

VML:MB
Vicki Lukritz
3810 6221

SPARE

2 November 2017

Sir/Madam

NOTICE OF MEETING

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** will be held in the **Council Chambers** 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 **Thursday, 9 November 2017**.

<u>MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE</u>	
Councillor Tully (Chairperson) Councillor Wendt (Deputy Mayor) (Deputy Chairperson)	Mayor Councillor Morrison Councillor Pahlke

The agenda for the meeting is attached to this notice.

Yours faithfully

ACTING 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 **Thursday,***

9 November 2017

Council Chambers

Item No.	Item Title	Officer
1	Ipswich Events Management Market Testing by Expressions of Interest	COO(EDM)
2	Key to the City of Ipswich Presentation – Aunty Faye Carr	EEO
3	Event Sponsorship of the 2018 Earth Frequency Festival	EEO
4	Event Sponsorship of the 125th Queensland Eisteddfod	EEO

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2017(02)

9 NOVEMBER 2017

AGENDA

1. IPSWICH EVENTS MANAGEMENT MARKET TESTING BY EXPRESSIONS OF INTEREST

With reference to a report by the Chief Operating Officer (Economic Development and Marketing) dated 3 October 2017 concerning the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation.

RECOMMENDATION

- A. That Council resolve that it is satisfied that the calling of Expressions of Interest under section 228(3) of the *Local Government Regulation 2012* is in the public interest for the following reason:

It will allow Council to identify potential suppliers who are serious contenders for the provision of delivery, operations and management of whole-of-city event management maximisation without putting all contenders to the expense of preparing a full tender response in the initial stages.

- B. That Council invite Expressions of Interest under s228(5) of the *Local Government Regulation 2012*, as detailed in the report by the Chief Operating Officer (Economic Development and Marketing) dated 3 October 2017, for whole-of-city event management and maximisation.
- C. That Council prepare a short-list of the Expression of Interest applications received and invite tenders from the specific suppliers on the short-list, in accordance with section 228(6) of the *Local Government Regulation 2012*.

Report

2. KEY TO THE CITY OF IPSWICH PRESENTATION – AUNTY FAYE CARR

With reference to a report by the Events and Engagement Officer dated 27 October 2017 concerning the presentation of a Key to the City of Ipswich to Aunty Faye Carr in recognition of her being awarded the 2017 National NAIDOC Elder of the Year.

RECOMMENDATION

- A. That in recognition of Aunty Faye Carr being awarded the 2017 National NAIDOC Elder of the Year, Council approve for Aunty Faye Carr to be presented with a Key to the City of Ipswich.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with Chief Operating Officer (Arts, Social Development and Community Engagement), co-ordinate a civic event for the presentation of a Key to the City of Ipswich to Aunty Faye Carr.

Report

3. EVENT SPONSORSHIP OF THE 2018 EARTH FREQUENCY FESTIVAL

With reference to a report by the Events and Engagement Officer dated 27 October 2017 concerning an application for event sponsorship by Paul Abad (Individual/Sole Trader) for the 2018 Earth Frequency Festival being held 16 – 19 February 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$6,000.00 to Paul Abad for the 2018 Earth Frequency Festival from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

4. EVENT SPONSORSHIP OF THE 125TH QUEENSLAND EISTEDDFOD

With reference to a report by the Events and Engagement Officer dated 26 October 2017 concerning an application for event sponsorship by the 125th Queensland Eisteddfod Committee Inc for the 125th Queensland Eisteddfod being held at the Ipswich Civic Centre from 29 March 2018 – 1 April 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$6,000.00 to the 125th Queensland Eisteddfod Committee Inc from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 09.11.17	OAR: YES
Authorisation: Ben Pole	

3 October 2017

MEMORANDUM

TO: ACTING CHIEF EXECUTIVE OFFICER

FROM: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

RE: IPSWICH EVENTS MANAGEMENT MARKET TESTING BY EXPRESSIONS OF INTEREST

INTRODUCTION:

This is a report by the Chief Operating Officer (Economic Development and Marketing) dated 3 October 2017 concerning the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation.

BACKGROUND:

It is well researched and often stated that major events are key drivers of economic development, social inclusion and community well-being.

Events deliver immediate economic impact by bringing new money into the economy. They have a significant impact on a city and its image as a cost-effective means of promotion. They offer short term benefits of making the city more vibrant and bringing people and communities together. And they build legacy benefits when focused on city priorities, influencing infrastructure or developing business and trade connections.

The Ipswich tourism and events industry is at a point of maturity now that it requires not only a clear events plan but a dedicated resource responsible for whole-of-city events strategy, attraction, retention, marketing and maximisation.

A review by national events consultant Visabel Pty Ltd commissioned by Council's Economic Development and Marketing (EDM) department in 2016 highlighted that Ipswich had an obvious opportunity to generate significantly more benefit from events but was comparatively behind in its approach to whole-of-city event management.

Council makes a substantial annual investment in medium to major events, however recent internal and external assessments show that accountabilities, efficiencies and returns could all be improved.

There is also some confusion over the role of Ipswich Events Corporation (IEC) which deserves to be plainly addressed.

Since 2005 Council has contracted IEC to provide the following services:

- Ipswich central events
- Ipswich central events support
- One major annual event in Ipswich central
- Event equipment
- Ipswich central promotion
- Ipswich central trader management

On 30 September 2017 Council's agreement with IEC ceased.

Over the past eight months, there has been consultation with industry and stakeholders regarding the opportunities and challenges in growing the Ipswich events industry and economy and to consider a new way forward.

It is now proposed that Council seek expressions of interest for the management and delivery of whole-of-city event strategy, attraction, retention, marketing and maximisation services, including:

- Whole-of-city medium to major event strategy
- Medium to major event attraction
- Medium to major event agreement management
- Medium to major event promotion and activation
- Medium to major event sponsorship and grants
- Small and community event engagement and advice
- Regional and state sporting championship attraction and management
- Business and association event attraction and management

This process will allow for:

- A testing of the market to inform and assess
- A wide range of competitive proposals
- A variety of operating and commercial models to be proposed and evaluated

Any successful proponent will be required to provide an annual business plan developed in direct partnership with Council to ensure clear alignment with Council's objectives.

A clear capability and governance structure will be required to meet the significant output and outcome specifications of the agreement.

Reporting against agreed key quarterly performance indicators to improve accountability, identify gaps in performance and provide insights on how those gaps might be closed will be mandated. The use of performance indicators will also increase transparency, allowing Council, residents and ratepayers to assess the ongoing performance of the Ipswich tourism and events industry.

Key quarterly performance indicators for the model may include:

- Provision of Ipswich Events Strategy, Business Plan and Budget
- Standard financial statements including balance sheet, income and cash flow
- Number of Medium to Major Events

- Number of Medium to Major Event Attendees
- Economic Impact of Medium to Major Events
- Value of Medium to Major Event Sponsorships and Grants Secured
- Number and Economic Impact of Regional and State Sporting Championships
- Number and Economic Impact of Business and Association Events

It is important to clarify that the market testing by expressions of interest is focused on whole-of-city medium to major event management and maximisation.

It is proposed that civic, corporate and community events such as those currently delivered by Council and centralised to the Event Services Team within the Department of Economic Development and Marketing continue to be managed in-house.

Similarly, the responsibility for producing events is not necessarily a deliverable within the agreement. The responsibility for successfully managing and delivering an agreed whole-of-city event portfolio will be specified within the agreement, but those events may be tendered and contracted to professional event organisers and production companies.

It is proposed the new model will be delivered with no increase to the 2016-2017 events budget allocation. Improved productivity and returns for the same investment will be a result of a better defined scope of work, more measurable performance metrics and a more effective city-wide role.

If agreed, the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation could be live from 27 November to 31 January, allowing a panel to review proposals in February 2018. This would allow the new model to be fully negotiated and in place before the 2018-2019 financial year.

It is also important to recognise that if the expressions of interest process does not present a preferred partner model, Council will consider its ability to develop its in house capabilities in order to deliver the required whole-of-city event management and maximisation outputs and outcomes.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation supports and furthers the Advance Ipswich Plan:

Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.

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.

RECOMMENDATIONS:

- A. That Council approve market testing by expressions of interest for whole-of-city event management and maximisation.

- B. That Council resolve that it is satisfied that the calling of Expressions of Interest under section 228(5) of the *Local Government Regulation 2012* is in the public interest for the following reason:

It will allow Council to identify potential suppliers who are serious contenders for the provision of delivery, operations and management of relevant services without putting all contenders to the expense of preparing a full tender response in the initial stages.

- C. That Council resolve to invite Expressions of Interest under s228(5) of the *Local Government Regulation 2012*, as detailed in the report by the Chief Operating Officer (Economic Development and Marketing) dated 3 October 2017, for whole-of-city event management and maximisation.

- D. That Council resolve to prepare a short-list of the Expression of Interest applications received and invite tenders from the specific suppliers on the short-list, in accordance with section 228(6) of the *Local Government Regulation 2012*.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

I concur with the recommendations contained in this report.

Gary Keller
ACTING CHIEF EXECUTIVE OFFICER

Economic Development and Digital City Committee	
Mtg Date: 09.11.17	OAR: YES
Authorisation: Ben Pole	

27 October 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: KEY TO THE CITY OF IPSWICH PRESENTATION – AUNTY FAYE CARR

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 27 October 2017 concerning the presentation of a Key to the City of Ipswich to Aunty Faye Carr in recognition of her being awarded the 2017 National NAIDOC Elder of the Year.

BACKGROUND:

Starting her advocacy career at a young age, Aunty Faye Carr has worked to better the lives of the Ipswich Aboriginal and Torres Strait Islander community.

As a Yuggera elder from our City, Aunty Faye has been involved in the creation and running of a range of community organisations including:

- Brisbane Aboriginal Legal Service, now known as the Aboriginal and Torres Strait Islander Legal Service (Qld) Ltd (ATSILS)- providing legal services throughout Queensland;
- Kambu Progress Association - delivering housing and sporting services to the Ipswich community; and
- Kambu Aboriginal and Islander Health Service, - delivering a range of primary health services in Ipswich and the surrounding area.

Grandmother to 47 and great-grandmother to 14, Aunty Faye still finds the time to visit local correctional centres and provides love and support to the inmates and helps the indigenous boys reconnect with their families.

In 2016 Aunty Faye was awarded the Ipswich Citizen of the Year.

Aunty Faye Carr was honoured as the 2017 National NAIDOC Female Elder of the Year. The NAIDOC committee recognised that “she is a strong, wise Elder, advocate and leader in her community and that she exemplifies the values important to Aboriginal and Torres Strait Islander peoples”.

BENEFITS TO COMMUNITY AND CUSTOMERS:

An event of this nature acknowledges Aunty Faye’s tireless hard work and commitment to the Ipswich community over many years.

It is anticipated that the event would be held in conjunction with another event (e.g. park naming, seniors’ concerts, volunteers event) providing an opportunity for Aunty Faye’s family and the public to join the celebrations.

RECOMMENDATION:

- A. That in recognition of Aunty Faye Carr being awarded the 2017 National NAIDOC Elder of the Year, Council approve for Aunty Faye Carr to be presented with a Key to the City of Ipswich.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with Chief Operating Officer (Arts, Social Development and Community Engagement), co-ordinate a civic event for the presentation of a Key to the City of Ipswich to Aunty Faye Carr.

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: 09.11.17	OAR: Yes
Authorisation: Ben Pole	

27 October 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 EARTH FREQUENCY FESTIVAL

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 27 October 2017 concerning an application for event sponsorship by Paul Abad (Individual/Sole Trader) for the 2018 Earth Frequency Festival being held 16 - 19 February 2018.

BACKGROUND:

Earth Frequency Festival is a music, arts, lifestyle and environmental festival. Held at Ivory's Rock Convention and Events, the festival has a strong focus on arts, education, healing and community spirit. While drawing from many cultural niches such as transformational festivals, tribal gatherings, doof and boutique festival, the aim of Earth Frequency Festival is to go beyond these traditional tags and to exist as a multi-faceted gathering focused broadly on creativity, community, connection, intention and inspiration.

From its origins as a small landcare party in 2005, the Earth Frequency Festival has now become one of Australia's foremost transformational gatherings. At Earth Frequency, you can always expect an amazing mixture of live and electronic music, performance, visionary art, workshops and lectures, a family and kids space, and a fantastic food and markets area, and of course a positive community atmosphere. Their aim is to create nothing short of a life changing, transformative experience. Organisers aim to provide a meeting place - people from many different backgrounds, ages and walks of life come together with the shared interests of music, nature, technology, culture, community and peace.

The 2018 Earth Frequency Festival is the events 13th year. The festival has been located in South East Queensland for many years and in 2014 found its long term home at Ivory's Rock in Ipswich City. In 2015 Council sponsored this event for \$3,500.00.

Over the past 4 years, Festival organisers have taken steps to engage local charities and community groups including the Lions Club, Fassifern Football Club, The Flinders Peak Fire Brigade, Queensland Trust for Nature, Rotary, Neighbourhood Watch, Purga Hall and the Country Women's Association.

The primary audience is a mature festival going audience in the 25-34 year range. The majority of the audience comes from the South East Queensland and North NSW regions, however there is strong attendance and following from Sydney and Melbourne regions, other smaller regions in Australia and considerable international exposure also.

The estimated attendance over the three days of the event is 4,500 people per day spending \$80.00 per day (cost of ticket). Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Earth Frequency Festival is \$1,440,000.00.

SPONSORSHIP REQUEST:

Paul Abad has submitted an Event Sponsorship Application for \$9,999.00 to assist with the marketing costs of the event. This funding would increase the available budget for key promotional items such as videography, Facebook advertising and postering, and that with such an investment attendance may be increased by 25-30%.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support over the 4 day event
- Invitation to Mayor (or representative) and Councillors to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$6,000.00 financial support to Paul Abad for the 2018 Earth Frequency Festival.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Earth Frequency 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 2 Strategy 5 Key Action 5.1 – Implement an integrated open space plan that provides land and facilities to meet the community's active and passive recreation and leisure needs

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

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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2018 Earth Frequency Festival	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$6,000.00 to Paul Abad for the 2018 Earth Frequency Festival from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

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

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

Organisation Details

* indicates a required field

Organisation Name * Earth Frequency Festival

Contact Person * Mr Paul Abad

Street Address * 4/1814 Mt Glorious Rd
Mount Glorious QLD 4520

Postal Address * PO Box 12515 George Street
Brisbane QLD 4003

Phone Number * 0419 878 798
Must be an Australian phone number

Email * paul@earthfrequency.com.au

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

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

ABN 33 240 494 977

Information from the Australian Business Register	
ABN	33 240 494 977
Entity name	Paul Dominic Abad
ABN status	Active
Entity type	Individual/Sole Trader
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	4520 QLD
Information current as at 12:00am today	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename Earth Frequency - Your Liability Insurance Policy Document.pdf

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

File size 865.4 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). *

\$2500 received in 2015 for Earth Frequency Festival 2015, for a 10th anniversary indigenous performance collaboration. This funding came from Event Sponsorship funding.

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: *

Earth Frequency Festival 2018

Start Date: *

16/02/2018

What is the expected start date of the event?

End Date: *

19/02/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

Earth Frequency Festival is a music, arts, lifestyle and environmental festival. based in South-East Queensland, Australia, with a strong focus on arts, education, healing and community spirit, While drawing from many cultural niches such as transformational festival, tribal gathering, doof and boutique festival, the aim of Earth Frequency

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

Festival is to go beyond these traditional tags and to exist as a multi-faceted gathering focused broadly on creativity, community, connection, intention and inspiration.

Must be no more than 150 words

**Proposed Venue/
Location ***

Ivory's Rock Conventions and Events

Estimated Attendance *

4000-5000

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

From it's origins as a small landcare party in 2005, Earth Frequency has now become one of Australia's foremost transformational gatherings. At Earth Frequency, you can always expect an amazing mixture of live and electronic music, performance, visionary art, workshops and lectures, a family and kids space, and a fantastic food and markets area, and of course a positive community vibe. Our aim is to create nothing short of a life changing, transformative experience! We aim to provide a meeting place - people from many different backgrounds, ages and walks of life come together with the shared interests of music, nature, technology, culture, community and peace.

Earth Frequency Festival is now coming up for it's 13th year in 2018. Earth Frequency Festival has been located in S.E.QLD for many years and in 2014 found it's long term home at Ivory's Rock in the Ipswich City Council region.

Ivory's Rock is a beautiful outdoor venue with top notch facilities, comfortable campgrounds, and it is conveniently located under an hour from Brisbane and just 20 minutes from Ipswich. Nurtured by the setting of the beautiful Australian outdoors, we gather together once a year to celebrate life with music, art and other creative forms, and to educate, connect, heal and inspire.

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

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

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

9,999

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

As this will be our 5th year in the Ipswich region, and the festival is setting it's sights on a stronger attendance level for 2018, we would like to call on any available in-kind support from Ipswich City Council this year for marketing purposes such as facebook and instagram promotion, inclusion in any council marketing publications and other promotional avenues.

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

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

Discussions are underway with Alistair Tavares in the Economic Development and Marketing Department.

What are the goals and objectives of the event? *

The goals and agenda of the festival operate at multiple levels.

The most accessible and obvious is to provide a boutique music and arts festival for the region that promotes independent and non-commercial content, and through this to strengthen the local music and arts community.

In doing so, we aim to create a platform for promoting local and Australian musicians and artists to the world stage through the creative networks that are established.

Our focus on environmental issues and community building carries an inherent message - that is to use the festival as a vehicle to promote personal and environmental sustainability as a way of life.

Earth Frequency also aspires to set a precedent in how festivals are managed in terms of compliance, impact management, and positive social, economic and environmental outcomes.

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

Our primary audience is a mature festival going audience in the 25-34 year range. The majority of our audience comes from the S.E.QLD and North NSW regions, however we have strong attendance and following from Sydney and Melbourne regions, other smaller regions in Australia and considerable international exposure also.

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

Earth Frequency has established a track record of economic and tourist benefits for the region by bringing 4-5000 people to the region for 4 days.

Earth Frequency provides a signature experience for the region - as a well established, professionally run and culturally rich event, it demonstrated Ipswich is willing to support innovative and progressive music and arts events.

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

The support requested this year is not for operating costs, but purely to expand our marketing budget. We believe that by increasing the available budget for key promotional items such as videography, facebook advertising, and postering, that attendance can be increased 25-30%.

This has a direct flow through to economic and social benefits of hosting the festival.

Earth Frequency has been surviving but not thriving, with adequate incoming funds to manage the event well and meet all required compliance points and put on a

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

great show, but the marketing budget is still somewhat restricted, and we believe that with some additional support in this area, that attendance will increase and this will expand the benefits of the festival for the region.

Additionally, Earth Frequency is willing to include any logos and sponsor recognition to affirm Ipswich City Council as a key partner and supporter of the festival.

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

We maintain detailed analytics on the festival including ticket sales, attendance, social media reach, web stats, social media analytics etc. All cooperation for providing ROI and KPI indicators will be forthcoming.

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

A grant application has been submitted to Tourism and Events Queensland but the result is still outstanding.

We take on a number of small scale sponsorship arrangements with local businesses - usually these take the form of value matching / in-kind arrangements to help promote like minded businesses in the local area who support the festival.

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) *

Staging the festival in the Ipswich region brings cultural benefit, economic benefit, tourism development and community spirit. Our aim is to have Ivory's Rock as our permanent home for the venue and Earth Frequency will continue to develop to be a calendar highlight and a standout event for the area.

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

Earth Frequency Festival has an online application system, which allows for people to express interest in any aspect of the event - creative performance, volunteering, working, media, market stalls and more.

Over the past 4 years, we have taken steps to engage local charities and community groups including the Lions Club, Fassifern Football Club, The Flinders Peak Fire Brigade, Queensland Trust for Nature, Rotary, Neighbourhood Watch, Purga Hall, Country Women's Association and more.

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

Festivals are proven to have wide ranging economic benefits. Everything from local businesses doing better trade, to tourism outcomes.

We also have engaged local area charities and they have reported excellent fund raising outcomes in the years that the festival has operated in the Ipswich region.

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

Outline how will this event attract visitors to Ipswich? *

Earth Frequency Festival has a proven record of attracting 4-5000 people from around S.E.QLD, NSW and Victoria, as well as international travellers.

Our creative program features over 30 international acts, 30 interstate acts, as well as top local acts from the S.E.QLD region.

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

We have a strong promotional campaign including a mailing list of 25,000, facebook page of 40,000 and an extensive print and advertising campaign.

Since moving to the new venue Ivory's Rock, we have put much focus on highlighting the positive aspects of the venue and region we now host event in.

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

Earth Frequency Festival is QLD's most well established transformational festival. With a focus on blending acoustic and electronic music with art, performance, education, ceremony, and promoting themes of respect of nature and community, it fits in to a similar genre of event to Woodford Folk Festival, Rainbow Serpent Festival and others like this, but it has many unique aspects. Earth Frequency Festival is recognised internationally - see this international transformation festival map assembled by 'The Bloom' - <http://thebloomseries.com/featured/2012-2013-map/>

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

Earth Frequency Festival is a unique festival, with a mixture of modern and electronic music aswell as live bands, folk, roots and reggae. It also features a broad range of arts, performance, workshops and other art forms. It is a unique event for the Ipswich area and fills a gap in the region for outdoor musical festivals and concerts in the summer season. Earth Frequency Festival is well regarded locally and nationally and helps bring interstate tourists to S.E.QLD and S.E.QLD visitors to the Ipswich area.

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

Additional funding for the marketing budget will assist the festival to reach it's attendance potential (5000 people on site), and further develop the community network and promotional scope for future years.

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

Earth Frequency Festival is an established event, now coming up to it's 13th year.

It has a proven track record of delivering a successful annual event, and exists without supplementary income

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

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

from alcohol and tobacco sales/sponsorship, and its core operation does not rely on government funding.

After making the move to the Ipswich area in 2014, we hope to have Ivory's Rock as our permanent home. Our aim is to continue to develop the event in its new home and to be a highlight festival event for the Ipswich region.

The festival has been self-sustaining for over a decade.

This year we are reaching out for support as the festival encountered it's first year of significant financial loss in 2017. The reasons for this are related to compliance and external objectors - the past 2 years have seen the festival as a key stakeholder in a complex process with the venue Ivory's Rock and Ipswich City Council negotiating with local residents and the wider community to establish a permanent event venue.

The impact of finding the right balance has set the festival back in some ways due to overly strict conditions in 2016, however we believe now that this process has concluded and the venue is fully established, with some additional marketing support this year, the festival can reach it's intended goals and continue sustainably.

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

Paul Abad - Director - 15 years experience in events management

Rachel Caulcutt - Event Manager - 20 years experience in events management

Dave Masters - Production Manger - 20 years experience in festival production

Scott Large - Program Manager - 20 years in events management

We have a team of 10 core managers and 30 department heads, all of who are well experienced in their fields.

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

2018 will be the 13th year of the festival and it has always run according to plan. The budget is carefully managed and growth strategy is developed cautiously over time. Earth Frequency has a track record on delivering to it's audience the creative program that has been advertised, and satisfying all compliance and management requirements.

Attachments

* indicates a required field

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

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

Filename EFF2018 Timeline.pdf
File size 27.7 kB

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

Filename [EFF2018] Budget-Budget Summary-1.pdf
File size 2.9 MB

Category 1 Applications- Attach high level project plan

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

Category 1 Applications - Attach organisational and management structure

Filename EFF2018 Organisational Structure v3.pdf
File size 43.0 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
- *	\$0.00 *	Administration *	\$89,177.27 *
		Marketing	\$41,547.27
		Program	\$138,090.90
		Production	\$162,093.63
		Operations	\$171,683.36
		Site Services	\$193,806.36
		Sustainability	\$12,909.09
		Management Staff	\$21,818.18
		Blow out %	\$13,636.36
Online Ticket Sales	\$518,272.72		
Industry Ticket Sales	\$76,363.63		
Market Stall Fees	\$90,909.09		

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

Other incomings (vehicle passes, youth tickets, sales etc)	\$157,818.18		
	Total: \$843,363.62		Total: \$844,762.42

Total Amount Requested: *

\$9,999.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$929,239.00
 GST Exclusive. What is the total budgeted cost (dollars) of your project?

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

The above budget is as currently stands.
 Any additional funding from Ipswich City Council will be used to bolster the marketing campaign - specifically for video production, facebook advertising, street press and postering.

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

Certification Details

* indicates a required field

Event Sponsorship September

Event Sponsorship Form

Application ES00069 From Earth Frequency Festival

Certification:

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

Name: * Mr Paul Abad

Position in Organisation: * Director

Date: * 09/09/2017

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.

Economic Development and Digital City Committee	
Mtg Date: 09.11.17	OAR: Yes
Authorisation: Ben Pole	

26 October 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
FROM: EVENTS AND ENGAGEMENT OFFICER
RE: EVENT SPONSORSHIP OF THE 125TH QUEENSLAND EISTEDDFOD

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 26 October 2017 concerning an application for event sponsorship by the 125th Queensland Eisteddfod Committee Inc for the 125th Queensland Eisteddfod being held at the Ipswich Civic Centre from 29 March 2018 – 1 April 2018.

BACKGROUND:

The Queensland Eisteddfod provides an opportunity for aspiring musicians to be assisted (largely by interstate tutors) to develop their skills and confidence through considered and technical advice. In turn, it also provides local music lovers the opportunity to share in the wide variety of performances at very reasonable expense. This year's Eisteddfod is a milestone being the 125th held in this state.

The Queensland Eisteddfod is unique in that it provides an opportunity for everyone (from youths to seniors) to be involved. The variety of categories offered ensures that all aspiring artists will be in a position to participate. It also allows for audiences to enjoy a wide genre of music.

This Festival has been staged in Ipswich on 27 occasions (most recently in 2012) and on each occasion the Ipswich City Council has supported the event. For the 2012 event Council gave in-kind support through the use of the Ipswich Civic Centre at no cost and an event sponsorship of \$1,000.00.

The estimated attendance over the four days of the event is 1,000 people spending \$50.00 per day (including accommodation, food and beverage). Using economy.id Event Impact Calculator the estimated total economic impact of the 125th Queensland Eisteddfod is \$223,708.00.

This event positions Ipswich as a significant event destination.

SPONSORSHIP REQUEST:

The 125th Queensland Eisteddfod Committee Inc has submitted an Event Sponsorship Application for \$6,000.00 to assist with the fees of the Adjudicator/tutors (from interstate).

The Committee indicated that they have also:

- Sought assistance from the Ipswich Civic Centre for fee relief for the venue hire and;
- Have approached Councillors for financial support.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support over the 4 day event
- Invitation to Mayor (or representative) and Councillors to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$6,000.00 financial support to the 125th Queensland Eisteddfod Committee Inc.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 125th Queensland Eisteddfod 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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 125th Queensland Eisteddfod	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$6,000.00 to the 125th Queensland Eisteddfod Committee Inc from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

Organisation Details

* indicates a required field

Organisation Name * 125th Queensland Eisteddfod Committee Inc.

Contact Person * Mr George Hogg

Street Address * 22 Warrawong St
Eastern Heights Ipswich QLD 4305

Postal Address * 22 Warrawong St
Eastern Heights Ipswich QLD 4305

Phone Number * (07) 3281 0032
Must be an Australian phone number

Email * georgehogg@optusnet.com.au

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

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

ABN 87 671 301 939

Information from the Australian Business Register	
ABN	87 671 301 939
Entity name	125th Queensland Eisteddfod Committee Inc.
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4305 QLD
Information current as at 12:00am on 26 Sep	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename IMG_20170725_0001.pdf
File size 1.4 MB

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

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). *

This Eisteddfod will be a milestone of being the 125th held in this state. The first Queensland Eisteddfod was held in Brisbane in 1892 and Ipswich in the following year, and has been successfully staged every year since, the only exceptions being the Flu Epidemic of 1919 and World War II in 1943 and 1944. The City of Ipswich has been host to the Eisteddfod many times, most recently in 2012 and it was most successful, due to the generous support of the Ipswich City Council and general public. The Council donated in kind support with the renting of the Civic Hall and a Event Contribution of \$10000 to that Committee which has since wound up. This present committee, whilst retaining several key members of the previous 2012 Committee is a separate organisation created for the sole purpose of staging this Festival of Music

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: *	125th Queensland Eisteddfod
Start Date: *	29/03/2018 What is the expected start date of the event?
End Date: *	01/04/2018 What is the expected completion date of the event?
Provide a brief description of the event: *	The Queensland Eisteddfod has, for a period of 125Years, provided an opportunity for aspiring musicians to be assisted largely by interstate tutors

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

to develop their skills and confidence through considered and technical advice. In turn, it also provides local music lovers the opportunity to share in the wide variety of performances at very reasonable expense.
Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Civic Centre

Estimated Attendance *

1000+

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

-This Eisteddfod will be a milestone of being the 125th held in this state. The first Queensland Eisteddfod was held in Brisbane in 1892 and Ipswich in the following year, and has been successfully staged every year since, the only exceptions being the Flu Epidemic of 1919 and World War II in 1943 and 1944. The City of Ipswich has been host to the Eisteddfod many times, most recently in 2012 and it was most successful, due to the generous support of the Ipswich City Council and general public. The Queensland Eisteddfod is unique in that it provides opportunity for everyone from children to the aged to be involved and also welcomes all demographics. The variety of categories offered ensures that all aspiring artists will be in a position to participate. It also allows for audience members from the general to enjoy a wide genre of music.

This Festival has been staged in Ipswich on 27 occasions and on each occasion the Ipswich City Council has been in the forefront of support..

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

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

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

\$6000

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

1. Fee relief for the Hire of the Ipswich Civic Hall. The venue requirements will be approx. at the same level as 2012 over the 3 days of competition.

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

Ipswich Civic Hall
The Manager Mr Don Steward has been appointed as the contact for the Ipswich City Council.

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

What are the goals and objectives of the event? *

A number of social benefits will be realised through the holding of the 2018 Eisteddfod in Ipswich;

1. Opportunity for meaningful engagement between people of all ages.
2. Greater social cohesion through involvement in the event.
3. Opportunity for volunteers to learn event support skills.
4. Enjoyment through artistic expression for competitors.
5. Entertainment and stimulation for audiences

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

The Queensland Eisteddfod is unique in that it provides opportunity for everyone from children to the aged to be involved and also welcomes all demographics. The variety of categories offered ensures that all aspiring artists will be in a position to participate. It also allows for audience members from the general public to enjoy a wide genre of music.

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

1. Increased accommodation levels
 2. Longer visitation levels
 3. Opportunities for increased income for local businesses
 4. Increased earning capacity of the Civic Hall Catering
- Hosting the Queensland Eisteddfod in Ipswich promotes and enhances the reputation of the City of Ipswich as a centre for artistic endeavour and contributes to the cultural footprint of the region It is an opportunity to promote Ipswich as a tourist destination.

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

Council has, in the past, committed to assisting organisers in staging great community events. It also shares in the celebration of our diverse culture and identity. Through equal opportunities, the provision of information and support, council has strengthened local and regional businesses, community groups and networks. The City of Ipswich is acknowledged as "the Cradle of the Queensland Eisteddfod Movement" with no less than 27 previous state Eisteddfodau being held in Ipswich all of which proved to be both artistically and financially successful. The Ipswich City Council's unfailing support of these festivals of the arts has played a significant part in establishing Ipswich as one of the most proficient organising centres over the 125 years of the competitions.

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

There are difficulties in measuring results with this festival . An upsurge of local persons interest and participation in the arts seems to be a major result experienced in all centres where it has been staged.

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

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

It is anticipated that the general public, service clubs and some businesses will contribute more than \$15000 to cover prize monies. This sum is very close to being realised. We are confident that it will be met.

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) *

This festival addresses the issues of aging, ethnic and religious inclusion, and a wide range of ages are served by the schedule of events. This auger well as defining and promoting Ipswich as a centre of culture.

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

Certainly, Soloists and members of the city's four choral bodies ,their supporters and lovers of the arts.

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

1. Increased accommodation levels
2. Longer visitation levels
3. Opportunities for increased income for local businesses
4. Increased earning capacity of the Civic Hall Catering

Outline how will this event attract visitors to Ipswich? *

The event attracts soloists and choirs from Toowoomba, Brisbane, Sunshine Coast, Esk and other centres who are committed to taking part over the three day season.

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

Through Face Book , the printed media and Emails to the Civic Centre Data Base

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

This Eisteddfod will be a milestone of being the 125th held in this state. The first Queensland Eisteddfod was held in Brisbane in 1892 and Ipswich in the following year, and has been successfully staged every year since, the only exceptions being the Flu Epidemic of 1919 and World War II in 1943 and 1943. The City of Ipswich has been host to the Eisteddfod many times, most recently in 2012 and it was most successful, due to the generous support of the Ipswich City Council and general public. The festival is held in major cities on a rotational basis. It has been staged in Brisbane, Warwick, Toowoomba, Bundaberg,

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

Maryborough, Rockhampton, Gold Coast, Gympie and Mackay.

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

No unless it falls within into the dates of the Ipswich Festival

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

It will enable the committee to engage two/three Judges/tutors of high repute from interstate, including Air Fares and accommodation. Participants are unable to access advice and direction from interstate teachers/tutors due to distance and expense and taking part has an enormous benefit to receive personal advise from highly regarded experts.

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

A 125 year of continual existence in spite of world wars, floods and world wide influenza outbreak and the march of technical advancement is evidence of the festival's longevity and service to the communities in which it has been held.

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

The Festival moves to Stanthorpe in 2019 where a new community will take responsibility for producing it under the continuing auspices of the Eisteddfod Council of Queensland Inc.

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

Dr Thomas Keenan Chairman in 2012
Mr George Hogg President of the ECQ and Secretary 6 previous Eisteddfodau
Mrs Leanne Liesegang Treasurer of 2015 Queensland Eisteddfod

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

To date \$14529 has been pledged, some of this money already received, We are yet to hear from some supporters and we are confident that we will reach our goal of Sponsorship of all of the sections. We had a guarantee from the Eisteddfod Council of Queensland to make up any short fall in sponsorship of sections. That will not be necessary. The ECQ stands ready to cover any loss on the project but in the history of the Eisteddfod there has only been one occasion where an organising committee has suffered a loss. This loss was borne by the Eisteddfod Council.

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

Attachments

* indicates a required field

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

Filename	Time Table for preparation.docx
File size	12.0 kB

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

Filename	PROPOSED BUDGET FO1.docx
File size	12.9 kB

Category 1 Applications- Attach high level project plan

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

Category 1 Applications - Attach organisational and management structure

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

Budget Details

* indicates a required field

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Budget Attached *	\$45,000.00 *	Budget attached *	\$43,600.00 *
	Total: \$45,000.00		Total: \$43,600.00

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

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- Total Amount Requested: *** \$6,000.00
 GST Exclusive. What is the total financial support you are requesting in this application?
- Total Project Cost: *** \$43,600.00
 GST Exclusive. What is the total budgeted cost (dollars) of your project?
- List items from your expenditure table above that are to be covered by the sponsorship: *** The fees of the Adjudicator/tutors from interstate. The Committee will bear the cost of accommodation and air fares, meals and other expenses.

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
Ipswich orpheus Chorale	Cash	\$1,000.00
Usq	Cash	\$2,500.00
Blackstone Ipswich Cambrian Choir	Cash	\$625.00
Councillors	Cash	\$3,000.00
New Hope	Cash	\$1,000.00
Service Clubs	Cash	\$750.00
Eisteddfod Council of Queensland	Cash	\$2,000.00
Cuskelly School of Music	Cash	\$1,000.00
Anon	Cash	\$1,000.00
Members of the Orpheus Chorale	Cash	\$619.00
Private donations	Cash	\$1,035.00
		Total: \$14,529.00

Certification Details

* indicates a required field

Event Sponsorship September

Event Sponsorship Form

Application ES00070 From 125th Queensland Eisteddfod Committee Inc.

Certification:

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

Name: * Mr George HOGG

Position in Organisation: * Secretary

Date: * 15/09/2017

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.

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