

VML:CD
Vicki Lukritz
3810 6221

22 November 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **8.30 am** on **Tuesday, 27 November 2018**.

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

Yours faithfully

CHIEF EXECUTIVE OFFICER

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

8.30 am on **Tuesday**, 27 November 2018

Council Chambers

Item No.	Item Title	Officer
1	Ipswich Central Redevelopment – Business Continuity Plan	EDPO
2	Defence Ipswich – Strategic Summary	EDM
3	Event Sponsorship of 2019 Mud World	EEO

** Item includes confidential papers

ECONOMIC DEVELOPMENT COMMITTEE NO. 2018(02)

27 NOVEMBER 2018

AGENDA

1. IPSWICH CENTRAL REDEVELOPMENT – BUSINESS CONTINUITY PLAN

With reference to a report by the Economic Development Project Officer dated 16 November 2018 concerning the Ipswich Central Redevelopment - Business Continuity Plan.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the report concerning the Ipswich Central – Business Continuity Plan be received and the contents noted.
 - B. That the Ipswich Office of Economic Development proceed in publishing and actioning the Business Continuity Plan.
-

2. DEFENCE IPSWICH – STRATEGIC SUMMARY

With reference to a report by the Economic Development Manager dated 19 November 2018 concerning the Defence Ipswich Strategic Summary.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the report concerning the Defence Ipswich Strategic summary be received and the contents noted.
 - B. That the Interim Administrator note that the Defence Ipswich Strategic summary was announced at the Queensland Defence Summit Ipswich 2018 on 20 November 2018.
 - C. That the Office of Economic Development proceed in actioning and updating the Defence Ipswich Strategic Summary.
-

3. EVENT SPONSORSHIP OF 2019 MUD WORLD

With reference to a report by the Events and Engagement Officer dated 9 November 2018 concerning an application for event sponsorship of \$10,000.00 by Queensland Outdoor Recreation Federation (Nature Play Queensland) for the 2019 Mud World proposed to be held on Saturday 13 and Sunday 14 April 2019.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve to allocate \$7,000.00 financial support to Queensland Outdoor Recreation Federation Incorporated (Nature Play QLD) for the 2019 Mud World.

** Item includes confidential papers

and any other items as considered necessary.

Economic Development Committee	
Mtg Date: 27.11.2018	OAR: Yes
Authorisation: Ben Pole	

16 November 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT PROJECT OFFICER

RE: IPSWICH CENTRAL REDEVELOPMENT- BUSINESS CONTINUITY PLAN

INTRODUCTION:

This is a report by the Economic Development Project Officer dated 16 November 2018 concerning the Ipswich Central Redevelopment - Business Continuity Plan.

SUMMARY:

The City of Ipswich Office of Economic Development (OED) have prepared a Business Continuity Plan as a resource for affected businesses throughout the Ipswich Central redevelopment.

This plan is aimed at assisting businesses with identifying the opportunities and overcoming the disruption associated with the project. The content provides businesses with practical ways to take action, collaborate, get involved and stay informed.

To distribute the plan, disseminate additional information and maintain good communication and relationship with affected businesses, OED will also hold an Ipswich Central business briefing on November 27, 2018 at the Ipswich Civic Centre.

OBJECTIVES:

The primary objective for the Business Continuity Plan is to mitigate the disruption to business during the Ipswich Central redevelopment and adhere to OED's role as a driver, facilitator and advocate for economic development in Ipswich.

The Ipswich Central Business Continuity Plan will also support the six Ipswich City Council objectives for the renewal of the Ipswich CBD which are to:

- Create an enduring and thriving civic heart for the City of Ipswich;
- Provide a civic, cultural and entertainment precinct that supports and reinforces the needs of the community;
- Ensure that major service providers and employers are secured and afforded growth opportunities;
- Relocate council's administration centre to the new civic heart;
- Empower private sector investors and occupiers to renew and enliven the retail and entertainment spaces; and
- Set a resilient framework for other significant projects

BENEFITS TO COMMUNITY AND CUSTOMERS

Publication of the Business Continuity Plan will allow the Office of Economic Development to more effectively align its operations to the intent of the corporate identity framework as well as achieve various corporate and departmental strategies as outlined below:

City of Ipswich Economic and Workforce Development Plan 2018:

- Ipswich aims to be recognised as a connected and informed local business community with access to ever-increasing opportunity (local business growth)
- Ipswich aims to be recognised as a leader of social and economic prosperity and opportunity in South East Queensland (Advocacy and Promotion)
- Provide proactive and reactive contact to local businesses for general enquiries


Advance Ipswich:

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

Goal 3, Key Action 4.1 – Facilitate service planning and delivery arrangements with government and non-government agencies utilising Council's evidence base to ensure services are delivered in an equitable, timely and efficient manner to meet community needs

Goal 5, Strategy 2 – Provide comprehensive and meaningful community engagement to inform council decision making

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Business Continuity Plan	 Attachment A

RECOMMENDATION/S:

That the Interim Administrator of Ipswich City Council resolve:

- A. That the report concerning the Ipswich Central – Business Continuity Plan be received and the contents noted.
- B. That the Ipswich Office of Economic Development proceed in publishing and actioning the Business Continuity Plan.

Caitlin Wallis

(PROJECT OFFICER – OFFICE OF ECONOMIC DEVELOPMENT)

I concur with the recommendations contained in this report.

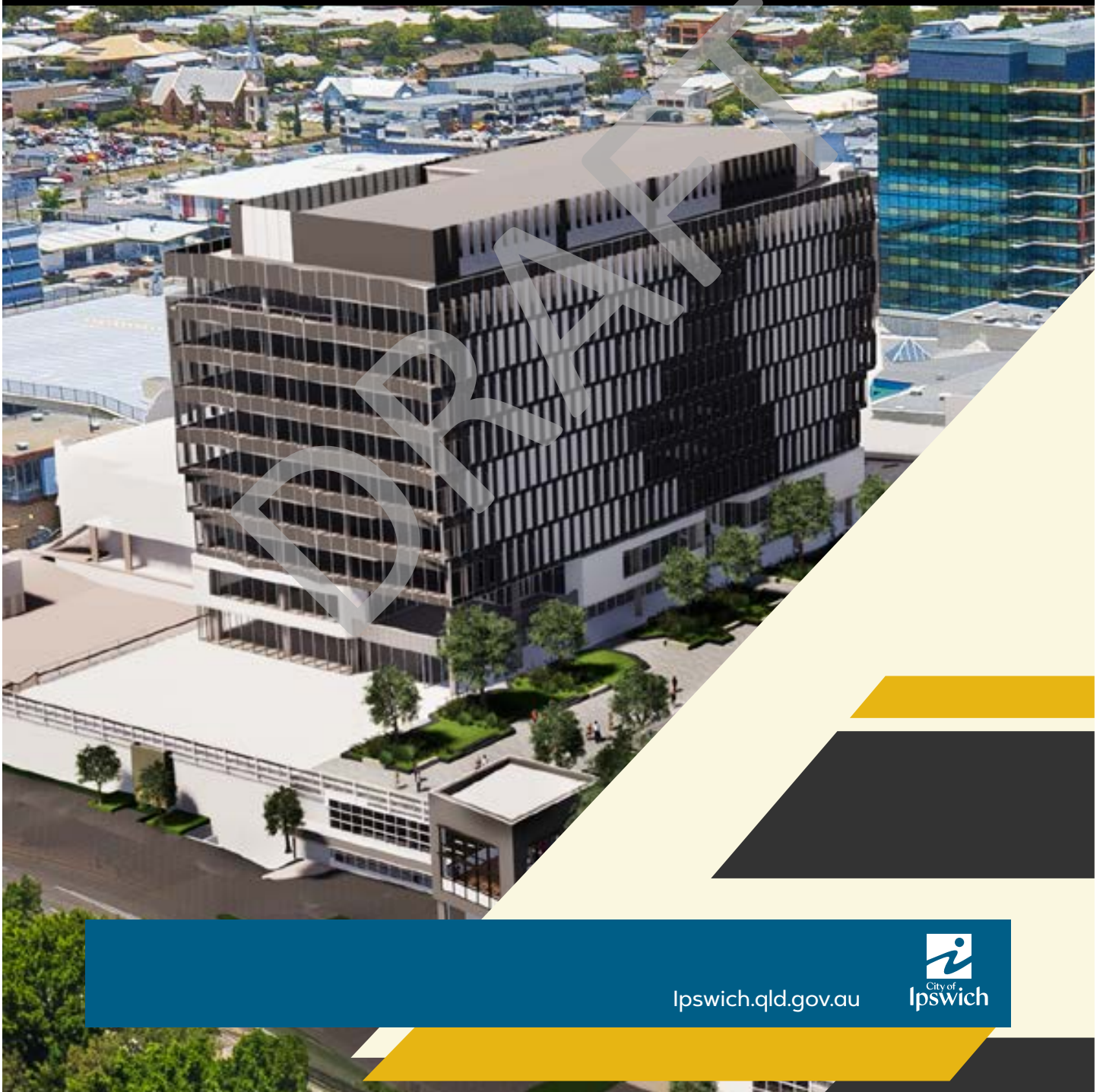
Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

City of Ipswich **Ipswich Central Business Continuity Plan**

A guide to doing business during redevelopment





CONTENTS

Message from the Ipswich Chamber of Commerce & Industry.....	2
Message from Ipswich Business.....	3
Take action to protect your business	4
How we can help	4
How you can get involved.....	4
Seek out information	5
Collaborate	5
Take action	6
Incentivise	8
Celebrate.....	8
Ipswich Central: Your business continuity checklist.....	9
Summary	10
Additional resources.....	10



MESSAGE FROM THE IPSWICH CHAMBER OF COMMERCE & INDUSTRY

Strong partnerships underpin the success we enjoy as a city. As an independent and politically impartial organisation, the Ipswich Chamber of Commerce & Industry is committed to working with all levels of government to support and strengthen the Ipswich business community.

The redevelopment of Ipswich Central is an exciting step towards creating a vibrant inner city environment conducive to nourishing the ongoing success of our local businesses. We trust you will find this guide a helpful resource to steer your business smoothly through the redevelopment process with minimal disruptions to business operations. The guide also highlights ways to tap into emergent opportunities during this period and strengthen business networks across the Ipswich region.

As an advocate for business and an established interregional collaborator with other key business groups, the Ipswich Chamber of Commerce & Industry is pleased to endorse this plan to ensure businesses continuity during the redevelopment.

We encourage you to make use of this resource and partner with us, Ipswich City Council and the local business community as we strive towards not only redeveloping the heart of our city, but building a healthy, vibrant and sustainable local economy in Ipswich.

Phillip Bell
President, Ipswich Chamber of Commerce & Industry

ipswichchamber.org.au
admin@ipswichchamber.org.au



The City of Ipswich OED would like to acknowledge the Sunshine Coast Council and Sunshine Coast Chamber Alliance's 'Business Continuity Guide' as the primary source of original material informing this guide.



MESSAGE FROM BUSINESS IPSWICH

The Office of Economic Development (OED) exists as a driver, facilitator and advocate for economic development in Ipswich, the fastest growing regional city in Queensland. As part of this growth, the City of Ipswich is redeveloping the Ipswich central business district. This redevelopment unlocks enormous opportunities for sustainable growth for the businesses involved, who will enjoy the best possible environment for success after the project is completed.

Ipswich City Council is conscious of the challenges inherent in any redevelopment process and is committed to providing our business community with the best possible resources to succeed.

Council plays an active role in influencing positive economic outcomes from extraordinary projects such as Ipswich Central. This guide enables you and your employees to prepare for and harness the challenges and opportunities presented by construction and redevelopment works in close proximity to CBD businesses. We hope this guide will assist you in positioning your business in the best way to experience the rewards upon completion of Ipswich Central.

Rarely has an Australian city with such strong heritage and history experienced a social and economic evolution as rapid or profound as is occurring in Ipswich. This is redefining the way our region operates, how our community is connected and how our city is positioned nationally. We invite you to be part of the change that is propelling our city into a bold and bright future.

COUNCIL'S KEY OBJECTIVES FOR THE RENEWAL OF IPSWICH CENTRAL:

- Create an enduring and thriving civic heart for the City of Ipswich.
- Provide a civic, cultural and entertainment precinct that supports and reinforces the needs of the community.
- Ensure that major service providers and employers are secured and afforded growth opportunities.
- Relocate council's administration centre to the new civic heart.
- Empower private sector investors and occupiers to renew and enliven the retail and entertainment spaces.
- Set a resilient framework for other significant projects.

TAKE ACTION TO PROTECT YOUR BUSINESS

A new Ipswich CBD is almost upon us. As council, we are taking the necessary action to upgrade infrastructure and improve facilities for the benefit of our business and residential communities. Road construction and infrastructure upgrades can present challenges for business operations and our aim with this guide is to arm you with the right information to help you plan and prepare in advance of any construction commencing near your business so that your business not only endures the process, but prospers as a result of it.

While it's inevitable that some businesses may be affected by construction taking place in the nearby vicinity, with patience and resolve there are actions – such as outlined in this guide – that can be taken towards mitigating any negative effects on your business. We encourage you to remember that despite the short-term pain of the process, the result will be worth it and the outcomes for your business will be tremendously positive.

We are committed to communicating with your business regarding the construction and we are always willing to assist with your enquiries wherever possible. Should you have any queries please contact the Office of Economic Development (OED) via business@ipswich.qld.gov.au.

HOW WE CAN HELP

Council's project teams and contractors will make every effort to reduce the impact of major construction projects to nearby businesses, including:

- Avoiding the planning of work during peak holiday periods (such as Christmas and Easter) wherever possible.
- Liaising with local organisations such as the Ipswich Chamber of Commerce & Industry or local community groups prior to construction to identify ways to help mitigate project impacts.
- Informing businesses of timeframes of upcoming work so they can plan ahead.
- Providing regular, detailed construction updates to local businesses and community members through project newsletters, emails and face-to-face liaison.
- Once work is underway, retaining access for customers and vehicles during standard trading hours (wherever practical and safe to do so).
- Providing advice and guidance from council's OED team to assist businesses in mitigating construction impacts.
- Providing project information on council's website and social media platforms, including information on how the project will benefit residents, visitors and local businesses.

HOW YOU CAN GET INVOLVED

Getting involved early in the construction process is a great way for your business to be proactive and mitigate disruption. Take the opportunity to actively get together with other businesses in the same situation and brainstorm ideas, events, activities and opportunities to help drive business and attract customers before, during and after construction. Keep yourself up to date by tapping into relevant information via various channels, staying informed and taking action to ensure you make the redevelopment work for you.

SEEK OUT INFORMATION

- Stay informed by regularly attending meetings held by council, the local chamber of commerce and any other stakeholders involved in the redevelopment.
- Regularly engage with various council platforms to ensure you are receiving relevant updates to enable you plan accordingly:
 - Business Ipswich LinkedIn
 - Business Ipswich Facebook Page
 - Business Ipswich Newsletter
 - Businessipswich.com.au
- Familiarise yourself with the redevelopment timeline to ensure you are aware of how and when you might be affected.
- Ensure consistent communication with the Ipswich Central project team, your employees, customers and other businesses.
- Consider appointing an organisation representative to liaise with council and the project team and attend planning meetings to gather and share relevant information with your business. You may want to join forces with neighbouring businesses and share a representative (or take it in turns) to keep you all informed.

COLLABORATE

- Partner with other local businesses and community leaders in your area to share ideas and even costs of potential initiatives. This is an invaluable opportunity to share resources and create an ongoing mutually beneficial relationship with neighbouring businesses.
- Connect with community groups and neighbourhood associations to widen your audience. These organisations could potentially assist you to coordinate periodic communications to the community, updating them about promotional activities, road closures and any other relevant information.
- Work closely with your staff and make them aware of the redevelopment period and potential impacts on them and your business. Brainstorm ideas with them about how they can give even better customer service to your existing customers and ask for their help and support during the redevelopment process.
- Encourage and generate a positive, healthy working environment with construction workers, staff and customers.
- Think of unique ways you can leverage the redevelopment period to generate business and create positive perceptions of your business, e.g. offer 'construction specials' or 'demolition discounts' to attract customers who may not ordinarily frequent your business.





TAKE ACTION

ADVISE YOUR LANDLORD/AGENT

- Keep your landlord informed of current redevelopment progress and consider how they can be a part of the planning. Highlight the long-term outcomes and advantages in order to help your landlord see the benefits of providing assistance and support to you and your business wherever possible.

ADVISE YOUR CUSTOMERS

- Keep your customers informed before, during and after construction so they can navigate construction works and access your business.
- Keep your customers focused on the end product and the specific benefits to them as loyal customer of your business.
- Consider posters or handing out copies of alternative routes to your business – show images depicting the final result of the redevelopment to help demonstrate that the small inconvenience will be worth the gain for both them and you.

EXTEND BUSINESS HOURS

- Consider opening earlier in the morning or closing later in the evening to cater to the needs of construction teams in the area (particularly food-related businesses).

MAKE CONSTRUCTION WORK FOR YOU

- If you've been considering a business remodel/ refurbish, this is a great opportunity to align these plans with the redevelopment period – use this time to address upgrades you've not previously considered.

DRIVE CUSTOMERS TO YOUR BUSINESS

- Don't make the common mistake of reducing advertising or promotional endeavours during construction – rather try some additional tactics, such as customer loyalty rewards programs or online or text marketing campaigns.

SOCIAL MEDIA

- Well-structured social media advertising campaigns with high-quality visual components can help you grow your following, reach existing followers more effectively and engage with people within your geographic area who don't currently follow your pages.



PLAN YOUR RESOURCES

- Staff - you may need to consider changes to trading hours and staff rosters to adjust to changes in customer numbers/visitation patterns during construction. Ensure you plan ahead and engage staff early on in the process, allowing them to air any concerns and share ideas that might benefit your business.
- Stock - consider how stock levels and/or orders will be managed during construction, taking into account any changes in opening hours/visitation patterns.
- Location - depending on your location and the level of disruption experienced by your business during redevelopment, consider the viability of trading your goods and services offsite from another location or business - or even via a mobile stall or vehicle - for the duration of the construction phase.
- Suppliers - inform current suppliers of the redevelopment and identify any opportunities to involve them in the construction activity. Do they want to be part of a special product promotion? Can they assist in providing deliveries around construction at times most suitable to you? Do you need to ask them to review your line of credit and payment schedule in alignment with new customer visitation patterns?

COMPENSATION

- Council appreciates that construction activity poses many challenges for all types of businesses. The law recognises that it is in the greater public interest that government be able to carry out public works. Other than under compulsory acquisition, this generally entitles federal, state and local government organisations and departments to construct works without providing financial compensation. Some businesses may have clauses in their insurance policies to cover lost trade/income, or landlords may agree to provide rent abatements or reductions for a period.

MARKETING

- Ensure you have an up-to-date customer database with contact details.
- Keep your customers updated and provide them with information about the redevelopment, what to expect, where to park and how to reach you. If you decide to offer any specials or events, be sure to market this to your customers as well.
- Use a database and email management tool to build your customer database. You can use this to track who is opening your communications and see what promotions or information they are reading or engaging with.



INCENTIVISE

Brainstorm ideas with other businesses in your area to identify possible activities and events which may help drive business and attract customers before, during and after the redevelopment period. Consider some of the following examples to encourage customers and the community to continue to visit the area:

- Temporary/pop-up markets and shops
- Booths with information on progress, parking options, changed retail hours
- Murals/artwork
- Street BBQs or parties
- Prize draws
- Construction specials and discounts for workers and customers
- Mini-festivals
- Kid activities, e.g. face-painting, mini-golf, arts and crafts
- Yoga or Tai Chi in the park/other open spaces
- Buskers and street performers.

Other collaborative marketing initiatives and incentives:

- Coupon booklets for local businesses made available through businesses and chamber of commerce websites/social media sites.
- Emails and Facebook posts around lunch and dinner specials of the day/week.
- Reach out to local radio stations and welcome them and their vans to your area to give out prizes and encourage visitors to the area. Ask them to let their listeners know that you are very much open for business.
- Use prize draws to attract customers - do something above and beyond what you would usually do in your business to attract and retain customers.
- Work with local chambers of commerce and business groups.

CELEBRATE

- Let customers know that the project is finished, roads are open and it's 'business as usual'.
- Promote the new image and convenience of the completed project.
- Talk to your local project staff or chamber of commerce and/or join other local businesses in a ribbon-cutting ceremony, grand celebration or community event.
- Invite local news media, council, customers and community members to any opening event, ceremony or celebration.
- Consider an advertising or promotional campaign.
- Support other businesses undertaking promotional activities.

IPSWICH CENTRAL: YOUR BUSINESS CONTINUITY CHECKLIST

BEFORE CONSTRUCTION

- ☐ Keep yourself connected to media, social and online channels to keep updated on proposed or scheduled construction works in your vicinity.
- ☐ Be proactive and attend project planning meetings to provide feedback and ask questions.
- ☐ Get advice from other businesses who have operated throughout construction projects.
- ☐ Create a marketing plan that includes campaigns to attract and retain customers through the construction period.
- ☐ Network and collaborate with businesses, support organisations and community associations on shared effort/cost marketing, social media and event initiatives.
- ☐ Plan work resources and staff around business hours or process affected by construction.
- ☐ Contact your landlord, agent and any lenders to let them know of construction periods and progress.
- ☐ Contact your suppliers to discuss the construction and review your current arrangements and line of credit to release cash flow.
- ☐ Do stocktake to review your inventory and plan any changes in stock and ordering.
- ☐ Review and make any necessary adjustments to your budget, income and expenditure to smooth your cash flow.
- ☐ Update your customer database and keep lines of communication open regarding construction and any related issues, as well as upcoming sales, events, discounts or specials.

DURING CONSTRUCTION

- ☐ Collaborate with other businesses and share cost/effort on joint marketing and advertising initiatives.
- ☐ Keep informed and connected on media, social and other platforms.
- ☐ Look for hidden opportunities, such as engaging with construction crews to attract them to your business.
- ☐ Ensure your business has clear directional and access signage unobstructed by construction works.
- ☐ Keep your staff informed about construction progress and any changes to your business as a result.
- ☐ Communicate with your customers regularly via email, newsletter, websites, social platforms, etc. to keep them informed of progress and conduct incentivised campaigns.
- ☐ Keep a phone script and any important contact or information details accessible to staff to ensure smooth customer engagement.
- ☐ Ensure regular engagement with local businesses, chambers of commerce and community organisations.
- ☐ If access to your business is blocked, consider increasing your online business presence or engaging a delivery service for your products.
- ☐ Keep on top of stock, ordering and resourcing levels which may fluctuate as a result of construction.
- ☐ Revise your business hours if construction works impact your regular hours.

AFTER CONSTRUCTION

- ☐ Communicate that construction is over by sending out notifications via your chosen media, social and business channels.
- ☐ Post follow-up images, photos and feel-good stories highlighting the beneficial outcomes of the project.
- ☐ Plan a grand opening with 'thank you' specials and incentives for your customers.
- ☐ Speak to nearby businesses to hold a big shared grand opening event.
- ☐ Thank and reward your staff and customers for their patience and flexibility during the project.

SUMMARY

We recognise the vital importance of local businesses of all shapes and sizes in the success and viability of any thriving, vibrant city. As part of our commitment to nurturing and growing local business, the Ipswich City Council Office of Economic Development is positioned to offer any assistance possible to help your business overcome the challenges, harness the opportunities and experience the long-term success of Ipswich Central. We will ensure we work closely with you to achieve the best possible outcomes together.

Council will be collecting as much detail as possible from the businesses most likely to be affected prior to the redevelopment so that we may remain in touch with you, provide timely updates and timelines of events and provide key contacts that might be of assistance. Ensure you regularly connect with various council channels so that we can assist you as much as possible.

ADDITIONAL RESOURCES

BUSINESS IPSWICH

The City of Ipswich Office of Economic Development is committed to supporting the success, viability and prosperity of our local businesses. We will continue to build Ipswich's reputation as a connected and informed city home to a thriving local business community with access ever-increasing opportunities that produce sustainable and healthy growth into the future.

Contact your local business growth coordinator via business@ipswich.qld.gov.au

ipswichcentral.com.au







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PO Box 191, Ipswich
QLD 4305, Australia

Phone (07) 3810 6666
Fax (07) 3810 6731
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ipswich.qld.gov.au

Economic Development Committee	
Mtg Date: 27.11.2018	OAR: YES
Authorisation: Ben Pole	

19 November 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: DEFENCE IPSWICH - STRATEGIC SUMMARY

INTRODUCTION:

This is a report by the Economic Development Manager dated 19 November 2018 concerning the Defence Ipswich Strategic Summary.

OVERVIEW:

Council's Office of Economic Development is committed to influencing four strategic priorities:

1. Local Business Growth
2. Business and Investment Attraction
3. Industry Development
4. Advocacy and Promotion

This report relates to the third of these priorities, Industry Development. Council provides leadership in advancing the key industries of the region, those with the greatest economic and workforce impact or opportunity. Ipswich aims to be recognised as a national hub for these key industries with superior capabilities, infrastructure, value and supply chain.

The Ipswich region plays an integral part in securing Defence expenditure for Queensland. Ipswich's strategic advantage gained from hosting Australia's largest military air base, establishment of MILVEHCOE and being the second largest destination of primes in Queensland after Brisbane enables local SMEs to supply to Defence contractors in Australia and participate in export markets.

In 2016-2017, the Australian Defence Force directly contributed over 5,215 defence jobs, 670 additional jobs in other industries, \$565 million in defence spending (capital, operational, personnel), \$616 million value add in defence industry and \$1.36 billion in defence exports for Ipswich (*Source: Economic Modelling 2017, KPMG*).

The announcement of \$195 billion by Australian Government through Integrated Investment Program in new capability expenditure positioned the Australian defence sector as a highly attractive marketplace playing an important contributory role in increasing the capabilities of Defence.

Initiatives outlined in the *Queensland Defence Industries 10-year Roadmap and Action Plan* seek to position Ipswich as one of two Defence supply chain logistics hubs, with \$5 million in funding earmarked for this purpose. Additional development funds for building the capabilities of Queensland SMEs in the skills and accreditations required for use in global supply chains will also benefit Ipswich businesses.

To support the continued growth of the regions developing defence eco system Ipswich City Council (ICC) has established the City of Ipswich Defence Industry Attraction Committee (CIDIAC).

Chaired by the ICC Chief Executive Officer the committee has representation from State Government, Australian Defence Force, Universities and key industry stakeholders. Supported by CIDIAC and industry consultation, Council has developed the Defence Ipswich Strategic Summary, which will be launched at the Queensland Defence Summit Ipswich 2018 on 20 November 2018. A copy of the Strategic Summary is enclosed at Attachment A.

The summary outlines the Defence Ipswich 5 key strategic goals:

Goal 1 - Position and promote Ipswich as a strategic growth location for defence capability, innovation and success

Goal 2 - Advocate for and support Defence within the Ipswich region and community

Goal 3 - Facilitate and develop the regional defence industry supply chain ecosystem

Goal 4 - Enable defence Industry employment and business development pathways

Goal 5 - Enhance defence Industry, government, academic and entrepreneurial collaboration and Innovation

The Defence Ipswich strategic summary will be supported by a detailed Implementation plan to be developed in collaboration with key stakeholders.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Defence Ipswich Strategic Summary aligns with Regional, State and National Priorities:

Advance Ipswich:

Goal 1 Strategy 1 - Build partnerships and develop programs to widely promote investment opportunities and support business development and activity in the city.

Goal 1 Strategy 1 Strategy Key Action 1.2 - Develop export links to support long term competitiveness in the Ipswich economy.

Advance Ipswich:

Goal 1 Strategy 5 - Support the growth and operations of RAAF Base Amberley and associated aerospace and defence industries.

Queensland Defence Industries 10 Year Roadmap and Action Plan

Department of Defence 2016 Defence White Paper & Defence 2016 Integrated Investment Program.

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Defence Ipswich Strategic Summary	 Attachment A

RECOMMENDATION/S:

That the Interim Administrator of Ipswich City Council resolve:

- A. That the report concerning the Defence Ipswich Strategic summary be received and the contents noted.
- B. That the Administrator note that the Defence Ipswich Strategic summary was announced at the Queensland Defence Summit Ipswich 2018 on 20 November 2018.
- C. That the Office of Economic Development proceed in actioning and updating the Defence Ipswich Strategic Summary.

Paul Massingham

ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

City of Ipswich **Defence Ipswich: Strategic Summary**

2018–2023



CONTENTS

FOREWORD	1
EXECUTIVE SUMMARY	3
NATIONAL CAPABILITY FOCUS.....	4
QUEENSLAND GROWTH FOCUS	5
THE DEFENCE OPPORTUNITY FOR THE CITY OF IPSWICH.....	7
DEFENCE IPSWICH STRATEGIC SUMMARY: FIVE STRATEGIC GOALS.....	8
STRATEGIC GOAL 1.....	9
STRATEGIC GOAL 2.....	9
STRATEGIC GOAL 3	10
STRATEGIC GOAL 4	11
STRATEGIC GOAL 5	11
ACKNOWLEDGEMENT	12
CONCLUSION.....	12
APPENDIX: IPSWICH DEFENCE SUCCESS STORIES	13



FOREWORD

“This strategic plan coordinates and empowers Ipswich as a national leader in defence industry activity and opportunity.

For generations, Ipswich has been a significant driver of Queensland’s economic prosperity. Today, traditional industries are in advanced transition as digital technology, dynamic markets and sustainable practices push innovation and improvement. Ipswich businesses are leading this progress across many sectors including defence, advanced manufacturing, food production, transport and logistics, construction and health.

At the same time, Ipswich is attracting unprecedented population growth accelerated by some of the largest master planned residential developments in the Southern Hemisphere.

Rarely has an Australian city with such strong heritage and history experienced a social and economic evolution as rapid or profound as this. It is redefining the way the region operates, how the community is connected and how the city is positioned nationally.

A major contributor to that transition is RAAF Base Amberley, Australia’s largest military air base. The City of Ipswich has a long and productive relationship with the Australian Defence Force, it represents a significant part of our history, our identity, our community and our future.

Nearly 10 per cent of all employment in Ipswich is in the defence industry and associated supply chain and the defence industry generates over \$1.3 billion in export value for the local economy.

The *Defence Ipswich Strategic Summary 2018–2023* recognises the importance of defence to the region’s community and economic prosperity. It has been cooperatively developed and endorsed by Ipswich City Council, the defence industry, Queensland Government and the Australian Defence Force to ensure its relevance and success.

Put simply, this strategic summary coordinates and empowers Ipswich as a national leader in defence industry activity and opportunity. The summary is supported by an operational action plan from which progress can be measured and reported.

The City of Ipswich is proud to present the *Defence Ipswich Strategic Summary 2018–2023* on behalf of the industry and stakeholders with a commitment to its active and successful carriage.

Current population
215,000



1,090 km²

163
Ethnic backgrounds

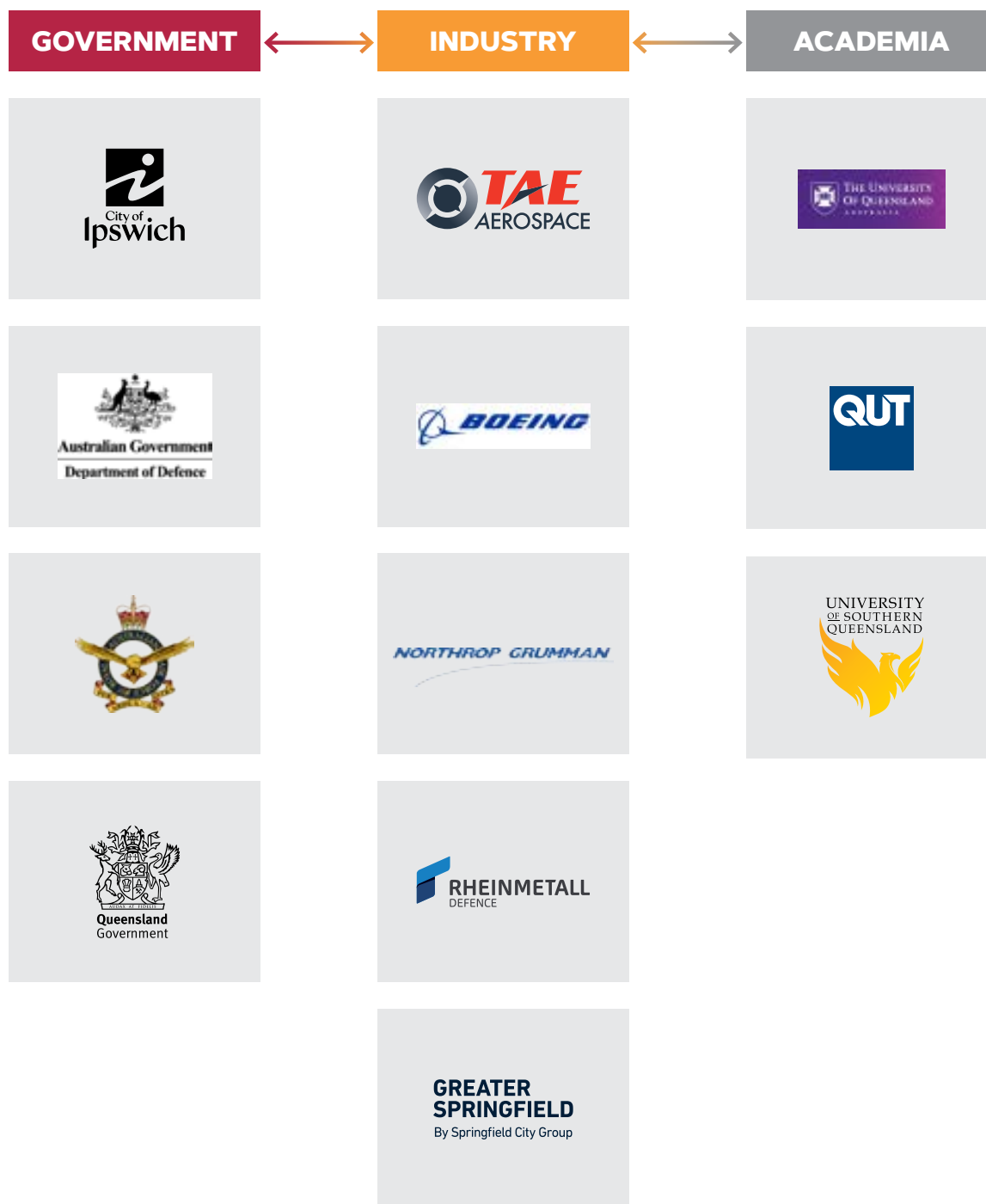
**BRINGING OUR
VISION TO LIFE**

152
Languages spoken

CITY OF IPSWICH DEFENCE INDUSTRY ADVISORY COMMITTEE

A TRIPLE HELIX OF INDUSTRY, GOVERNMENT AND ACADEMIA

PARTNERSHIP GUIDING DEFENCE ACTIVITIES IN THE REGION



The Triple Helix Model refers to a set of interactions between academia, industry and governments, to foster economic and social development through complementary collaboration. The Triple Helix concept has been used as an operational strategy for regional development and to further the knowledge-based economy. (Loet Leydesdorff, 2008. The Netherlands)



EXECUTIVE SUMMARY

In February 2016 the Australian Government released the *Defence White Paper* stating the government's commitment to the safety of the Australian people and to the defence of our territory and national interests.

For the first time, all elements of the government's defence investment, including new weapons, platforms, systems, and the enabling equipment, facilities, workforce, information and communications technology, and science and technology are outlined in an *Integrated Investment Program*, published with the *Defence White Paper*.

The *Defence Industry Policy Statement* released with the *Defence White Paper* acknowledged the fundamental contribution that Australian industry provides to defence capability. The *Defence Industry Policy Statement* refocuses defence's relationship with Australian industry to support the plans in the *Defence White Paper*.

The government's defence strategy is supported by increased defence funding, enabling approximately \$195 billion of new investment in defence capabilities in this period.

The Queensland Government is committed to ensuring our state's defence industries can take maximum advantage of this opportunity and cement their place as Australia's next generation defence supplier.

The *Queensland Defence Industries 10-Year Roadmap and Action Plan*, part of the *Advance Queensland* initiative, is the state plan to support growth in this sector. The Queensland Government's vision under the roadmap is to significantly increase defence revenue and generate 3,500 new full-time jobs by 2028.

The *Defence Ipswich Strategic Summary 2018–2023* is aligned to the Australian Government and Queensland Government defence commitments and provides an industry led regional plan to deliver on those advances.

It recognises the importance of defence to the region's community and economic prosperity. It has been developed by Ipswich City Council in cooperation with the defence industry, Queensland Government and the Australian Defence Force to ensure its relevance and success.

Furthermore, the City of Ipswich Defence Industry Advisory Committee (CIDIAC) has been established with representatives from Ipswich City Council, Queensland Government, the Australian Defence Force, industry and universities to drive defence collaboration and delivery.

The alliance of CIDIAC and the *Defence Ipswich Strategic Summary 2018–2023* is the first model of its kind in Australia and empowers Ipswich as a national leader in defence industry activity and opportunity.



Image © Commonwealth of Australia 2018

NATIONAL CAPABILITY FOCUS

“Defence has recognised that it must improve the way its capability requirements are linked with Australian defence industry’s capacity to deliver.

The Australian Government Department of Defence *2016 Defence White Paper* aligns Australia’s defence strategy with capabilities and resourcing, grows international defence partnerships to support shared security interests and invests in the partnership with Australian defence industry to develop innovative technologies and deliver essential capabilities.

To ensure the Australian Defence Force maintains the highest levels of military capability, the government is making a significant long-term investment in defence’s warfighting equipment and supporting systems, research and development, and the skills and training of defence people.

The government will strengthen defence capability in six capability streams:

- Intelligence, surveillance, reconnaissance, space, electronic warfare and cyber capabilities
- Maritime and anti-submarine warfare capabilities
- Strike and air combat capabilities
- Land combat and amphibious warfare capabilities
- Key enablers essential to supporting the operation and sustainment of defence
- Air and sea lift capabilities

To deliver these capabilities, the government’s long-term funding commitment provides a new 10-year *Integrated Investment Program*, allocating approximately \$195 billion in the decade to 2025–26 to investment in new and enhanced capabilities.

To have the most effective military force, defence has recognised that it must improve the way its capability requirements are linked with the Australian defence industry’s capacity to deliver. It is a focus on a more direct and earlier role for the Australian defence industry in capability development and sustainment, a collaborative approach to innovation and a closer relationship with the Australian defence industry.

The government aims to strengthen defence’s collaboration with the Australian defence industry, cutting red tape and investing in new technologies to help build the Australian defence industry’s competitiveness, create economic opportunity for Australians and support the nation’s defence capabilities.

The government has committed to better linking its capability needs with the Australian defence industry’s capacity to deliver, ensuring that decisions about defence capabilities also take proper account of the Australian defence industry.



QUEENSLAND GROWTH FOCUS

The Queensland Government *Defence Industries 10-Year Roadmap and Action Plan* states that Queensland's defence industries employ more than 6,500 people, generated an estimated \$6.3 billion in revenue in 2015-16 and secured \$4.3 billion in Australian defence contract payments in 2016-17.

It establishes a vision that by 2028 Queensland will be Australia's front line for the defence industry by increasing the revenue contribution to the Queensland economy to \$7 billion and creating a 10,000-strong, highly skilled workforce renowned for its agility, innovation and depth of capability in supporting the Australian Defence Force and its allies.

The *Defence Industries 10-Year Roadmap and Action Plan* builds on the state's current strengths and addresses a number of challenges identified through consultation with the Australian Defence Organisation and industry stakeholders. The roadmap includes three key strategies and seven priority actions, namely:

1. Grow Queensland defence industry capability.

Priority actions:

- 1.1 Work with Queensland industry to strengthen its defence business capability.
- 1.2 Work with defence and industry to assist Queensland companies to enter defence supply chains.
- 1.3 Establish the Defence and Aerospace Industry Development Fund to assist Queensland small and medium-size enterprises (SMEs) to access defence contracts both directly and through supply chain opportunities.

2. Significantly increase Queensland's defence industry contribution to the national and global market.

Priority actions:

- 2.1 Work to secure a greater portion of national defence work, including in regional Queensland.
- 2.2 Maximise Queensland's geographic strategic significance by identifying and securing opportunities that provide regional economic activity.
- 2.3 Work with defence to maximise opportunities for Queensland industry in planning, sustaining and developing defence facilities in Queensland.

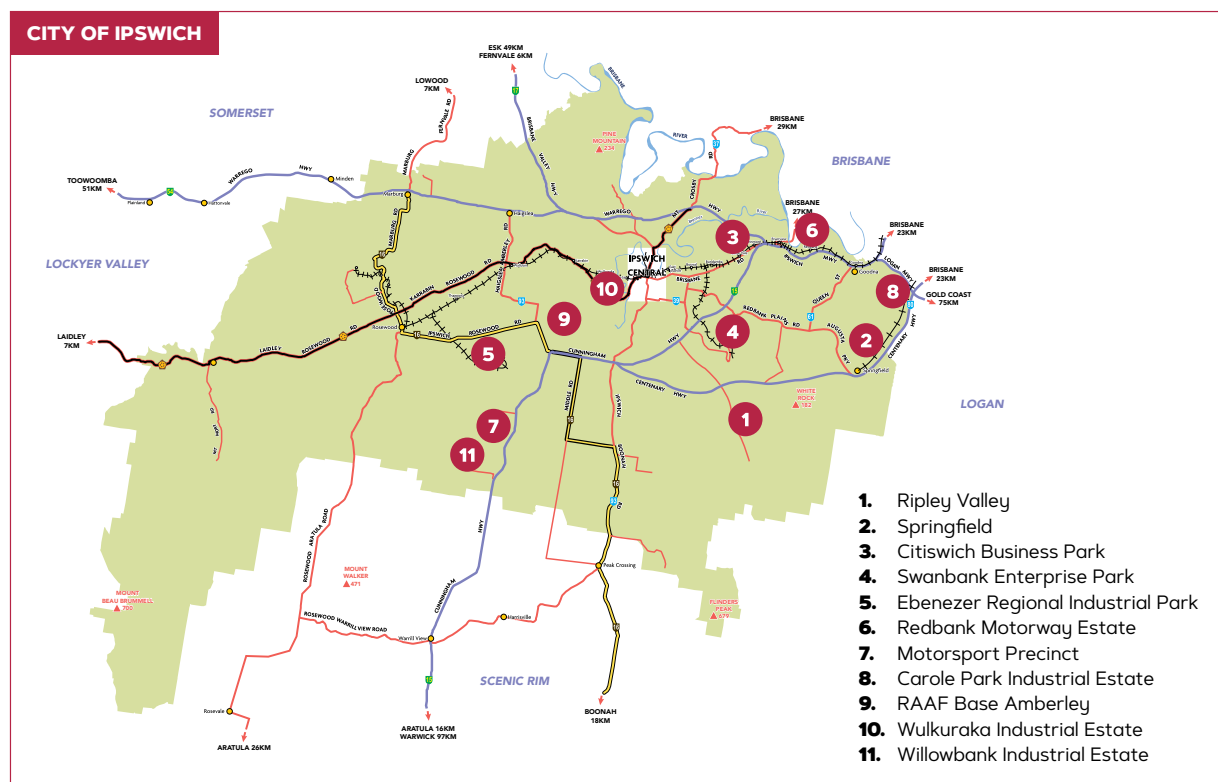
3. Promote Queensland's defence industry capabilities.

Priority actions:

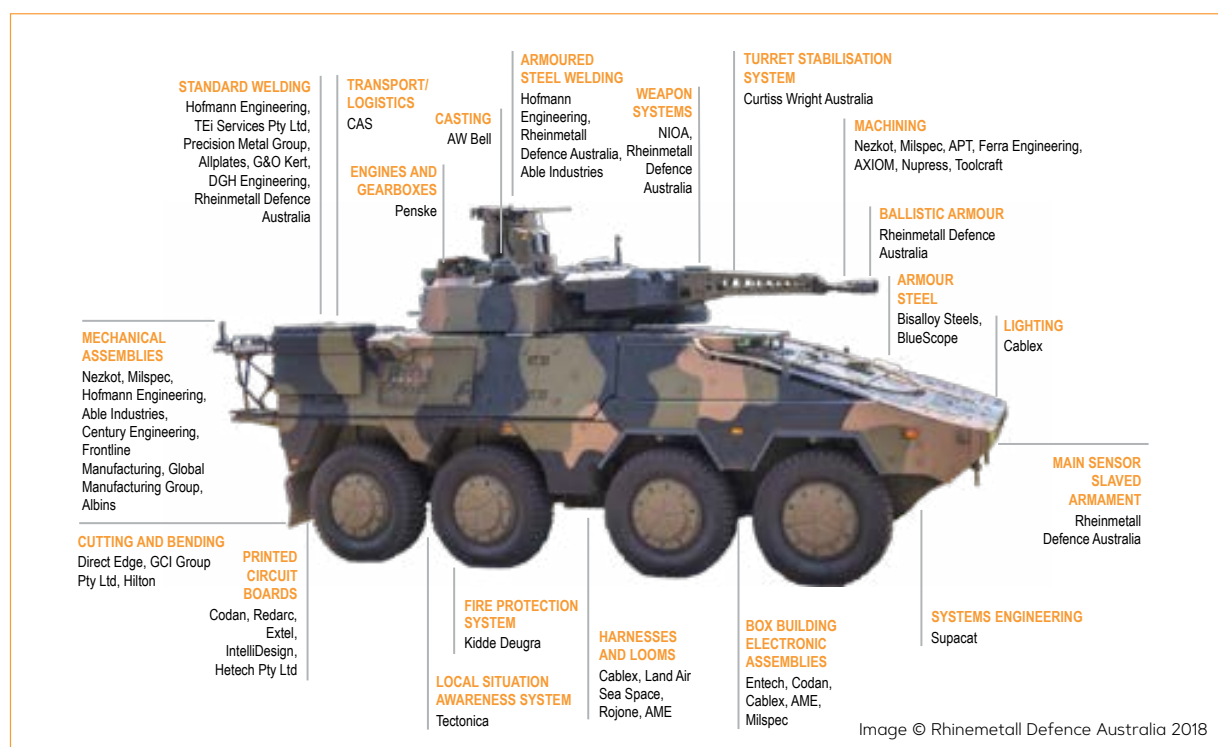
- 3.1 Promote Queensland's industry capability to national and international defence markets.

The government's Australian Business Defence Industry Unit will support the vision and enable delivery of the key strategies and priority actions.

IPSWICH MAJOR INDUSTRIAL PRECINCTS



LAND 400 PHASE 2: COMBAT RECONNAISSANCE VEHICLE – AUSTRALIAN SUPPLIERS





THE DEFENCE OPPORTUNITY FOR THE CITY OF IPSWICH

The City of Ipswich is recognised as one of Australia's primary defence regions with significant Australian Defence Force representation, an extensive industry network, established skilled workforce and a demonstrated capacity for growth and innovation.

Defence is the second largest industry sector in Ipswich by terms of export value of \$1.36 billion and nearly 10 per cent of all employment in Ipswich being in the defence industry and associated supply chain. A quarter of Queensland's defence workforce operates in Ipswich.

RAAF Base Amberley is Australia's largest military air base, contributing over 5,200 local jobs and over \$565 million in direct regional expenditure each year. The Australian Government has made a commitment to the expansion of RAAF Base Amberley with \$1.2 billion in new investment and an additional 2,800 defence jobs in the Ipswich region by 2020. RAAF Base Amberley plays a significant role in bolstering defence's mobility, strike-force and heavy-lift capacity, plus key elements of the RAAF intelligence, surveillance and reconnaissance capability, airborne early warning and control and unmanned aerial systems.

In March 2018, the Australian Government announced Rheinmetall Defence Australia as the successful tenderer for the \$5.2 billion LAND 400 Phase 2 contract with its Boxer combat reconnaissance vehicle. Rheinmetall is now establishing its Australia-New Zealand headquarters and Military Vehicle Centre of Excellence (MILVEHCOE) in Ipswich. LAND 400 is the largest acquisition project in the history of the Australian Army and is a catalytic outcome that will create unrivalled opportunities for Queensland's defence and advanced manufacturing industries for decades to come. Rheinmetall expects that over 450 jobs will be created and \$1 billion will be contributed to the Queensland economy in the first 10 years. Rheinmetall's MILVEHCOE is located in the heart of Australia's largest heavy vehicle manufacturing and sustainment precinct and will not only manage the delivery and continued development and sustainment of the Boxer CRV but will be the regional hub with an expected program of continuous design, manufacture and support for up to 5,000 military vehicles across Australia and Asia Pacific.

Ipswich benefits from an exceptionally strong presence of defence industry prime contractors and specialised defence contractors including TAE Aerospace, Boeing Defence Australia, Rheinmetall Defence Australia, Northrop Grumman Corporation, Thales, RUAG, Spotless and Raytheon Australia. These industry leaders are creating and facilitating increased opportunity for Ipswich's strong advanced manufacturing and logistics sectors to participate in the global defence supply chain.



STRATEGIC GOALS

This City of Ipswich aims to be the preferred location for defence and the defence industry in Australia, a region-wide model with an exceptional reputation for defence capability, innovation and success.

This model will provide opportunities for local industry to access supply and value chains and contribute to the continued evolution of a knowledge-intensive and skilled regional workforce.

Ipswich also aims to build a whole-of-life opportunity for industry and the defence community by offering superior services that integrate defence and the broader community while also facilitating pathways for defence personnel and families to stay and work in defence, academia and other sectors through facilitation of deep defence networks and the support structures that exist in Ipswich.

DEFENCE IPSWICH STRATEGIC SUMMARY: FIVE STRATEGIC GOALS

- 1

Position and promote Ipswich as a strategic location for defence capability, innovation and growth.
- 2

Advocate for and support defence within the Ipswich region and community.
- 3

Facilitate and develop the regional defence industry supply chain ecosystem.
- 4

Enable defence industry employment and business development pathways.
- 5

Enhance defence industry, government, academic and entrepreneurial collaboration and innovation.



STRATEGIC GOAL 1

Position and promote Ipswich as a strategic location for defence capability, innovation and growth.

Promote Ipswich as a growing regional defence location to attract future projects, facilitate economic growth and position the city as a meeting place of collaboration between defence, industry and academia. Communicate and engage with stakeholders highlighting the unique value propositions of Ipswich to the defence industry in strategic markets.

INITIATIVE A: Lead the development of the *Defence Ipswich Strategic Summary 2018–2023* to communicate Ipswich's vision of partnering with defence and growing regional defence industry opportunities through collaboration with key stakeholders.

INITIATIVE B: Profile and promote Ipswich as a defence meeting place.

INITIATIVE C: Grow Ipswich's reputation with defence families as a location where several phases of a career can be undertaken, including the well-managed transition from active defence service across the lifecycle of defence personnel.



STRATEGIC GOAL 2

Advocate for and support defence within the Ipswich region and community.

Ipswich will be an advocate for defence and the community, pioneering integrated Amberley and Redbank communications with proactive, cooperative planning for the betterment of defence and our communities.


With the support of key industry partners, Ipswich will raise the profile of our defence industry capabilities to enhance regional opportunities for export, supply chain growth and the establishment of a defence industry hub supporting innovation, technology, research and capability building.

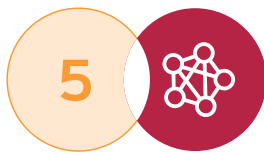
INITIATIVE A: Build on heritage and champion and support the expansion and growth of RAAF Base Amberley.

INITIATIVE B: Champion and establish the land platform support and manufacturing ecosystem.

INITIATIVE C: Advocate for defence needs to align with the urban environment and integrate with the community through appropriate strategic planning and ensure Ipswich is recognised as the preferred location for defence and defence industry business.

	<h3>STRATEGIC GOAL 3</h3> <p>Facilitate and develop the regional defence industry supply chain ecosystem.</p>
<p>The forging of closer defence linkages and partnerships with value-added support to primes, sub-primes and contractors will present increased economic opportunities for the region's defence industry supply chain.</p> <p>Defence Ipswich partnerships are about ensuring our region's businesses are able to take advantage of the increasing defence supply chain opportunities in order to contribute to building an economy that is sustainable, diverse and inclusive.</p>	
<p>INITIATIVE A: Provide value-added aftercare and case management services to existing defence contractors and primes and support their growth in the region.</p>	
<p>INITIATIVE B: Facilitate an air and land cluster ecosystem to connect regional SMEs with supply chain opportunities.</p>	

	<h3>STRATEGIC GOAL 4</h3> <p>Enable defence industry employment and business development pathways.</p>
<p>Defence Ipswich supports the development of SME capabilities to access local and global defence supply chains maximising the defence presence in Ipswich. Building on our past success, Defence Ipswich will support the continued growth of Ipswich's defence industry and support our commitment to attracting additional defence and advanced manufacturing jobs in Ipswich.</p> <p>To maximise opportunities for productivity and employment growth, Defence Ipswich will support the development of business and supply chain potential promoting the region's capability to a global audience.</p>	
<p>INITIATIVE A: Partner with allies and networks to meet industry expectations and demands.</p>	
<p>INITIATIVE B: Proactively collaborate with industry, networks, government and academia to connect SMEs with innovative supply chain opportunities.</p>	



STRATEGIC GOAL 5

Enhance defence industry, government, academic and entrepreneurial collaboration and innovation.

Defence Ipswich will establish the conditions for increased participation in the defence industry through strategic collaboration and enhancing capabilities of multidisciplinary businesses in the region. Enhanced cross-sectoral collaboration will create the unique opportunity for Ipswich businesses as Australia's next-generation defence suppliers.

Greater collaboration and a clear focus on advanced manufacturing, research and development and innovation will grow a resilient and diversified defence- and export-ready supply chain and encourage the development of an industry-academia skills-based ecosystem in the region.

INITIATIVE A: Support the Queensland Government establishment of a defence supply chain logistics hub in Ipswich.

INITIATIVE B: Facilitate the creation of a defence industry technology and research precinct in Ipswich with a priority focus on autonomous technology, materials, robotics, analytics, cyber technologies and research. This innovation precinct will connect investment across sectors, build on the region's historical manufacturing and sustainment capabilities and align with the goals and aspirations of Ipswich as a smart city.

INITIATIVE C: Work with CIDIAC and key industry partners to provide strategic direction and engagement for the establishment of a defence industry technology and research network.



Image © Boeing Defence Australia 2018



CONCLUSION

The ongoing capability development, growth and sustainment of defence and the defence industry is critical to maintaining Australia's national security.

As Australia moves towards building an innovative and resilient defence industry, key defence regions such as Ipswich will have a larger role to play in contributing to the national interest. Resilient and innovative defence industry growth requires participation from businesses and an integrated ecosystem close to defence assets, including the bases.

Ipswich holds the assets and the vision required to play a significant role in supporting the development of a dynamic and innovative defence industry both domestically and globally. This will be done by championing defence, developing partnerships and adopting a Triple Helix Model of collaboration between industry, academia and government.

Creating a culture of collaboration and partnership across industry, institutions, state and federal governments and global value chains is critical to the Defence Ipswich vision of maximising the economic benefits derived from defence investment in the region. The benefits of an industry-driven strategy mirrors the expectations of business and community and enables resilience and global connection.

The *Defence Ipswich Strategic Summary 2018–2023* provides the platform and guidance for a targeted approach to growing the economic contribution of the Ipswich defence sector and related industries. It will be supported by an action plan detailing the initiatives aligned with the strategic goals as set out in this summary.

ACKNOWLEDGEMENT

The *Defence Ipswich Strategic Summary 2018–2023* has been endorsed by The City of Ipswich Defence Industry Advisory Committee (CIDIAC) and is supported by:

- The Department of Defence
- The Department of State Development, Manufacturing, Infrastructure and Planning
- The Centre for Defence Industry Capability

This summary is an exemplar of collaborative engagement with a variety of stakeholders – from government, industry, academia and internally within Ipswich City Council. The authors would like to acknowledge the time and consideration these stakeholders provided during the development of this summary. Additionally, the authors would like to acknowledge the economic analysis provided by KPMG.



APPENDIX: IPSWICH DEFENCE SUCCESS STORIES

Boeing Defence Australia

Boeing Defence Australia (BDA) is one of Australia's leading aerospace enterprises and the partner of choice for some of Australia's largest and most complex defence projects.

Across fourteen Australian sites and three international locations, BDA provides its customers with world class, innovative solutions focused on through-life service, specialising in support, maintenance, modification and upgrade of Boeing and non-Boeing aircraft, military aircrew training design and delivery, and the design, development and support of command, control, computers, communications, intelligence, surveillance and reconnaissance (C4ISR) solutions.

BDA has a strong relationship with the Royal Australian Air Force, supplying maintenance and training and the provision of electronic air combat systems. BDA provides services to numerous fleets with a variety of needs at RAAF Base Amberley, Ipswich, including air combat groups, combat support groups, surveillance and response groups, air mobility groups, defence material organisation and training groups.

Boeing Defence Australia is a wholly-owned subsidiary of The Boeing Company within the Boeing Defence, Space and Security business unit.

Rheinmetall Defence Australia

Rheinmetall Defence Australia is the Australian-based global hub of Rheinmetall Defence and the largest supplier of military vehicles to the Australian Defence Force. Specialising in innovative defence products and automotive technology, Rheinmetall provides upgrades, repair and overhaul programs for existing fleets as well as the production and delivery of new land systems.

Rheinmetall Defence Australia is establishing the Military Vehicle Centre of Excellence (MILVEHCOE) in Ipswich as its Australia-New Zealand headquarters. The MILVEHCOE will operate as a sovereign industrial capability for the continuous design, manufacture, export and support for military vehicles, turrets and tactical systems, both locally and upwards into the global supply chain. Rheinmetall has an ongoing commitment to deliver the LAND 121 Phase B program and has recently secured the LAND 400 Phase 2 program which will be delivered from MILVEHCOE.

Rheinmetall Defence Australia includes Rheinmetall MAN Military Vehicles Australia, Rheinmetall Simulation Australia, Rheinmetall Technical Publications and Rheinmetall Land Systems.

Northrop Grumman Corporation

Northrop Grumman is a leading provider and integrator of autonomous, C4ISR, cyber and logistics strike systems and solutions. Northrop Grumman provides services and capabilities to the Australian Defence Force across the Royal Australian Army, the Royal Australian Navy and the Royal Australian Air Force. With an operational site providing support to RAAF Base Amberley, both onsite and nearby at Springfield Lakes, Northrop Grumman recently secured a contract to provide RAAF with unmanned autonomous aircraft capabilities through its Triton unmanned system.

At RAAF Base Amberley and nearby at Springfield Lakes, Northrop Grumman supports the ADF through the provision and servicing of the KC-30A Multi-Role Tanker Systems and Expeditionary Tactical Automated Security System (ExTASS) and it has a maintenance and training facility at Hangar 1, Brisbane Airport.

TAE Aerospace

TAE Aerospace is a wholly Australian-owned aerospace company providing aerospace engineering, manufacturing, turbine engine and component MRO and enabling technologies. The largest turbine engine maintenance provider in Australia, TAE operates as a through-life support provider, with headquarters at RAAF Base Amberley. TAE Aerospace is currently contracted to deliver engineering, maintenance and logistics services for the RAAF's F/A-18 aircraft engines and support to the Australian Army's AGT1500 turbine engine powering the Abrams tank.

TAE Aerospace, in partnership with CSIRO, created Fountx AsR wearable technology in a move to revolutionise teleconferencing and communications by integrated, assisted and augmented reality in safety-conscious, restricted-access and high-risk settings where technical information sharing is required.



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Economic Development Committee	
Mtg Date: 27.11.2018	OAR: YES
Authorisation: Ben Pole	

9 November 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF 2019 MUD WORLD

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 9 November 2018 concerning an application for event sponsorship of \$10,000 by Queensland Outdoor Recreation Federation (Nature Play Queensland) for the 2019 Mud World proposed to be held on Saturday 13 and Sunday 14 April 2019.

BACKGROUND:

Nature Play QLD (www.natureplayqld.org.au) is a not for profit organisation that is holding a fundraising event in the city. The two day children's festival has free-range MUD play activities for children with the supervision of a parent or guardian with a ratio of 1 adult to every 2 children.

This will be a ticketed event at (\$25.00) per child and supervising adults with free entry. The tickets will be sold in sets of 2 hour sessions throughout the duration of the two day event.

Day 1:

Session 1: 8:30am - 540 Children + 600+ Parents/Guardians = 1140 attendees

Session 2: 11:30am - 540 Children + 600+ Parents/Guardians = 1140 attendees

Session 3: 2:30pm - 540 Children + 600+ Parents/Guardians = 1140 attendees

Day 2:

Session 1: 8:30am - 540 Children + 600+ Parents/Guardians = 1140 attendees

Session 2: 11:30am - 540 Children + 600+ Parents/Guardians = 1140 attendees

Session 3: 2:30pm - 540 Children + 600+ Parents/Guardians = 1140 attendees

It is anticipated the event will attract at least 78% of its attendees from outside of the Ipswich area, including Brisbane, Gold Coast, Sunshine Coast, Logan and Toowoomba.

Using economy.id Event Impact Calculator the estimated total economic impact of 2019 Nature Play is \$210,000.00.

The event will be advertised the NPQ website, Enews and our social media channels - Facebook, Instagram, Pinterest & Twitter. The event will also be featured in the Ipswich Festival Booklet.

SPONSORSHIP REQUEST:

Queensland Outdoor Recreation Federation Incorporated (Nature Play Queensland) has submitted an Event Sponsorship Application for \$10,000.00 to assist with costs of the event. Organisers have also requested assistance with ICC Application for Park Permit, Soil, Water, Machinery, Volunteers and Marketing input.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support at the event
- 6 x complimentary invitations to attend/participate in event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that the interim administrator of Ipswich City Council resolve to allocate \$7,000.00 financial support to Queensland Outdoor Recreation Federation Incorporated (nature Play QLD) for the 2019 Mud World.

BENEFITS TO COMMUNITY AND CUSTOMERS:

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

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

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


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

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

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

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

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Sponsorship application for Queensland Outdoor Recreation Federation	 Attachment A

RECOMMENDATIONS:

That the Interim Administrator of Ipswich City Council resolve to allocate \$7,000.00 financial support to Queensland Outdoor Recreation Federation Incorporated (Nature Play QLD) for the 2019 Mud World.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

ATTACHMENT A

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

Organisation Details

* indicates a required field

Organisation Name * QLD Outdoor Recreation Federation / Nature Play QLD

Contact Person * Miss Jessica Skinner

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

Is your organisation incorporated? *

- ☒ Yes
☐ No

Is your organisation registered for GST? *

- ☒ Yes
☐ No

Does your organisation have an ABN? *

- ☒ Yes
☐ No

Please add ABN below

ABN

22 941 079 524

Information from the Australian Business Register

ABN	22 941 079 524
Entity name	Queensland Outdoor Recreation Federation
ABN status	Incorporated Active
Entity type	Other Incorporated Entity
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	4064 QLD

Information current as at 12:00am yesterday

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: CoC QORF NaturePlayQLD Policy-04.400.058784
2.pdf

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

File size: 55.0 kB

Sponsorship History with Ipswich City Council

* indicates a required field

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

Yes. Nature Play QLD received funding from Ipswich City Council for the amount of \$4,000.00.

Event: MUD WORLD

Presented by: Nature Play QLD/Ipswich City Council/Ipswich Festival

Location: Limestone Park, Ipswich

Dates: 21st & 22nd APRIL 2018

Notes: We were lucky enough to be apart of the Ipswich Festival and incorporated by ICC.

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: *

Mud World

Start Date: *

20/04/2019

What is the expected start date of the event?

End Date: *

21/10/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

Nature Play QLD (www.natureplayqld.org.au) is a non for profit organisation and is holding a fundraising event in the city of Ipswich. A Brisbane based two day children's festival with range of free-range play MUD activities for

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

children with the supervision of a parent or guardian with a ratio of 1 adult to every 2 children. This will be a ticketed event at (\$25.00) per child and supervising adults at a \$5 entry fee.

As per last event, we would like to be incorporated into the Ipswich Festival over the school holidays.

Must be no more than 150 words

**Proposed Venue/
Location ***

Limestone Park - 42 Chermside Rd, Ipswich QLD 4305

Estimated Attendance *

5,000 - 6,000 adults and children

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

We held this same event in Ipswich in APRIL 2018. This was a hugely successful event, drawing over 4000 adults and children to a series of sessions over 2 days. This event sold out 4 of the 5 sessions 4+ weeks prior to the event. The average age of child in attendance was 2-3 years old with 78% of attendees travelling to Ipswich to participate in the event.

Nature Play QLD and QORF has a long standing relationship with ICC. We are also holding an Outdoor Classroom Day event in Queens Park on November 1st as apart of an International Campaign. We are delighted to submitting this event into the Ipswich Festival for the second year running.

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? *

Category 1.

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

In kind support if possible:
Park Permit authorisation
Soil (organic virgin top soil)
Water Access
Machinery (landscapers to operate)
Volunteers
Marketing input

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

Yes, this model of event (MUD WORLD) primary purpose is to be a biannual fundraiser event that moves around to different councils and areas.

To cater to the supply and demand of our community event, we have now conducted our 2nd Mud World at

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

Logan in conjunction with Imagination Festival (Logan Festival) in Sept 2018.

What are the goals and objectives of the event? *

This is a fundraiser event for the non for profit organisation of Nature Play QLD. We have government funding for now but are moving into commercialisation over the next 2 years. This is an event model that will be moved around to benefit the different areas & councils spreading our key message - More outdoor play for every child in QLD.

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

Target audience is unique to children under 10 years of age. This event is created to attract families with young children and facilitate the opportunities of free time play in mud. We will be targeting ALL areas of the wider Brisbane area with a high importance on Ipswich families. We believe we will have in attendance over 2500 children (and their families) under the age of 10.

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

This is a unique target audience for an event of this size and is like no other event of its kind. Free time MUD play is attracts children with the attendance of the families therefore creating a difference between any other events in QLD. We wish to engage all aspects of the community from the attendees to the community surrounding the area e.g. SES / Scouts / Schools etc. as volunteers.

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

We would love to coordinate this event with Ipswich City Council and incorporate all aspects that they see as beneficial to the event. The Discover Ipswich Trailer that educated people of the wonders of Ipswich was an amazing addition to the festival. This gave focus to the attendee to the explore the surrounding Ipswich. As per the last two Mud World Events we have had a strong media presence. This involved, Channel 7, 9 10 with Totally Wild (Channel 10 children's show) shooting a entire segment at the event. This media focus is to enhance the exposure of Nature Play QLD the City of Ipswich and the benefits that come with our key message of getting QLD children and the overall health and well being of outdoor play. Nature Play QLD is also looking for council support in marketing involvement and in kind support that will benefit both parties.

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

As a government organisation we are all about measuring the effectiveness and documenting all aspects of the event. Nature Play are looking at fine tuning this event

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

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

over the course of its future so all surveys and reports will be paramount. We be collecting the data on the demographic our audience via the ticketing system used.

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

Nature Play QLD is governed by QLD Outdoor Recreation Federation.

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) *

Nature Play QLD aligns with the 'Caring for our Community' to create opportunities that value the community. We are a family orientated organisation that works with all sectors for the betterment of all surrounding communities.

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

This will be a ticketed event as it is a fund raiser for Nature Play QLD.
In saying that, it will be very affordable for the average family to attend and enjoy. The plan is to engage the surrounding Limestone Park Community to participate as a volunteer or become a stall holder. Discover Ipswich Trailer was a very important element to the two day festival. I would like to say thanks to Vanida and her Discover Ipswich Team for the amazing addition to the festival.

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

There will be economic benefit to all, we plan on engaging the audience through the Ipswich Festival 2019. As per last year we saw the benefit to closely engaging with the festival and releasing ticketed with the launch of the festival. Discover Ipswich has enormous benefit to our marketing plan. We also plan to move this model of event back to Ipswich each year to create an annual event into the Ipswich Festival.

Outline how will this event attract visitors to Ipswich? *

As we established last event, 78% of people travelled to this event.
he capacity of each session will be 540 children with the attendance of parents to supervise child's play. This has the potential to bring in over 6000 people into the city
of Ipswich over the course of the two day event. Please note, we have increased the participations numbers to last year.

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

Each session will be allotted 540 children slots and 600 adult registrations -

1140 x 5 sessions = 5,700 attendees.

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

Nature Play QLD and its MUD WORLD Event Page has a strong media and social media following. Facebook alone is over 18,450 following and further more on Instagram and Twitter. The marketing plan is to utilise all program partners and the relationships we hold other government interties. We also have a major partnership sponsor with Brisbane Kids who have over 163,600 followers present on their page. This has been a priceless marketing tool when it comes to advertising our Mud World event, no matter where the location.

We also have a marketing guru the is well connected in the Television industry that will bring exposure to our event on the day.

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

This is a one of its kind event - no one nationally or internationally has this kind of event in process. MUD WORLD is unique due to its structure and target audience we are attracting 0-10 years of age. The structure has no start line or finish line, its just a free time based play event. Basically just run around with your friends and parents to explore the mud and the freedom of play! This is different to most mud events that focus on a start to finish concept and with little or no interactions between peers and the medium of mud. This concept aligns with Nature Play QLD mission - get kids moving in unstructured play...outdoors!

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

Our event must be held the summer months due to the use of water (mud) play. We would love to intertwine with the Ipswich Festival and enhance the audience scope to the regular festival activities.

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

Without the support of the Event Sponsorship we are afraid that this structure of event will have a limited life span. We are relying on the sponsorship and support to allow us to give the full experience of the event. We will be using all local suppliers and working with the community to carry out an amazing event.

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

Mud World will be a model event that we would love to take on the road to different regions around QLD. As part of our KPI's and branding as a fundraising event, we want the different regions to benefit from our message of healthy kids get outside!

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

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

Mud World is a high cost event. We would love in the coming years to be sustainable but as its still a young concept and has a lot of structural costs, we are relying on Sponsorship to continue the great work we do.

Nature Play QLD is also commercialising over the coming years. It will be of great importance that MUD WORLD is a sustainable model of event and the ongoing product with be refined to sustain itself financially for the years to come.

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

Nature Play QLD is a small team and the two coordinators to this event will be Hyahno Moser who is the Key Program Manager here at NPQ, his main role is Site Management and Jessie Skinner who is the Events Coordinator at NPQ who has a back ground in large scale events and the knowledge on the logistics of planning events.

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

In attachments

Attachments

* indicates a required field

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

Filename: Mud World Timeline - IPSWICH 2019.xlsx
File size: 43.0 kB

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

Filename: Budget Mud World - proposed .xlsx
File size: 29.3 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+

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

Budget Details

* indicates a required field

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
71,280 *	\$7,128.00 *	64,631.37 *	\$6,463.13 *
	Total: \$7,128.00		Total: \$6,463.13

Total Amount Requested: *

\$10,000.00

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

Total Project Cost: *

\$65,000.00

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

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

At this stage no other sponsors are involved and we would love the support of the Ipswich City Council.

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
Brisbane Kids	Advertising	\$10,000.00

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

Ginger Sports	Facilitate Scoor at event	\$2,400.00
		Total: \$12,400.00

Certification Details

* indicates a required field

Certification:

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

Name: * Miss Jessica Skinner

Position in Organisation: * Events Coordinator

Date: * 22/10/2018

Submitting the Application:

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

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

Privacy Statement:

Event Sponsorship - October 2018

Event Sponsorship Form

Application ES00150 From QLD Outdoor Recreation Federation / Nature Play QLD

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.