Court, and do not miss the Despicable Me 3 show and Trolls show located at the Gasometer at 1pm and 3pm Diners are in for a treat with Joel Fenton's Comedy Circus and a Rapid Fire show from 6 15pm





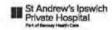


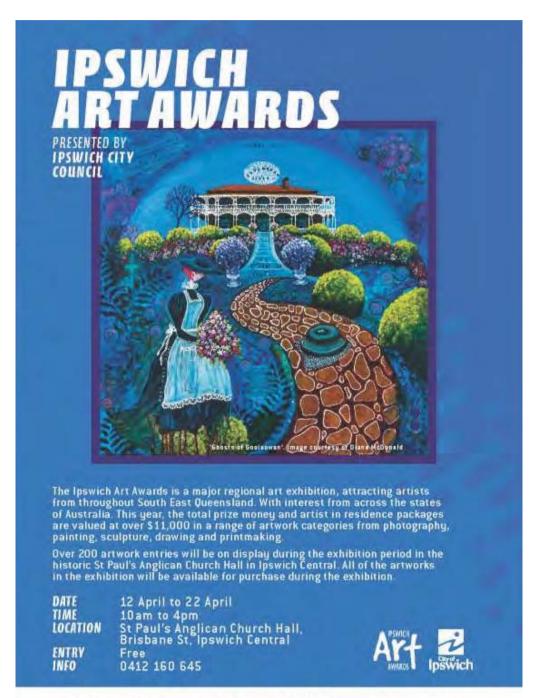








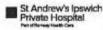
















PRESENTED BY
GOODSTART
EARLY LEARNING
IN ASSOCIATION WITH
HUTCHINSON BUILDERS

FAMILY-FRIENDLY ENTERTAINMENT, INTERACTIVE WORKSHOPS, CRAFT DESIGN, ROBOTICS, TECH-FUN AND MUSIC TRANSFORMS THE CITY CENTRE INTO AN EXCITING PERFORMANCE SPACE OF IMAGINATION, EDUCATION AND ENJOYMENT FOR THE YOUNG AT HEART!

### CHANNEL NINE QUEENSLAND HOT DESK

Channel Nine Queensland are bringing the studio to you! Sit behind a real news desk and stare down the camera while showing off your best reporter skills.

### ACE AVIATION

Ever wanted to fly a drone through an obstacle course? Or learn more about the future of drone technology? Take the opportunity to fly a professional drone through a pilot training course and test your skills with the help of some of Queensland's best drone pilot trainers.

### 3D PRINTING WITH STEPH PIPER

Fascinated by 3D printing and modelling? Steph Piper shows off the magic of 3D printing and explores capabilities with current technologies.

### GOODSTART EARLY LEARNING TODDLER LOUNGE

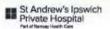
Rest, relax and rejuvenate in the Toddler Lounge presented by Goodstart Early Learning. Take some time out of the hustle and bustle and enjoy some learning and playful activities that will entertain your toddler while you get to put your feet up and enjoy the serenity [for a little bit at least].

""all pulleren must be arcompense by an adult""









Festival favourites are back with Plaster Fun House, Yellow Cabs Face Painting Factory, Sandart, Terrarium making, and so much more!

### STEM, CODING AND ROBOTIC WORKSHOPS WITH CANTERBURY COLLEGE

Combining fun and educational activities, Canterbury College will hold STEM and Lego Mindstrom coding and Robotic workshops. Showcasing their custom built Alpha robots with dance, soccer and maze demonstrations.

### MAIN STAGE ENTERTAINMENT

There is loads of fun to be had with St. Edmunds College DJ, the Ipswich West State School Choir, 88 Dance Group, and performing live is the creative, engaging, and interactive The Magical Bubble Show.

### EXTREME VR

Immerse yourself in an adventure out of this world. Visit the future of gaming VR and AI technology through an interactive and mind blowing virtual experience!

### ELEMENTS COLLECTIVE

The EC crew will be running multiple workshops for children from as young as 6 months old to teenage years, exploring creativity and rhythm through dance and movement.

### MIX IT UP! DJ WORKSHOPS

Make some noise and learn to mix, scratch and juggle with DJ Bacon! Bring along a USB loaded with bangers and mix your own tunes!

### REVERSE GARBAGE

Share your passion for the planet through a variety of hands on and engaging workshops using recycled material. Puppet making: 3pm-5pm. Interactive Pipe Percussion 7pm-9pm



### RAWART

### Daytime activities:

Create a colourful funky textured bird collage or a colourful and vibrant Dream Web inspired design using a range of 2D and 3D media.

### Night time activities:

Prepare some cool wearable glow masks, funky necklaces and groovy headwear using a fun combo of glow sticks and fun glow in the dark media,

### STREET ART WITH DAVID HOUGHTON

Renowned Street Artist David Houghton paints a live mural at 5pm, transforming the Uniting Church laneway into a specifically curated masterpiece. Kids have the opportunity to test their aerosol skills in an interactive street art demonstration.

### LISMORE LANTERNS

Once again the extremely popular lantern making workshop will be held from 3pm and 5pm. So make sure you have your lantern masterpiece glowing starlight-bright for the Parade.

DATE TIME LOCATION

Saturday 14 April 3pm-9pm Brisbane to Ellenborough Street & d'Arcy Doyle Place, Ipswich Central















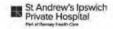










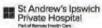














# honk?

PRESENTED BY
HERITAGE BANK

The unique combination of veteran, vintage and classic vehicles, local and fine dining, boutique vintage shopping and superb live entertainment in the main street of Top of Town has kept thousands of people coming back year after year.

DATE TIME LOCATION

Saturday 14 April 7pm-9pm Brisbane Street, Top of Town, Ipswich Central

Lining the street straight after the Festival Parade of Lights this spectacular exhibition takes you on a nostalgic journey through time.

Revel in the sights, sounds and lively festival atmosphere of the Heritage Bank Street Party and Honk!

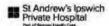














PRESENTED BY LIMESTONE DENTAL GROUP AND WEST MORETON ANGLICAN COLLEGE

DATE TIME LOCATION Friday 20 April 7.30pm

St Paul's Anglican Church, 124 Brisbane Street, Ipswich Central Adults \$35 Concession \$25 (Seniors and students) Cash sales 3812 0377 trybooking.com/UIPA ENTRY BOOK

St Paul's Anglican Church present the second annual Proms. In keeping with tradition, the evening features a mix of classical, sacred and secular music, and well-known choral items.

This year we present the Brisbane Excelsior Band, who, along with The Proms Choir, the West Moreton Anglican College Chorale and The Proms Orchestra will be performing pieces including the trumpet march from Verdi's Aida, Saint Saens' Symphony No. 3 along with some surprises and rousing favourites for audience participation including Elgar's Pomp and Circumstance.

Complimentary refreshments served at interval, sponsored by Sirromet Wines.





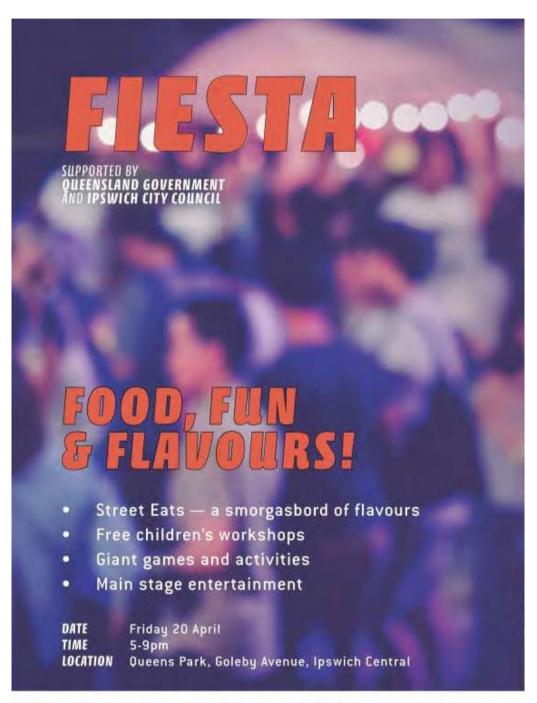








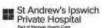












Join us for an incredible evening of culinary delights from around the world, live music, dance, free children's workshops, and activities for people of all ages.

### MAIN STAGE ENTERTAINMENT

Be entertained by exotic Belly Dancers, traditional South Pacific Islander Fire Dance and energetic Bollywood Dancers.

Brewed in Ireland and distilled in Australia the Barleyshakes are a Celtic band with world music influences that combine intense energy, beautiful harmony and driving dance rhythms in their live performances.

With a fascination for making something new from the old, Mzaza's writers and musicians skilfully create their own set of traditions from a tapestry of richly woven influences from France, the Balkans, the Middle East and Sephardic Spain.

Joe Tee and Afrodisa was founded around a combination of remarkably gifted and experienced African born musicians.

Afrodisa's music is based on an unusual fusion of African rhythms, including Ghanaian Hi-life, Reggae, Calypso and other popular music. Precise and soulful vocals imbued with the group's own indefinable flavour creates an energetic dance feel!

Izalco brings you an infectious non-stop party experience with that Latin flavour. Presenting an energetic and unique interpretation of the popular rhythms of Latin America, Izalco will have you in motion on the dance floor.

Be here to enjoy the vibrant colours, sounds and delicious tastes of our multicultural community.

A visit to the amazing workshops will see you delving into the traditional art of Chinese paper craft, receiving a henna tattoo, making Polynesian flower crowns, or acquiring an African hair braid.

Children can 'make and take' music shakers, tribal necklaces and dragon puppets or get creative at Rangoli Sand Art.

Gather the family for a multitude of fun, including connect four, giant dodge ball, chess, snakes and ladders and checkers. More games from around the world including Africa, Polynesia, Egypt, Germany, Sweden, England and of course Australia, will have participants catching, throwing, balancing, juggling and shrieking in delight







21



PRESENTED BY QUEENSLAND URBAN UTILITIES

DATE LOCATION All Festival Dates St Paul's Anglican Church Gardens, Brisbane Street, Ipswich Central

Unmasked affords schools and their students the opportunity to showcase their amazing creative and artistic talents to the public, and to be a part of the festival community.

Queensland Urban Utilities and Ipswich Festival invited Ipswich schools to paint a giant 1.5m mask within the theme of Waterways and the late of the Sea. The mixing of Ireshwater streams and rivers with salty ocean tides in an estuary fuels some of the most productive ecosystems on Farth, and also some ecosystems on Earth, and also some of the most vulnerable.

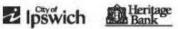
Ipswich supports Water Quality
Monitoring and provides an avenue
by which community groups and
school students can assess the water quality of their local creek or river in order to understand the effects of human activity on the health of the catchment area.

See these diverse and amazing artworks displayed on the church













### ST PAUL'S QUILT AND CRAFT DISPLAY

See magnificent quits, face making, tatting and other handcrafts on display in the beautiful setting of St Paul's Anglican Church, Amongst the amazing creations you will find a sporting display to coincide with the Commonwealth Games, hand applique quilts and old Singer Sewing Machines

Delight in the beautiful sounds of the pipe organ which will be played at various times throughout the event.

Wander the craft market stalls, indulge in refreshments available each day, and enjoy the delicious sausage sizzle on Saturday.

Wed 11 April to Sun 15 April Wed-Sat 9am-3pm & Sun 12-3pm DATE

TIME

St Paul's Anglican Church, Brisbane St. Ipswich Central LOCATION

ENTRY \$5 Donation BOOK stpaulsips.org.au

### MAYOR'S FESTIVAL BALL

Presented by Bendigo Bank & Sirromet Wines

Ipswich's gala event of the year transports you to the 80's when walkmans, floppy discs, cassettes, and 8 track videos were king.

Live it up on the dance floor at this unique black tie fine dining experience as you enjoy the sounds of new wave, pop rock band Mental As Anything.

This glamorous and entertaining evening sets the scene for exciting celebrations throughout the Ipswich Festival.

Tickets are limited for this night of nights.

DATE Friday 13 April TIME 6:30pm LOCATION

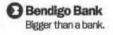
Ipswich Civic Centre, Nicholas

Street, Ipswich Central

TICKETS

\$220 each or \$2100 Table of 10 3812 2974















### 1PM IPSWICH CITY BIG BAND

The day blasts off with a range of traditional and modern big band music in various styles including swing, crooner classics, pop and funk. Groove to the spectacular combined sounds of saxophones, trumpets, trombones and rhythm section.

### 2PM ELLY HOYT

Elly Hoyt is a jazz singer, composer and vocal pedagogue who has played alongside some of the nation's best Jazz artists including Phil Stack, James Morrison, James Muller, Sam Anning and Matt McMahon to name a few.

She has a string of awards including the 2011 Bell Award Winner for 'Best Australian Jazz Vocal Album' and is the first ever jazz singer to receive the Marten Bequest Travelling Scholarship (2015).

### 3PM ASA BROOMHALL

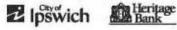
Supercharged guitar, soaring voice, vamping harmonica and evoking lyrics — that's Asa Broomhall. If you fancy a mix of Rock, Folk and Blues with a dose of mischief, make sure you hear Asa's music and experience one of Australia's best independent artists.

### PRESENTED BY ST ANDREW'S IPSWICH PRIVATE HOSPITAL

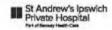
SUPPORTED BY HARDING MARTIN AND BISHOPP

IN ASSOCIATION WITH **WEST MORETON** ANGLICAN COLLEGE AND LIMESTONE DENTAL GROUP









### GRAB A CHAIR, PACK THE BLANKET AND SIT BACK TO ENJOY AN INCREDIBLE AND EXCITING LINE-UP OF BOTH LOCAL AND NATIONALLY ACCLAIMED JAZZ, SWING AND BLUES ARTISTS.

### 4:15PM RIVER CITY ACES

Bop with the River City Aces and their Jump Blues - a musical style which was popular through the 40's and 50's which later morphed seamlessly into R&B and Rock 'n Roll. The River City Aces are a fun-loving 8-piece band with an unstoppable drive to get those good times a-rollin' out in the audience.

### 5:30PM AARON WEST AND THE CUSTODIANS

Brought together by their shared passion for the great black American music of the mid-20th Century, Aaron West and the Custodians comprises of some of Australia's finest session musicians, drawing inspiration from the greatest artists in soul, rhythm & blues, jazz, gospel, and funk.

### 6:45PM DEVIL'S KIOSK

This band is described as dynamic, emotionally charged, fused with tension, and deeply steeped in the blues.

Rave performances at Blues on Broadbeach, Bellington Jazz and Blues Fest and the Sydney Blues & Roots Festival sees Devil's Kiosk rapidly morphing into one of Australia's top blues acts. Their sound derives from elements of the earthy sounds of the 40's and 50's blues masters and the soulful feel of 60's and 70's British blues.

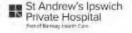
### 8PM JOE CAMILLERI AND THE BLACK SORROWS

The Black Sorrows earned the reputation as a dynamic live act. At the helm, Joe Camilleri steers the band through an energetic interplay of solid grooves and well-crafted songs that mix those well-worn ingredients of blues, soul, R&B, gospel, country and even Brill Building pop.

Spontaneous and emotionally driven, Joe ensures that no two performances are ever the same.

Camilleri's mantra is simple..."we come to play and leave the audience feeling exhilarated".















### 2018 IPSWICH FESTIVAL PARTNERS

SIGNATURE PARTNERS









PRINCIPAL PARTNERS















SUPPORTING PARTNERS



















ASSOCIATE PARTNER -



MEDIA PARTNERS -











SERVICE PARTNERS

















Bigger than a bank.

Bigger than a bank.





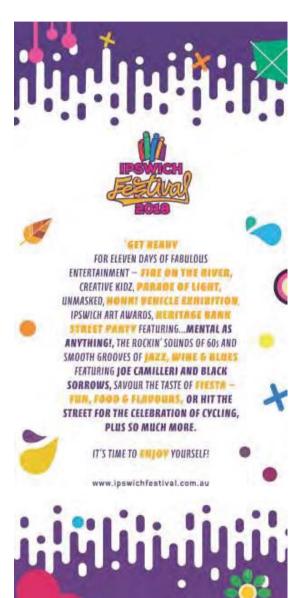
















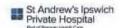














### FESTIVAL PARTNERS





SIGNATURE PARTNERS















### FIRE ON THE RIVER

OATE Thursday,
TIME 7pm
(OCATION Riverlink Shopping Centre,
Upper lavel, ipswich Central

An explosion of electrifying fireworks, attunning tasers, and bisating C-flames light up the hight sky Visik Riverlina Shopping Centre from midday for a fablous line up of pro-intertainment. Free parking both sides of the river.

### CREATIVE KIDZ

PRISINTED BY GOODSTART

DATE Saturday 24 April
TIME 3pm-9pm
LOCATION Brisbank to Ellenburough
Street & C'Accy Doyle Place,
Ipswich Central
Join up for a fun Elled day and evening of
entertainment, independent workshops, craft
daying, street art, conduct, tech-fully and music
as we transform the city central into an exciting
parformance space of imagination, creation, and
fun education.

### FESTIVAL PARADE OF LIGHT

UAII Setting of April 11MI Zem (acating Brishers Street, 12kwich Zentral

### HERITAGE BANK STREET PARTY

OATE Saturday 54 April TIME 7am-3pm (OCATION d'Arcy Doyle Place, Briahana Street, Ipswich Cantral

Calcult, carrieth, etcent fare, and live senertainment with Ana Half of Fame sock bank, MENTA, AS ANYTHING, and awing ringthm & Blues bank, Dazzie D and the Stingarzz transforms the heart of lipseich und a rockin family-friendig plaggound as we celebrate at (paeich's biggest street party.

### HONK!

PRESENTED BY HERITAGE RANK



DATE Saturday 14 April TIME Pam-Spm 10(ATION Brisbane Street, Top of Town, (pswich Central

Revel in the sights, bounds and lively featival atmosphere of this unique combination of the veterant vintage and classic vehicle exhibition, social fine dining, bounders windage shopping and superb live entertainment in the main street of fig of Town!

### UNMASKED

PACTESTED BY QUITESLAND



ONIT All Festival Dates

JOCATION St Paul's Anglican Church
Gardons, Brisbane Street,
Ipswich Central

### PHINCIPAL PARTNERS

MEDIA PARTNERS









SIGNATURE PARTNERS









# J Festival

### FIRE ON THE RIVER

DATE Thursday
TIME 7pm
LIGCATION Rivertink Shopping Centre,
Upper lavel, ipswich Central

An explosion of electrifying fireworks, attunning tasers, and bis sting C-Flames light up the hight sky Visit Riverlink Shopping Centre from midday for a februara insule up of pro-entertainment, Free parking both sides of the river.

### CREATIVE KIDZ

PRISENTED BY GOODSTART

DATE Saturday 14 April
TIME 3pm-9pm
Brissans to Ellenborough
Street & Accy Coyle Place,
Ipswich Central
Join us fee stan Elled day and warning of

### FESTIVAL PARADE **OF LIGHT**

UAI) Seturded 34 April 1964 - Pain (SCATION Sylambous Strap) (Sewistraphore)

### HERITAGE BANK STREET PARTY

DATE Saturday 54 April TIME 2pm-9pm IDCATION d'Arcy Doyle Place, Brisbana Street, Ipswich Central

Colour, carrieral, attent fare, and live sensers almost with Ana Hall of Fame sook band, MENTA, AS ANYTHING, and awing maghin & Blues band, Bazzle D and the Stinguagz transforms the heart of Jipseich who a rockin family-friendly plaggeound as we celebrate at fourich's biggest street party.

### HONK!

PRESENTED SY. HERSTAGE RANK



DATE Saturday 14 April TIME 2 pm-9 pm 10 CATION Brisbane Street, Top of Town, ipswich Control

Revel in the sights, sounds and lively featival atmosphere of this unique combination of the veteran, vintage and classic vehicle exhibition, local fine dining, burlings wintage shapping and superblive entertainment in the main street of Tipe of Town!

### RIDEON CELEBRATION OF CYLCLING WEEK

Calabrating the 200th Anniversary of the Invention of the bicycle

### PHINCIPAL PARTNERS



Dental Property







SIGNATURE PARTNERS











### IPSWICH ART AWARDS

PRESENTED BY
IPSWICH CITY COUNCIL

DATE 12 April to 22 April TIME 10am to 4pm LOCATION St Paul's Anglean Church Hall, Brissan 51, Ipawich Central

### FIESTA -FOOD, FUN & FLAVOURS

SUPPORTED BY QUEENSLAND GOVERNMENT AND IPSWICH CITY COUNCIL

DATE Friday 20 April
TIME 5-9pm
ISCATION Queens Purk, Soleby Avenue,
Ipswich Central

### 2018 ANNUAL PROMS CONCERT

### JAZZ, WINE & BLUES

FAISTALLD BY ST ARD SEW 5 IPS WICH PRIVATE HOSPITAL SUPPORTED BY KARDING MARTIN AND RISHOPP IN ASSOCIATION WITH WEST MORETON ARGULCAR COLLEGE AND LIMESTONE DENTAL GROUP

DATE Saturday 25 April
TIME 1pm-9pm
LOCATION Dusens Park, Goleby Ave,
Ipswich Central

Grab a citar, pock the blanker and all back to enjoy fine wines, delicious face and an incredible and section line-up or both lose and notional acclaimed satz, swing and blues artists, including the dunantic gracker of Australia most enduring couring Band, JOE EAMILLEH AND THE BLACK SORROWS.

### FESTIVAL GALA



DETL Saturday 21 April
TIME 7:30pm.
IDCATION | Ipswich Civic Centre,
Nicholas Street,
Ipswich Cantral
BOOKING | Ipswich Civiccentre.com.au

Delivering an unfargettable show of mucic and aones from the great musicals, the evening features marriationally renowned singer, Slivia Paladino, one of the world's leading base singers, David Hibbard, and award winning singer, Tim NeCallum.

### RECRUITMENT 24/7 IPSWICH 100 BIKE RIDE

DATE Sunday 72 April
TIME From Sam
LOCATION University of Southern
Ouerensland, (powich Campus,
Salisbury Nd, Ipswich
TWOUISHE 1466 5001

PRINCIPAL PARTNERS

MEDIA PARTNERS











SIGNATURE PARTNERS









www.ipswichfestival.com.au

## parade of light

Presented by







### **CORPORATE LOUNGE**



### CREATIVE KIDZ

PRESENTED BY



IN ASSOCIATION WITH



SERVICE PARTNER



MEDIA PARTNERS





FIESTA FOOD, FUN & FLAVOURS





SUPPORTED BY







### **HONK!**

PRESENTED BY

HEDIA PARTHERS









### IPSWICH FESTIVAL

SIGNATURE FARTNESS









# JAZZ, WINE & BLUES

PRESENTED BY

















### PARADE OF LIGHT

PRESENTED BY





SUPPORTED BY









MEDIA PARTNERS



### Heritage STREET PARTY

PRESENTED BY

MEDIA PARTNERS







### CREATIVE KIDZ

PRESENTED BY

IN ASSOCIATION WITH

SERVICE PARTNER

MEDIA PARTNERS











# FIESTA FOOD, FUN & FLAVOURS

5PM BARLEYSHAKES

5.50PM BELLY DANCERS

6:10PM MZAZA

6:50PM BOLLYWOOD DHAMAKA

7.15PM **JOE TEE AND AFRODISIA** 

8.00PM HEILANI POLYNESIAN

**SCHOOL OF ARTS** 

8.15PM IZALCO

SUPPORTED BY











SIGNATURE PARTNERS









# JAZZ, WINE AND BLUES

1PM IPSWICH CITY BIG BAND

2PM **ELLY HOYT** 

**3PM ASA BROOMHALL** 

4:15PM RIVER CITY ACES

5:30PM AARON WEST AND

THE CUSTODIANS

**DEVIL'S KIOSK** 6:45PM

8PM **IOE CAMILLERI AND** THE BLACK SORROWS

PRESENTED BY



SUPPORTED BY

IN ASSOCIATION WITH















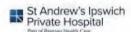












# HERITAGE BANK STREET PARTY & HONK!

## D'ARCY DOYLE MAIN STAGE

7.10PM

**HYPER CIRCUS** 

7:30PM

MENTAL AS ANYTHING

## DISTAGE

DJ CUTLOOSE 7:15PM

## HONK!

7:00PM

VETERAN, VINTAGE, AND CLASSIC VEHICLES

## **ELLENBOROUGH STAGE**

3.00PM 4.40PM

7.10PM

DEZZIE D AND THE ST DEZZIE D AND THE STINGRAYS

PRESENTED BY

MEDIA PARTNERS









SIGNATURE PARTNERS









# **CREATIVE KIDZ** TECH SPACE

3PM-5PM **CANTERBURY COLLEGE** 

ROBOTICS AND STEM

**CANTERBURY COLLEGE** 7PM-9PM

**ROBOTICS AND STEM** 

DJ WORKSHOPS 3PM-5PM

DJ WORKSHOPS **7PM-9PM** 

3PM-5PM **3D PRINTING** 

**7PM-9PM** 3D PRINTING

PRESENTED BY



IN ASSOCIATION WITH

MEDIA PARTNERS









SIGNATURE PARTNERS









# **CREATIVE KIDZ**

зрм-5рм	SANDART
7PM-9PM	SANDART
3PM-5PM	DANCE AND MOVEMENT
7PM-9PM	DANCE AND MOVEMENT
3PM-5PM	<b>YELLOW CABS FACE PAINTING</b>
<b>7PM-9PM</b>	<b>YELLOW CABS FACE PAINTING</b>
3PM-5PM	LITTLE GREEN THUMBS
7PM-9PM	LITTLE GREEN THUMBS
3PM-5PM	PUPPET MAKING
7PM-9PM	PIPE PERCUSSION



## CREATIVE KIDZ GOODSTART EARLY LEARNING TODDLER LOUNGE

# ALL CHILDREN MUST BE ACCOMPANIED BY AN ADULT



# **CREATIVE KIDZ**

## STREET ART WITH DAVE HOUGHTON

3PM-5PM INTERACTIVE WORKSHOP 5PM-9PM LIVE MURAL PAINTING



# UNMASKED

Unmasked affords schools and their students the opportunity to showcase their amazing creative and artistic talents to the public, and to be a part of the festival community.

Queensland Urban Utilities and Ipswich Festival invited Ipswich schools to paint a giant 1.5m mask within the theme of "Waterways and the fate of the Sea". The mixing of freshwater streams and rivers with salty ocean tides in an estuary fuels some of the most productive ecosystems on Earth, and also some of the most vulnerable.

Ipswich supports Water Quality Monitoring and provides an avenue by which community groups and school students can assess the water quality of their local creek or river in order to understand the effects of human activity on the health of the catchment area.

PRESENTED BY

MEDIA PARTNERS







SIGNATURE PARTNERS













Please join Mayor Andrew Antoniolli and Ipswich Events Corporation Executive Chairman Paul Casos to officially launch the 2018 Ipswich Festival.

WEDNESDAY 28 MARCH 2018 AT 5:30PM FOR 6PM IPSWICH ART GALLERY, BRISBANE STREET, IPSWICH

## RSUP FRIDAY 16 MARCH

Jacqui Thomas at Ipswich Events Corporation jacqui@ipsevents.org.au or phone 3812 2974

PRESENTING PARTNERS

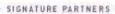


SUPPORTING PARTNER





















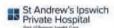


PRESENTING PARTNER

SUPPORTING PARTNERS

IN ASSOCIATION WITH

SERVICE PARTNER













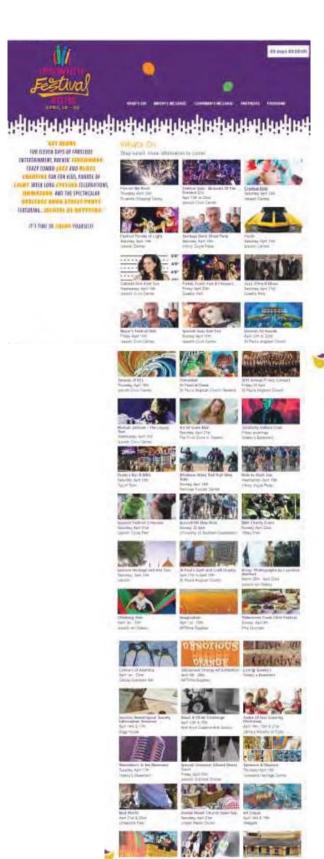
SEGNATURE PARTNERS

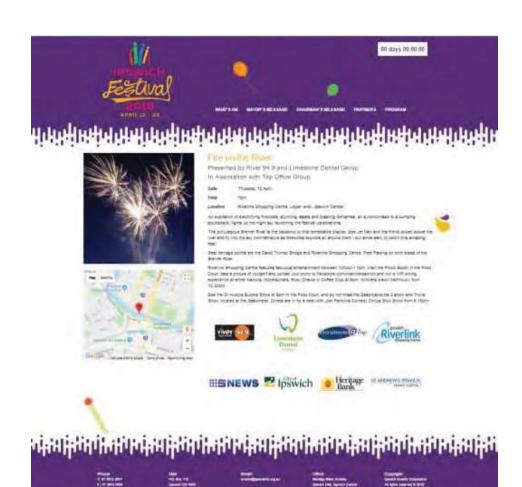


















Mix Force) Wentered Care Core (care and manifestic administral contract (and some





















IIISNEWS Ipswich Heritage HARRENS PENNON





Tipro-Room

RANGE Claim Proce

Breaton Stones country Control

Front processory officer Applic

Enterer will Debid 2 and the Zongad present a unique bland of 42s and 52s along region 2 black. There
onesign present, enter present and presentate destinations will have the present and resistance best to all
any little dates a matter consisted or generations and not once sees a notice of 42.8.

Denos the right level, with DJ Colorada and his intentional stery turns.















IIISNEWS Plpswich Heritage HANGERYS FEWGO







Supported by Queensland Government and Ignation City Council

Sum - Store

Location Surers Peri Dokey Avenue, basyon Central

- Direct East a province of Planuar
   Pres Discrete polaricus
   Operagement and acceptes
   Nath plage amendationers



se elletannel to exist Sen, Dences, resistone South Peoric brance fine Dence and enlegate Surjection Genoms

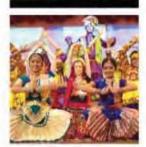
Device in Indian and draffied in Australia the Sanigarises are a Cellic dand with word must influence that domining initiate brings, Resultin Interrupt and draffing device influence in the Cellinamistas. When a Nechrosoph for making dynaming new from the disk lighter which a nit muscyant satisfully create that dominant of resiliants from a bactery of traffy when Influences from Review and Edistrict, his finition East and Edisposition.

Let Tel and Affordies and Dunded bround a completion of remarkably piled and experiences Afford point musicipies. Affordies and to a second or a musicipies to a force in more a moving foreign in the Register. Devices and other provision music. Prome and south locate provision the provision and meditable feature best an enterpris device that

Be here to export the victory colours, sources and deficious feature of our multiculture commu

A risk til tile amang violandes vill see /vii Seving mit tile rammina at if Omrese dece trief, receiving a nema taboc manng Populasian flowir poorse, in abburng an African har trief.

Dritten car male are blie music shales, that necesses are pages pigoes or get treatile at Rangol Sant Ar. Better the femily for a multitude of Am, including connect that gard adopt last, chees, streeps and address and checked. Note garded from advand the south including Africa Physicians, Egypt, Demotry Electeds, Dryband and of course Austrians, will have percoperts describe, informing, selecting, Euglang and something in program.

















## Jazz. Wine & Illines

### Presented by St Andrew's Ipswich Private Hospital

Supported by Harding Martin and Bishopp

In Association with West Moreton Anglican College and Limestone Dental Group

Sauray 21 April ton-ton Queira Pet Sciety Ave, popular Cercal

Ties a cheir, pacs he bender and art become érop, en impeditire and écologn line-up of com local and nestinal il accremes last, swing and trues artists

### bratte City Sig Band . 1pm

The day bracks of with a range of baditorial and moderning band music in latitude sover including swing, booker black occupied florid force to the speciations combined souther of associations, surpain, burnows and institut section

But Hot is a last singer, composer and votal pedagogue with has object alongside some of the national best uses areas including Phil Stack Jernes Horison James Nuller Sent Anning and Natt Hotelson to name a few

She has a string of average including the 2011 Ball Award Winner for Beat Availation Jass Vicins Album and is the first ever-late single or receive the blanch Sequent Travelling Scholarship (2015).

### Ass Brownes - Jon

Substituted guide scenng wice, versing nemotics and eating links - mark Ass Boommeil. If you hard, a now of Rock first and Buyer and a case of macriest make sure you neer hasts music and Experience one of Australias trees independent which.

Bits with the River City Aces and their Jump Blues - a musical style which was proude through the 40% and 50% which later incomes schemassly mice ASS and Aco. In River Tity Aces are a furnishing Suiness about the unablocated effect to get mose good times avoided out in the audience.

Bought lagether or that shared passion for the great basis. American music of the mio-20th Century The beno combines of some of Authorises these session musicians, theying inspiration from the greatest artists in accu-n

This issue is destribed as dynamic emotodary chapter fusion with tension, and occasi stocator in the diud. Asso performances at Buses or Broadcach, Bellington uses and blues feet are the dynate; Buse 5 floors feeting acces Dewits Rober resist, micromagnics one of Australia's use owns see. Their sound devices from elements of one earth, sounds of the AVS and SVS buses mesters and the sound, he of 46% and TVS sitted fluids.

### Jos Cammeri and The Steel Servoys - Spin

The Basis Surviva earned the reculation as a systemic live act. At the neith, use Commissionare the basis through an emergency interest of solid process any well-prefixed soring that his mose variation impressions of these about RAES globals, country and even Brill Building add.

Eponamous and amounting shall, use shaura that no too pollumenous are oue the same. Camberla manta a single. We come to sity and teach the authoris finding exhibitant."

























Presented by Bendigo Bank & Stromet Wines

8220 each or 82100 table of 10 (UT) 38%2 2974















Phone
1 brand serv
6 or seld store

Colline Sentge Sinh Arranta Igenth Red, Igenth Carlos





Fresented by Ipswich City Council

The losked Alf Aviets is a major regular at emilitary strating afters from thoughout Sulan East Successions. With interest from access the states of Australia This year, the time price more, and artist in resulating postages are valued at over \$11,000 in a refige of anxiety consumers from protography painting. Account, shawing and printnessing

















## 2018 Annual Phones Concert

Presented by Limestone Dental Group and West Moreton Anglican College

St Paula Anglican Onurch 124 Brisbahe Street, Ipawich Certain

Asura E35: Concession KES Genios and students: ICT) 3912 0377 or online

This year we present the Briscone Buckstor Sand, who, stong with The Phone Choir, the West Norton Angincen Google Choose and The Prioris Grossons will be performing bloods including the transport report from years was Saint Senth' Symphony, No. 2 sing with some surplises and rivering terountes for sublishop services including Eigen's Prioris and Chroumstands.

Compliments, references serves at mena.



















Economic Development and Digital City

Ben Pole

Committee

Mtg Date: 17.07.18

Authorisation:

OAR: YES

5 July 2018

## **MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: ECONOMIC AND WORKFORCE DEVELOPMENT PLAN STAKEHOLDER

**ENGAGEMENT** 

## **INTRODUCTION:**

This is a report by the Economic Development Manager dated 5 July 2018 concerning the Economic and Workforce Development Plan stakeholder engagement.

## **OVERVIEW:**

Council's Economic Development and Marketing Department aims to deliver quality corporate services and measurable development of new economic, social and profile growth for the City of Ipswich. The Economic and Workforce Development Plan is the current operational plan which aligns the staff and resources of the Office of Economic Development and Council more broadly towards a set of clear priorities, actions and measures.

Council has an active role in influencing positive economic and workforce outcomes with a focus on skills development, priority industries, employment growth, export value, innovation, advocacy and collaboration.

The Economic and Workforce Development Plan summarises the current priorities of Council's Office of Economic Development, Tourism Development Branch and Smart City Program Branch with the additional support of the Marketing Services Branch and Communications and Media Branch. It captures 45 actions which relevant staff and resources will be committed to delivering over the next 12 to 24 months. As an operational plan, it will be continually updated and revised based on progress made, market changes and community input.

The Economic and Workforce Development Plan aligns Council's direction with the Queensland Government's South East Queensland Regional Plan, ensuring greater opportunity for partnership collaboration and commitment. It also provides industry and the community with clarity on Council's roles and responsibilities, facilitating improved transparency and engagement.

To ensure the priorities of the Economic and Workforce Development Plan achieves the support, advocacy and involvement of key stakeholders, the Office of Economic Development will circulate the Plan for consultation.

This consultation process will enable stakeholders to consider Council's Economic and Workforce priorities and provide collaborative feedback input into Council's approach to economic development.

## **CONCLUSION:**

The operational Economic and Workforce Development Plan has been received by Council and will now be circulated to key stakeholders, partners and industry representatives for consultation.

### **ATTACHMENT:**

Name of Attachment	Attachment	
Attachment A – Economic and Workforce Development Plan Stakeholder Engagement	Attachment A	

## **RECOMMENDATION:**

- A. That the report concerning the Economic and Workforce Development Plan stakeholder engagement be received and the contents noted.
- B. That the list of stakeholders, as outlined in Attachment A to the report by the Economic Development Manager dated 5 July 2018, be approved and the Office of Economic Development proceed with consultation.

Paul Massingham ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

## Attachment A - Economic and Workforce Plan - Engagement Stakeholders

## **Queensland Government Departments**

- Employment, Small Business and Training
- Education
- Environment and Science
- Housing and Public Works
- Innovation, Tourism Industry Development
- Natural Resources, Mines and Energy
- Health
- Treasury
- State Development, Manufacturing, Infrastructure and Planning
- Transport and Main Roads

## **Queensland Statutory Bodies**

- TAFE Qld
- Trade and Investment Queensland
- Ipswich Hospital Foundation
- Jobs Queensland
- Advance Queensland
- Business Development Fund Investment Panel

## **Commonwealth Government Departments**

- Department of Foreign Affairs and Trade
- Department of Defence
- Department of Education and Training
- Department of Health
- Department of Industry, Innovation and Science
- Department of Infrastructure and Regional Development
- Department of Jobs and Small Business

## **Commonwealth Statutory Bodies**

- Regional Development Australian
- Australian Trade Commission

## **Regional Stakeholders**

- Springfield City Group
- University of Southern Queensland
- South East Queensland Council of Mayors
- Ipswich Chamber of Commerce
- Greater Springfield Chamber of Commerce
- Bremer region Chamber of Commerce

## **Industry Stakeholders**

- Chamber of Commerce and Industry Queensland
- Construction Skills Queensland
- Australian Industry & Defence Network Incorporated (AIDN)
- City of Ipswich Defence Industry Advisory Committee (CIDIAC)
- Advancing Regional Innovation Program Committee
- Ipswich Region Education Consortium
- Ipswich Manufacturers Network
- Australian Industry Group
- Export Council Australia
- Export Finance Export Finance and Insurance Corporation (EFIC)

**Economic Development and Digital City** 

Committee

Mtg Date: 17/07/2018 OAR: YES

**Authorisation:** Ben Pole

5 July 2018

## MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: IPSWICH CHAMBER OF COMMERCE PARTNERSHIP 2018-2019

## **INTRODUCTION:**

This is a report by the Economic Development Manager dated 5 July 2018 concerning the Ipswich Chamber of Commerce Partnership 2018-2019.

## **BACKGROUND:**

Ipswich City Council has been a member of the Ipswich Chamber of Commerce (ICC) for more than 100 years.

The ICC supports and facilitates growth of businesses in the wider Ipswich region. The Chamber offers networking and sponsorship opportunities, educational and social events, and member-only discounts. Membership is open to businesses of all sizes from the sole trader through to large corporations and provides limited access to their database. Membership with ICC also provides reciprocal rights with the Ipswich Region Food and Agribusiness Network, and the Greater Springfield and Bremer Region Chambers of Commerce.

The ICC Platinum Partner Agreement of \$11,000.00 ex gst. was included in the 2018-2019 Office of Economic Development budget as have partnerships with the Greater Springfield Chamber of Commerce, the Bremer Region Chamber of Commerce and Industry and the Chamber of Commerce and Industry Queensland.

Partnership with the ICC expands Council's relationship with the Ipswich business community. It promotes our commitment to the business sector while also serving as an effective vehicle for two-way interaction between Council and industry. Specific partner benefits include:

- Complimentary Annual Chamber Membership (Value \$1,000 for large business)
- Representatives to attend the half yearly Chamber Partner Round Table Breakfasts.
   Invitation only event for representatives from each of the Chamber Partners, along with Local, State and Federal Government representatives
- Recognition on all Chamber marketing material
- Logo recognition, profile and link on Chamber website and social media
- Four (4) direct marketing e-mailers to Chamber database

- Four (4) posts on Chamber social media outlets including Facebook, LinkedIn and Twitter
- Opportunity to display and distribute marketing material at events
- Four (4) complimentary tickets to Chamber events (exc Ipswich Business Awards and Special Events)
- Two (2) tickets to the City of Ipswich Business Excellence Awards

Additionally, as a Business Award Partner, the following inclusions are also provided:

- Category naming rights at the most prestigious Business Awards: "Ipswich City Council New Business of the Year"
- Audio visual recognition as sponsor on the night with stage time to present the award
- Complimentary Table of Ten to the Gala Event
- Brand exposure on all pre and post Awards marketing material
- Brand exposure and website link on Chamber website
- Brand exposure on media advertisements in the lead up to the event.

The Office of Economic Development will take this opportunity to continue discussions with ICC on how to improve the effectiveness of the partnership for the benefit of Ipswich businesses. The discussion will include coordination and collaboration between the three Chambers, joint business development activity, an expanded recognition and awards program and increased business liaison activity.

## **ATTACHMENT**:

Name of Attachment	Attachment
Attachment A – Chamber Partnership Proposal 2018-2019	Attachment A

## **RECOMMENDATION:**

That Council continue its partnership with the Ipswich Chamber of Commerce and maximise the associated economic, social and promotional opportunities.

Paul Massingham

**ECONOMIC DEVELOPMENT MANAGER** 

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATIONAL OFFICER
ECONOMIC DEVELOPMENT AND MARKETING



## Ipswich Chamber of Commerce & Industry Inc

Level 1, 164 Brisbane Street P.O Box 251, Ipswich Qld 4305

Phone: (07) 3810 8377, Fax: (07) 3532 5176

Email: <u>eo@ipswichchamber.org.au</u> Web: www.ipswichchamber.org.au

## **Chamber Partnership Proposal 2018-2019**

20<sup>th</sup> May, 2018

Ipswich City Council South Street Ipswich Qld 4305

Dear Ben,

Thank you sincerely for the opportunity to submit this proposal and continue the long-standing partnership with Ipswich City Council. It is testament to Ipswich City Council's commitment to businesses in our city that you continue to have an interest in **Connecting** with the Ipswich Chamber of Commerce & Industry for the 2018-2019 Membership Year. It is through partnering with business that we will collectively grow, **Inform** and strengthen our members business acumen, and resources while adding strength to the Ipswich economy.

The purpose of this partnership proposal is to highlight to Ipswich City Council the opportunity that exists in partnering with the Ipswich Chamber of Commerce to enhance and compliment your deliverables. In keeping with the Chamber's mission of providing exceptional opportunities for business, we are happy to work with you in developing a package exclusively for you.

**Chamber Partnership** option includes the following benefits for a twelve month period:

- Complimentary Annual Chamber Membership (Value \$1000 for large business)
- Representatives to attend the half yearly Chamber Partner Round Table Breakfasts. Invitation only event for representatives from each of the Chamber Partners, along with Local, State & Federal Government representatives. (refer attached)
- Recognition on all Chamber marketing material (Example appendix 1)
- Logo recognition, profile and link on Chamber website and social media (refer attached)
- Four (4) direct marketing e-mailers to Chamber database
- Four (4) posts on Chamber social media outlets including Facebook, LinkedIn and Twitter
- Opportunity to display and distribute marketing material at events
- Four (4) complimentary tickets to Chamber events (exc Ipswich Business Awards and Special Events)
- •Two (2) tickets to the City of Ipswich Business Excellence Awards

Should you wish to negotiate any aspects of this package or seek more closely define measurables in relation to the partnership we would value the opportunity to discuss this with you further.







*City of Ipswich Business Excellence Awards* the highly anticipated Gala Black Tie event has been operating for more than 31 Years and is the Premier Business event of the year being held on Saturday 20<sup>th</sup> October. Last year we received more than 450 nominations for the awards which include 11 award categories with ten (10) sponsorship opportunities.

As a **Business Award Partner**, the following inclusions would be provided: (refer attached)

- Category naming rights at the most prestigious Business Awards: "Ipswich City Council New Business of the Year"
- Audio visual recognition as sponsor on the night with stage time to present the award
- Complimentary Table of Ten to the Gala Event
- Brand exposure on all pre and post Awards marketing material
- Brand exposure and website link on Chamber website
- Brand exposure on media advertisements in the lead up to the event

We have aggregated the value of this **CHAMBER PLATINUM PARTNER** package to be \$11,000.00 ex gst. however should you wish to negotiate any aspects of this partnership or seek more closely define measurables in relation to the partnership we would value the opportunity to discuss this with you further.

The above inclusions are indicative and can be fully tailored to ensure the best outcome for Ipswich City Council. Additional partnership opportunities include CEDA Events, Qld Reds Corporate hospitality, Chamber Partner Boat Cruise, Ipswich Cup Corporate Marquee packages, International Delegations and Media coverage just to name a few. Partnering with the Ipswich Chamber also gives you reciprocal partnership benefits with the Ipswich Region Food & Agribusiness Network (Ipswich Region FAN) <a href="https://www.ipswichregionfan.org.au">www.ipswichregionfan.org.au</a>

These partnership opportunities are your chance to support Ipswich business, promote your brand, product and services to the city's decision makers. We look forward continuing the longstanding relationship with Ipswich City Council in the Ipswich and surrounding regions.

Yours sincerely,

Carol Levinge
Executive Officer
Ipswich Chamber of Commerce & Industry









# MEMBE 2017-2018





COMMERCE

This certifies that

is a financial member of the Ipswich Chamber of Commerce & Industry for the year 2017-2018

































IN A SNAPSHOT...













## **Our Speakers Mean Business**

Peter Irvine – Gloria Jeans
Duncan Armstrong
Dan Crowley
Michael Pascoe
Paul De Gelder
Ross Greenwood
Just to name a few

















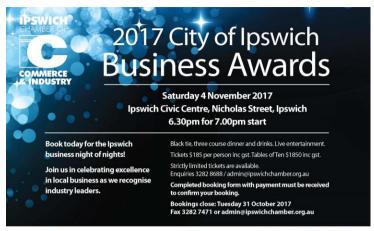




Ipswich Chamber Mentoring Program #excitedforthefuture























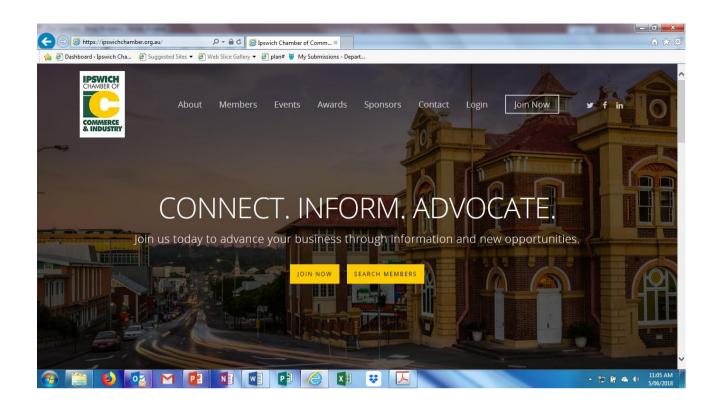












FIND OUT MORE TODAY!













**Ipswich Region FAN** is the conduit to **Connect, Inform** and **Advance** the Food & Agribusiness industries in the Ipswich and surrounding regions

By connecting, informing and advancing our food and agribusiness industries, Ipswich Region FAN will assist in creating a more prosperous food and agribusiness economy that celebrates the unique and bountiful resources available in our region.

To achieve this, the Ipswich Chamber of Commerce have created a business network that connects the value chain from production to consumption.

Ipswich Region FAN will help members Connect, Inform and Advance their business by providing a platform to showcase their capabilities to local and global markets and connect the value chain from production to consumption. Finally, paddock to plate representation for the entire food and hospitality value-chain in the Ipswich Region!

## **OUR MISSION...**

is to connect, inform and advance our unique food region and to highlight the quality, security, sustainability, reliability and world-leading practice in all aspects of the industry including production, food-tourism and hospitality.

## **HOW WE HELP YOU**

We are all about building and supporting the food and agribusiness market in the Ipswich and Surrounding regions.

**Ipswich Region FAN** is the conduit to **Connect, Inform** and **Advance** the Food & Agribusiness industries and we aim to promote knowledge acquisition and sharing amongst our members and the broader industry. This is achieved largely through our workshop and networking event program and strategic partnerships, as well as through our social media channels and monthly IPSWICH FAN newsletter.

We represent our member network which connects the value chain from production to consumption. Our stakeholders include primary producers, food processors and restaurants. We are also a representative voice advocating for the development of food and agribusiness for the Ipswich region. It is our intention to put our food, tourism and agribusiness region on the map as high quality, innovative and sustainable.

## **BECOME A MEMBER**

Joining is easy. Just complete than application form online at ipswichregionfan.org.au

IPSWICH FAN Members span the entire food & agribusiness industry chain, including businesses working within the industry, supply services to the industry and even individuals that will be part of the industry in the future.

Choose the right membership for your business:

MICRO	SMALL	MEDIUM	LARGE
BUSINESS	BUSINESS	BUSINESS	BUSINESS
1-5 staff	6-20 staff	21-50 staff	51+ staff



## WHY JOIN?



#### CONNECT

Opportunities to Connect and engage with other members to form strong business partnerships with real value.



#### ADVANCE

Advance your business with established business groups both inside and outside the Ipswich region.



## BRAND VISIBILITY

We offer you increase visibility for your business through our member directory, events, newsletters and social media accounts.



#### INFORM

Stay up to date with all the latest economic and business updates specific to our region.



#### DEVELOP

Develop knowledge and business skills through our events with inspirational speakers and workshops.



## CONTRIBUTE

Help contribute to the growth and future of the Food & Agribusiness Industry in the Ipswich region.



**Economic Development and Digital City** 

Committee

Mtg Date: 17.07.18

OAR: YES

Authorisation:

Ben Pole

5 July 2018

## MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: **ECONOMIC DEVELOPMENT MANAGER** 

RE: FUTURE WASTE RESOURCES 2018 INNOVATION IN RECYCLING CONVENTION

## **INTRODUCTION:**

This is a report by the Economic Development Manager dated 5 July 2018 concerning a proposal by the Waste Recycling Industry Association of Queensland for partnership of the Future Waste Resources 2018 Innovation in Recycling Convention.

## **OVERVIEW:**

According to the Waste Recycling Industry Association of Queensland (WRIQ), Queensland's Waste Management and Secondary Resources Industry supports 11,835 jobs, 1,516 businesses, \$825 million in wages and salaries contributing \$1.5 billion toward Queensland's gross state product.

The industry's contribution to Ipswich consists of 12 major facilities, 428 jobs, \$25 million in wages and salaries and contributing over \$74 million in industry value added towards Ipswich's economy and 1.7% of Council's rating revenues.

Ipswich City Council has recently launched a new recycling campaign, "Recycle 4", and has decided to trial the removal of glass from the yellow top bin to improve volumes and quality of glass for recycling and as part of the Bundaberg Protocol. Council has also provided a response to the Queensland Government's directions paper - "Transforming Queensland's Recycling and Waste Industry" which forms the basis of the state's new waste strategy, including a waste levy.

Given Ipswich is currently undertaking major waste and recycling transformative work, WRIQ has decided that Ipswich is a preferred location to hold the Future Waste Resources 2018 Innovation in Recycling Convention (FWR 2018). WRIQ would like Ipswich to become the state's leading centre for recycling best practice and materials recovery and reprocessing innovations.

WRIQ has proposed to hold FWR 2018 in Ipswich in October 2018 and seeks Ipswich City Council's endorsement and financial support.

FWR 2018 will bring a panel of national and international experts together to present and share their knowledge, demonstrating practices of what can and is being achieved in increasing resource recovery and recycling. FWR 2018 will also offer a community open day intended to engage the Ipswich and broader south east Queensland community with exhibits and demonstrations. FWR 2018 will capture local manufacturing opportunities and promote the industry's position role.

## **BENEFITS:**

Being the host city and supporting FWR 2018 aligns with Ipswich's waste and recycling strategic and future planning which includes an expression of interest (EOI) for recycling and waste management targeting innovation and new industry in Ipswich.

It is an opportunity to raise the profile of Ipswich as being proactive in transforming the way we manage waste and fostering new materials recovery industries. FWR 2018 has the potential to help position Ipswich as a centre of excellence for innovations in waste and recycling.

## **CONCLUSION:**

The Office of Economic Development sees benefit in further discussion and negotiation with WRIQ regarding potential sponsorship of FWR 2018.

## **RECOMMENDATION:**

- A. That the report concerning the proposal by the Waste Recycling Industry
  Association of Queensland for partnership of the Future Waste Resources 2018
  Innovation in Recycling Convention be received and the contents noted.
- B. That the Economic Development Manager, in consultation with the Chairperson of the Economic Development and Digital City Committee, continue discussions and negotiations with the Waste Recycling Industry Association of Queensland for partnership of the Future Waste Resources 2018 Innovation in Recycling Convention.

Paul Massingham ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital

City Committee

Mtg Date: 17.07.18 OAR: Yes

**Authorisation: Ben Pole** 

5 July 2018

## MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP 2017-2018

## **INTRODUCTION:**

This is a report by the Events and Engagement Officer dated 5 July 2018 concerning the allocation of Event Sponsorship funds for 2017-2018.

#### **BACKGROUND:**

Events bring life, colour and vitality to the Ipswich region. They help build a strong sense of community pride, they provide a wealth of opportunities for community participation and they play a key role in formulating and shaping Ipswich's identity. Events also generate positive benefits for the Ipswich economy through tourist visitation and associated visitor spending, along with population attraction and a range of tangible legacy outcomes for the city.

Council's Event Sponsorship Program provides funding (both cash and in-kind) to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses. Council utilises sponsorship as a strategic tool to assist in:

- Making significant contribution to economic, community, cultural, social recreational and environmental enhancement and revitalisation of the Ipswich Community
- Engaging the community, businesses and other stakeholders
- Meeting the objectives of the Corporate Plan; and
- Promoting the City of Ipswich and Council programs and attracting events to the City of Ipswich

Event sponsorships are categorised by the amount of funding recommended:

CATEGORY	SPONSORSHIP VALUE
One	\$10,000.00 and above
Two	\$5,000.00 - \$9,999.00
Three	\$4,999.00 and below

The following tables detail the number of Event Sponsorship applications received and Event Sponsorship applications approved for 2017-2018.

## **EVENT SPONSORSHIP APPLICATIONS RECEIVED:**

Date	Submitted	Withdrawn	Approved	Declined	Referred	Referred
			by EDDC		to WPR	to ASDCE
July	7	1	5	0	1	0
2017						
August	3	0	1	1	1	0
2017						
Sept	2	0	2	0	0	0
2017						
Oct	2	0	2	0	0	0
2017						
Nov	2	1	1	0	0	0
2017						
Dec	2	0	0	1	0	1
2017						
Jan	4	0	2	2	0	0
2018						
Feb	5	1	4	0	0	0
2018						
Mar	7	0	3	3	1	0
2018						
Apr	5	0	3	2	0	0
2018						
May	5	0	1	3	1	0
2018						
TOTAL	44	3	24	12	4	1

## **EVENT SPONSORSHIP APPLICATIONS APPROVED:**

Details	Sponsorship Amount	Status
Goodna Community Association	\$8,000.00	Successfully acquitted
Goodna Jacaranda Festival		
Fused Ipswich	\$4,000.00	Journalled to ASDCE
Indian Cultural and Sports Club	\$3,000.00	Overdue Acquittal
Diwali Festival of Lights		
Ghandi Salt March	\$2,000.00	Overdue Acquittal
Power of Peace Festival		
Ipswich Turf Club	\$5,000.00	Successfully acquitted
Spring Cup		
The Salvation Army	\$2,500.00	Acquittal pending
Red Shield Appeal		
Earth Frequency Festival	\$3,500.00	Acquittal pending

Earth Frequency Festival		
125 <sup>th</sup> Queensland Eisteddfod Committee	\$6,000.00	Acquittal pending
125 <sup>th</sup> Queensland Eisteddfod		
Ipswich Events Corporation	\$10,000.00	Successfully acquitted
Ipswich Arts Awards		
Varnam Cultural Society	\$2,500.00	Acquittal pending
Tamil New Year Celebrations		
ICON	\$2,500.00	Successfully acquitted
New Year's Eve Celebration		
Queensland Netball	\$20,000.00	Part-payments to be
State Netball Championships		made
RBL International	\$4,000.00	To be held in 2018/2019
Champagne Festival		
Nature Play Qld	\$4,000.00	Successfully acquitted
Mud Festival		
Ipswich Hospice	\$2,000.00	Successfully acquitted
Jacaranda Dinner		
Ipswich Hospital Foundation	\$2,500.00	Successfully acquitted
Ride On		
Ipswich Show Society	\$25,000.00	Acquittal pending
Ipswich Show		
Ipswich Turf Club	\$20,000.00	Acquittal pending
Ipswich Cup		
Rosewood Agricultural & Horticultural	\$2,000.00	Payment pending
Rosewood Show		
Queensland Model Hobbies	\$3,000.00	To be held in 2018/2019
Queensland Model Hobbies Expo		
Glebe Garden Club	\$2,500.00	To be held in 2018/2019
Ipswich Home Gardener's Expo		
Willowbank Raceway Inc	\$30,000.00	Acquittal pending
Winternationals		
Springfield City Group	\$2,000.00	To be held in 2018/2019
Greater Springfield Ball		
Ipswich Thistle Pipe Band	\$2,500.00	To be held in 2018/2019
Ipswich Piping and Drumming Solo		
Championships		

## **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The Event Sponsorship program aligns with Advance Ipswich Plan, the Corporate Plan 2012–2017 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

## **RECOMMENDATION:**

That the report concerning the allocation of Event Sponsorship funds for 2017-2018 be received and the contents noted.

Paula Watkins

## **EVENTS AND ENGAGEMENT OFFICER**

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital

City Committee

Mtg Date: 17.07.18 OAR: Yes

**Authorisation: Ben Pole** 

5 July 2018

## MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

ACTING CHIEF OPERATING OFFICER (WORKS, PARKS AND RECREATION)

FROM: SPORT AND RECREATION OFFICER

**EVENTS AND ENGAGEMENT OFFICER** 

RE: SPONSORSHIP OF THE 2019 BMX AUSTRALIA NATIONAL SERIES ROUND

## **INTRODUCTION:**

This is a joint report by the Sport and Recreation Officer and Events and Engagement Officer dated 5 July 2018 concerning an application for event sponsorship by BMX Australia for the 2019 BMX Australia National Series Round to be held on 27 and 28 April 2019.

## **BACKGROUND:**

The 2018 BMX National Series was the first time that a Round was held in every state and territory in Australia (excluding Western Australia which hosted the National Championships). The Queensland Round was conducted on the Gold Coast with support from City of Gold Coast.

BMX Australia currently has over 15,000 members who are invited to compete in the event as well as members from other countries such as New Zealand.

In 2019 The BMX National Series will be made up of seven rounds. The events will be held over a weekend with practice and racing to take place on the Saturday and Sunday and is open to riders aged 5 through to 50+ and with 4 Elite Classes being added on including Elite Men and Women and Junior Elite Men and Women.

BMX Australia is estimating in excess of 600 riders for this event. Research demonstrates that riders are normally accompanied by an average of 1.5 accompanying guests.

This event is supported by the Ipswich and West Moreton BMX Club.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 BMX Australia National Series Round is \$819,000.00.

## **SPONSORSHIP REQUEST:**

BMX Australia has submitted an Event Sponsorship Application for \$15,000.00 to offset the event related costs in ensuring that the event reaches a National Series standard and attracts competitors from across Australia while ensuring that the community engagement and growth opportunities for the sport are maximised.

Sponsorship benefits to be negotiated for Council include:

- BMX Australia will incorporate the destination name (Ipswich) in the official name of the event and in the official event location tagline e.g.: National Series Round Ipswich.
- BMX Australia will undertake a marketing and publicity campaign to maximise event attendance and inbound visitation to riders, their families, supporters and volunteers. The marketing spend by BMX Australia is to be no less than the spend from the previous related event.
- As a component of the marketing and publicity campaign to drive event attendance and inbound visitation, BMX Australia will host and facilitate tourism and destination promotion via its marketing, publicity and digital channels including linking to the ICC's Discover Ipswich website www.DiscoverIpswich.com.au as a source of relevant event destination, accommodation and activity information.
- BMX Australia will ensure access to talent/personality subject to availability to
  promote the event, event destination inclusive of player visits to event destination
  tourism experiences. e.g.: Team signings at a shopping centre.
- BMX Australia will facilitate the creation of event-related consumer promotions including the provision of money can't buy experiences to ICC for promotional use.
- BMX Australia will provide prominent placement of ICC's logo in all marketing, advertising and promotional materials relating to the event across all media platforms.
- BMX Australia will provide recognition and designation of ICC as a 'Strategic Partner' of the event.
- BMX Australia will provide signage allotments at the event and precinct scrimmage assigned to ICC.
- BMX Australia will facilitate event activations including big screen advertisements, PA
  announcements, event precinct activation space, event collateral activation (i.e.
  advertisements, welcome message from ICC representative and destination
  information in the Official event Program).
- BMX Australia will provide ICC with the opportunity to display at other Rounds.
- BMX Australia will provide suitable 'pre-approved' high resolution digital images and broadcast quality video footage (b-roll) of the event, royalty free, for the use of ICC and for perpetuity promotional purposes (TVCs, brochures, show reels etc.) promoting events and tourism in Ipswich.

- BMX Australia will engage and consult with ICC on any community consultation committees formed for the Event to increase the profile, grow the event and connect with local traders.
- BMX Australia in consultation with ICC will develop and deliver a Community
   Participation Plan for the benefit of the Ipswich BMX community. For example but
   not limited to player clinics, up-skilling of coaches and officials and player fan
   signings.
- BMX Australia in consultation with ICC will negotiate the provision of BMX Riders or BMX Australia staff for four relevant Council events and programs subject to availability. e.g.: Sports Awards Annual Dinner and Active Breaks school holiday program.
- BMX Australia to provide the opportunity to advertise relevant ICC programs or events through the collateral developed for the events outlined in this agreement.
- BMX Australia will ensure the involvement of a ICC representative in key announcements regarding the event inclusive of a speaking opportunity for a Council representative at all event related functions, media conferences, media calls and post-event presentations.
- BMX Australia will provide an end of event report summarising the teams registered
  and a break-out of attendees by region/city/postcode prior to the processing of final
  sponsorship payment.
- Invitation to Mayor (or representative) and Councillors to attend event.

The Events and Engagements Officer and Sport and Recreation Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$15,000.00 financial support to BMX Australia for the 2019 BMX Australia National Series Round.

## **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The 2019 BMX Australia National Series Round aligns with Advance Ipswich Plan, the Corporate Plan 2012–2017 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 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**:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2019 BMX Australia National Series Round.	Attachement A.pdf

## **RECOMMENDATION:**

That Council allocate a Sport and Recreation Event Grant of \$10,000.00 and Event Sponsorship of \$5,000.00 to BMX Australia for the 2019 BMX Australia National Series Round from the 2018-2019 Budget and maximise the associated economic, social and promotional opportunities.

Louise Rovera

**SPORT AND RECREATION OFFICER** 

Paula Watkins

**EVENTS AND ENGAGEMENT OFFICER** 

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

I concur with the recommendations contained in this report.

**Bryce Hines** 

ACTING CHIEF OPERATING OFFICER (WORKS PARKS AND RECREATION)

## **Organisation Details**

\* indicates a required field

Organisation Name \* BMX Australia

Contact Person \* Mr Martin Shaw

Street Address \*

Postal Address \*

Phone Number \*

alian phone number

Email \*

Is your organisation incorporated? \*

Is your organisation registered for GST? \*

Does your organisation have an ABN? \*

Yes

o No

YesNo

YesNo

Please add ABN below

**ABN** 28 602 637 472

Information from the Australian Business Register

ABN 28 602 637 472
Entity name Bmx Australia Ltd

ABN status Active

Entity type Australian Public Company

Goods & Services Tax (GST) Yes
DGR Endorsed No

ATO Charity Type Not endorsed More information

ACNC Registration No

Tax Concessions No tax concessions

Main business location 2015 NSW Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance \*

Filename: BMX Australia - Public Liability and Professional I ndemnity Certificate of Currency.pdf

File size: 56.1 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). \*

No

## **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: \* 2019 BMX Australia National Series Round

**Start Date: \*** 27/04/2019

What is the expected start date of the event?

**End Date: \*** 28/04/2019

What is the expected completion date of the event?

Provide a brief description of the event:

In 2019 The BMX National Series will be made up of Seven Rounds. The events will be held over a weekend with practice and racing to take place on the Saturday and Sunday and is open to riders aged 5 through to 50+ and with 4 Elite Classes being added on including Elite Men & Women and Junior Elite Men & Women.

The seven rounds will be held in the majority of Australian States/Territories. BMX Australia is currently working through which rounds will be UCI sanctioned. At this stage, BMX Australia is planning for 3 x Rounds with 1 round being HC (150% points) and 2 x rounds being classed C1 (Normal points). An update on UCI Rounds will be sent as soon as this has been confirmed.

Must be no more than 150 words

Proposed Venue/ Location \* **Ipswich BMX Facility** 

Estimated Attendance \*

600+ riders and estimated 900 accompanying partners

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

The 2018 BMX National Series was the first time that a Round was held in every state and territory in Australia (excluding Western Australia which hosted the National Championships). The Queensland Round was conducted in the Gold Coast with support from City of Gold Coast.

The 2017 BMX National Series was conducted at 5 locations (Cairns, Gold Coast, Bathurst, Shepparton and Brisbane). The Brisbane Round was held in conjunction with the 2017 BMX National Championships. Funding and support was secured from all Councils that hosted these Rounds.

The 2016 BMX National Series was conducted at 4 locations (Cairns, Nerang/Gold Coast, Bathurst and Shepparton). Funding and support was secured from all Councils that hosted these Rounds.

A Round of the BMX National Series has not been previously conducted in Ipswich.

Which sponsorship category are you seeking funding from?

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

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

\$15,000 + GST

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

Have you approached any other areas of Council with this request, if yes, where? \* A teleconference was conducted between Sports Marketing Australia and Ipswich City Council. Staff from ICC involved were:

Alistair Tavares | Tourism Development Manager

Economic Development and Marketing Department

Louise Rovera | Sport and Recreation Officer Works, Parks and Recreation Department

Paula Watkins | Events and Engagement Officer Economic Development and Marketing Department

# What are the goals and objectives of the event?

- \* Maximising participation at the event (from across Australia)
- \* Increasing participation in the sport of BMX in Ipswich and Queensland
- \* Maximising number of spectators at the event
- \* Maximise participation in the community engagement activities
- \* Deliver an event to a national series standard that aligns with national members expectations
- \* establish a stronger relationship with stakeholders in BMX in Queensland(Governments, clubs, members etc)

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

15,000 current active BMX Australia members from across Australia are invited to compete in the event as well as members from other countries such as New Zealand.

The event is open to male and female riders aged 5 through to 50+ and with 4 Elite Classes being added including Elite Men & Women and Junior Elite Men & Women.

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

#### \* Economic Benefit:

With BMX being a family sport and many of the participants at the National Series events being in the younger age groups, the economic benefit comes not only from the competitors, but also from the people who travel with the competitors. Nearly all competitors bring family members with them, whether that is parents, siblings or for our older competitors, husbands, wives and children. With 600 competitors staying for two nights and accompanied by family members, that represents a significant amount of money flowing into the local community via spending on accommodation, local shops and restaurants.

Based on an accompanying partner ratio of 1.5:1 (1.5 accompanying partners for each competitor) which is considered an industry average and current Tourism Research Australia figure for the average spend of a 'sports tourist' being \$273 per person per day (year ending December 2017), this will translate into an economic impact of:

QLD, NSW and VIC: 600 riders x 93% from outside the host region x 2.5 (1 competitors + 1.5 accompanying partners) x 2 days x \$273 = \$761,670 direct spend.

#### \* Community:

There are a number of community benefits for the host region. The economic impact on local businesses from the influx of visitors (remembering that 93% of competitors are from outside the local area) is significant. We know that one of the important factors in building a sense of community is having strong and vibrant community organisations providing opportunities for local residents. In hosting a round of the BMXA National Series the host club has an opportunity to showcase the sport to the local community, attract new members and also benefit financially from the hosting of the event. With fund raising opportunities such as club BBQ and canteen sales, tent hire and track hire in the lead up to the event BMXA are noticing that host clubs can make a good profit from hosting one of these events. The funds raised can then be put back into the club's programs and facility to improve their services to members.

In addition, there are also a number of opportunities for local club officials and coaches to upgrade their skills as part of the event. Officials have the opportunity to volunteer their services at the event, while in 2018 BMXA has introduced a coaching clinic to be conducted at each round to upskill the coaches knowledge of the sport. These clinics, conducted by BMXA National Coaching Manager (and former Olympian) Luke Madill are proving very popular with local coaches.

## \* Branding:

In 2019 The BMX National Series will continue to be promoted through all the BMX Australia social media channels (Facebook, Instagram and Twitter). Each event has regular posts in the lead up to the event and during the weekend, while a post-produced wrap up of each event is produced by BMXA media team, that includes video of event finals in each division.

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

BMX Australia are happy to offer the following benefits to Council as a major \* Signage at the event

- \* Logo recognition on the BMXA website and on all marketing collateral
- \* Invite to the Mayor and/or other Councillors to attend the event
- \* Joint media release/announcement
- \* Post Event report (actual number of competitors/officials, origin of competitors/officials, average length of stay, media summary etc)
- \* If applicable, promotion by BMXA of the Visitor Information Centre or Tourist Bureau for accommodation booking and tourism information.

- \* If applicable, BMXA will work with broadcast partners to include some tourism footage in the live stream feed. Footage will need to be provided by Council for this.
- \* Promote Council as a major sponsor of the event via PA announcements
- \* Allow ICC to set up a marquee at the event to promote the region.

Any other special requests from ICC will be strongly considered by BMXA.

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

BMX Australia will provide a post event report to Council outlining data such as:

- \* Actual number of competitors and officials
- \* Where competitors and officials travelled from (postcode)
- \* Media summary
- \* Summary of actual community benefits achieved from the event.

BMXA will also look to do a survey monkey post event for competitors and officials who attended and are happy to build any questions into this think Council would like to ask.

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

How does this event align with Ipswich City Council's Corporate Plan? (Visit www.ipswich.qld.gov.au About Council, Corporate Publications, Corporate Plan - to view a copy) \* Goal 1 - Strengthening Our Local Economy and Building Prosperity (Jobs)

This event will have an estimated economic impact of \$761,670 direct spend into the local Ipswich community which will help to create new employment opportunities for the local community.

Goal 2 - Managing Growth and Delivering Key Infrastructure

Hosting a national event such as this will be a key driver for Council justifying past and future spend on the BMX facility and wider sporting facilities in the region.

Goal 3 - Caring for Our Community

Sport instils a sense of national pride and community spirit. When Australian competitors triumph on the national or world stage, the general community, governments and business leaders bask in the reflected glory. Sports celebrations unite communities and the nation; drawing together people of different race, religion and culture; developing a heightened

sense of community, team spirit, national identity and on a wider level that positivity heightens community spirit.

The BMX National Series will encourage participation in sport and physical activity which will assist in fostering a healthy local community. There are a number of legacy aspects to this event including upskilling of local club volunteers, infrastructure improvements and opportunity for the Ipswich BMX Club to raise much needed funds to support local BMX projects.

Due to the exclusivity and high profile of this event, the Ipswich BMX Club would take pride in hosting a national event amongst the national BMX community while showcasing all that this great city has to offer.

## Goal 4 - Caring for Our Environment

This event will be run by BMX Australia as an environmentally friendly event. This includes practices to ensure that the site is left rubbish free.

Goal 5 - Listening, Leading and Financial Management Ipswich BMX Club has been vocal in their interest to host a national level event which BMX Australia have listened and responded to by offering this opportunity. BMX Australia is the governing body for the sport of BMX in Australia and would take a leadership role in running this national event in the region with the support of the local BMX Club. From a financial management perspective, this event provides a strong return on investment for the region with \$50.78 of economic impact for every \$1 spent on event attraction (based on economic impact direct spend of \$761.670 and investment from Council of \$15,000). Sporting events such as this one which have a proven track record from previous years in terms of participation have a direct and quantifiable return on investment.

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

This event is open to the community to attend and participate in a number of ways, whether it be as a participant, coach, official or spectator.

Local club officials and coaches will be given the opportunity to upgrade their skills as part of the event. Officials have the opportunity to volunteer their services at the event.

In 2018 BMXA has introduced a coaching clinic to be conducted at each round to provide a come and try opportunity for the local community to experience BMX riding and to upskill the coaches knowledge of the sport. These clinics, conducted by BMXA National Coaching Manager (and former Olympian) Luke Madill are proving very popular with local coaches.

Spectators will also be invited to attend the event and watch some of Australia's and the world best BMX riders including World Champions.

How will this event deliver economic benefit, either in short, medium or long term, to the City of Ipswich? \* With BMX being a family sport and many of the participants at the National Series events being in the younger age groups, the economic benefit comes not only from the competitors, but also from the people who travel with the competitors. Nearly all competitors bring family members with them, whether that is parents, siblings or for our older competitors, husbands, wives and children. With 600 competitors staying for two nights and accompanied by family members, that represents a significant amount of money flowing into the local community via spending on accommodation, local shops and restaurants.

Based on an accompanying partner ratio of 1.5:1 (1.5 accompanying partners for each competitor) which is considered an industry average and current Tourism Research Australia figure for the average spend of a 'sports tourist' being \$273 per person per day (year ending December 2017), this will translate into an economic impact of:

600 riders x 93% from outside the host region x 2.5 (1 competitors + 1.5 accompanying partners) x 2 days x \$273 = \$761,670 direct spend.

This direct economic impact from competitors, officials and their accompanying partners into Ipswich will be reinvested on a number of occasions throughout the local community, thus creating a multiplier effect in the medium to long term.

Successfully hosting a national event such as this will lead to future event hosting opportunities for Ipswich which will again have a direct economic impact to the region and accompanying multiplier effect.

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

This event will attract 600 riders and estimated 900 accompanying partners into Ipswich with an expected 93% of these to be from outside the region. This will equate to an estimated 1,395 visitors for a minimum of 2 nights (or 2,790 bed nights).

This event will also attract some first time visitors to Ipswich that may never come to Ipswich in their lifetime if it wasn't to compete in or spectate at this event. Those that enjoy their experience may come back as a repeat leisure tourist in the future.

How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorugh engagement with In 2019 The BMX National Series will continue to be promoted through all the BMX Australia social media channels (Facebook, Instagram and Twitter). Each event has regular posts in the lead up to the event and during the weekend, while a post-produced wrap up of each event is produced by BMXA media team, that includes video of event finals in each division.

# community and business networks? \*

Ipswich City Council logo and brand as a major partner will be present on website.

The National Series Marketing plan will be run a National campaign along with a State/Local based focus. This includes:

- \* Email to BMX 14.000+ Riders
- \* Website announcement (approx. 40,000 hits per month)
- \* Facebook (25,282+ followers),
- \* Twitter (3,628 followers),
- \* Instagram (8,810 followers)
- \* Face to Face through :Local Club engagement (this being 133 clubs nation wide)

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

under the new National Series model launched by BMX Australia in 2018, there are only 7 Rounds of the National Series conducted annually and only one round in each state. Ipswich has not hosted a national series or national championships level event previously.

How does this event complement other events and/or fill a gap in the City's calendar of events, particularly 'off peak' tourism? \* This event provides the opportunity for the Ipswich BMX facility and club to test their ability to host a national level event which will lead to future event hosting opportunities. April would be considered an 'off peak' tourism period for most Council areas across Australia.

The event being conducted on the 27th - 28th April and Anzac day public holiday also provides the opportunity for tourists to arrive a day or two earlier and the club to arrange a practice competition or racing.

How will funding by lpswich City Council develolp/enhance this event? \* The funding will be used to offset the event related costs in ensuring that the event reaches a National Series standard and attracts competitors from across Australia while ensuring that the community engagement and growth opportunities for the sport are maximised. See attached full budget that outlines event related costs.

Detail the extent to which your event has the potential to grow into a significant regional event. \* Through the structure of the new national series model introduced in 2018 with a national series round conducted in each state and territory across Australia, BMX Australia expect participation and attendance at each event to grow. The true national series model has been designed to encourage amateur riders to enter into the event instead of the former model which tended to target the elite end of the sport.

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

This event will require Council funding and support in the future if conducted in the region. This is an important element for BMX Australia to make the event financially viable. There is the potential for this event to be hosted again in Ipswich with support from Council.

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

The key stakeholders in the event will be:

- \* BMX Australia event owner and organisation ultimately responsible for delivery of all aspects of the event.
- \* BMX QLD assist BMX Australia in delivery of the event.
- \* Local Club provide volunteers and feet on the ground support in delivery of the event.
- \* Local community will be invited to participate in the event as spectators and through community engagement sessions etc.

BMX Australia are the peak governing body for BMX in Australia and run a number of events annually including:

- National Championships
- National Series Rounds

BMX Australia also have a number of events that they run on a less regular basis including:

- UCI Oceania Championships
- UCI World Supercross
- UCI World Cup

BMX Australia have an event management team headed up by Emily MacIver (BMX Australia National Events Manager) with a significant amount of experience.

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

This event is an important part of BMX Australia's national pathway in the sport and will be delivered as planned.

## **Attachments**

\* indicates a required field

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

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

Category 1 Applications-Attach high level project plan Filename: 2019 BMX Australia National Series (QLD) - Even

t Timeline.docx File size: 14.7 kB

Filename: Queensland Draft Budget - 2019 BMX Australia

National Series.xlsx File size: 14.7 kB

No files have been uploaded

Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename: BMX Australia Organisation Chart and Staff Listi

ng.docx

File size: 12.9 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
Entry Income *	\$27,150.00 *	Prizemoney and Prize s *	\$18,062.00 *
Sponsorship Income	\$23,602.86	Administration	\$700.00
		Marketing	\$16,376.00
		Operations	\$1,000.00
		Rider & Official Relations	\$16,065.71
	Total: \$50,752.86		Total: \$52,203.71

**Total Amount** \$15,000.00

Requested: \* GST Exclusive. What is the total financial support you are

requesting in this application?

**Total Project Cost: \*** \$52,203.71

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: \*

Marketing, Rider and Official Relations

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
Corporate Sponsors (confirm ed)	Corporate Sponsorship	\$7,142.86
Merchandise	Merch	\$1,460.00
		Total: \$8,602.86
		Total: \$8,602.86

## **Certification Details**

\* indicates a required field

## Certification:

- I herebey 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 Martin Shaw

**Position in Organisation:** CEO

Date: \*

27/06/2018

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.