

VML:MB
Vicki Lukritz
3810 6221

17 May 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** is to 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 **Tuesday, 22 May 2018**.

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

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 **Tuesday, 22 May 2018***
Council Chambers

Item No.	Item Title	Officer
1	Greater Springfield Chamber of Commerce Partnership 2018–2019	EDM
2	Ipswich Events Management Market Testing by Expression of Interest Outcome	TDM
3	Smart City Case Study Series	EDM
4	Economic and Workforce Development Plan	EDM
5	Category Three Event Sponsorships May 2018	EEO
6	Event Sponsorship of the 2018 Winternationals	EEO

** Item includes confidential papers

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(05)

22 MAY 2018

AGENDA

1. GREATER SPRINGFIELD CHAMBER OF COMMERCE PARTNERSHIP 2018–2019

With reference to a report by the Economic Development Manager dated 11 May 2018 concerning the Greater Springfield Chamber of Commerce Partnership Agreement 2018–2019.

RECOMMENDATION

That Council continues its partnership with the Greater Springfield Chamber of Commerce and maximise the associated economic, social and promotional opportunities.

2. IPSWICH EVENTS MANAGEMENT MARKET TESTING BY EXPRESSIONS OF INTEREST OUTCOME

With reference to a report by the Tourism Development Manager dated 11 May 2018 concerning the outcome of the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation.

RECOMMENDATION

- A. That the report concerning the outcome of the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation be received and its contents noted.
 - B. That the Chief Operating Officer (Economic Development and Marketing) and the Tourism Development Manager provide a report on an updated event strategy and delivery model to the July meeting of the Economic Development and Digital City Committee.
-

3. SMART CITY CASE STUDY SERIES

With reference to a report by the Economic Development Manager dated 11 May 2018 concerning the Smart City Case Study Series.

RECOMMENDATION

That the report concerning the Smart City Case Study Series be received and the contents noted.

4. ECONOMIC AND WORKFORCE DEVELOPMENT PLAN

With reference to a report by the Economic Development Manager dated 11 May 2018 concerning the Economic and Workforce Development Plan.

RECOMMENDATION

- A. That the report concerning the Economic and Workforce Development Plan be received and the contents noted.
 - B. That the Office of Economic Development, in consultation with the Mayor and Chairperson of the Economic Development and Digital City Committee, proceed in actioning and updating the Economic and Workforce Development Plan.
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5. CATEGORY THREE EVENT SPONSORSHIPS MAY 2018

With reference to a report by the Events and Engagement Officer dated 11 May 2018 concerning the allocation of Category Three Event Sponsorship funds.

RECOMMENDATION

- A. That Council allocate event sponsorship of \$2,500.00 financial support to The Glebe Road Garden Club for the 2018 Ipswich Home Gardener's Expo from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
 - B. That Council allocate event sponsorship of \$2,000.00 to Springfield City Group for the 2018 Greater Springfield Ball from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
-

6. EVENT SPONSORSHIP OF THE 2018 WINTERNATIONALS

With reference to a report by the Events and Engagement Officer dated 11 May 2018 concerning an application for Event Sponsorship by Willowbank Raceway Inc for the 2018 Winternationals.

RECOMMENDATION

That Council allocate event sponsorship of \$30,000.00 to Willowbank Raceway Inc for the 2018 Winternationals from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

** Item includes confidential papers

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 22/05/2018	OAR: No
Authorisation: Ben Pole	

11 May 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER – ECONOMIC DEVELOPMENT AND MARKETING

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: GREATER SPRINGFIELD CHAMBER OF COMMERCE PARTNERSHIP 2018-2019

INTRODUCTION:

This is a report by the Economic Development Manager dated 11 May 2018 concerning the Greater Springfield Chamber of Commerce Partnership Agreement 2018-2019.

BACKGROUND:

Ipswich City Council has been a member of the Greater Springfield Chamber of Commerce (GSCC) since its inception in 2007.

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

The GSCC currently has a membership base of over 150 businesses.

The GSCC Partnership Agreement of \$8,435.60 was included in the 2018-2019 Office of Economic Development budget as have partnerships with the Ipswich Chamber of Commerce, the Bremer Region Chamber of Commerce and Industry and the Chamber of Commerce and Industry Queensland.

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

- A table of 10 at two select Chamber events per annum
- Logo recognition and link on Chamber digital and print assets
- Council profile page to be included in members directory
- MC acknowledgement at all events
- Council pull up banner at each Chamber event
- Opportunity to distribute marketing material at all Chamber events

- Promotional flyer included in new member welcome packs
- A co-hosted Business After Hours event
- Naming rights of one Business After Hours event
- Six social media call outs on the GSCC platforms
- Logo, link and overview included in each quarterly GSCC newsletter

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

RECOMMENDATION:

That Council continues its partnership with the Greater Springfield Chamber of Commerce and maximise the associated economic, social and promotional opportunities.

Paul Massingham

ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATIONAL OFFICER

ECONOMIC DEVELOPMENT AND MARKETING

Economic Development and Digital City Committee	
Mtg Date: 22.05.18	OAR: YES
Authorisation: Ben Pole	

11 May 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: IPSWICH EVENTS MANAGEMENT MARKET TESTING BY EXPRESSIONS OF INTEREST OUTCOME

INTRODUCTION:

This is a report by the Tourism Development Manager dated 11 May 2018 concerning the outcome of 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 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 was 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 allowed 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

Key quarterly performance indicators suggested for the model included:

- 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 suggested that if the expressions of interest process does not present a preferred partner model, Council would 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.

OUTCOME:

Council received a number of responses to its EOI process from local (SEQ) and national operators which were facilitated by Council's Procurement Team.

The nature of the respondents was varied, offering a variety of expertise, specialisation, size and experience. The panel reviewed all respondent's submissions individually using the procurement evaluation matrix. The assessments from this round were consistent and resulted in an agreed ranking of responses.

The panel sought further information and discussion in a presentation format from two of the respondents.

Following this process, the panel does not believe any of the respondents are able to provide the full end-to-end service Council is seeking. Instead, the process informed the panel that the market contained a variety of more specialised event services.

Given the unique nature of Council's requirements, the panel believes Council should look to engage providers based on their capacity to deliver specific event based outcomes in line with an agreed event vision and strategy. For example, if Council is seeking to attract a major sport based participation event to the region, it should accept market led proposals and seek interest from operators currently delivering events in that segment.

This approach will maintain the responsibility and accountability for delivery of the city's events vision and strategy with Council while allowing for a targeted and scalable engagement with the events industry.

RECOMMENDATION:

- A. That the report concerning the outcome of the Ipswich events management market testing by expressions of interest for whole-of-city event management and maximisation be received and its contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing) and the Tourism Development Manager provide a report on an updated event strategy and delivery model to the July meeting of the Economic Development and Digital City Committee.

Alistair Tavares

TOURISM DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 22.05.18	OAR: YES
Authorisation: Ben Pole	

11 May 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: SMART CITY CASE STUDY SERIES

INTRODUCTION:

This is a report by the Economic Development Manager dated 11 May 2018 concerning the Smart City Case Study Series.

OVERVIEW:

The Ipswich Smart City Program aims to test and develop opportunities for industry advancement, skills development, community prosperity and liveability. There are a number of initiatives currently active across Council as part of the Smart City Program, including:

- Springfield Central, North Ipswich and Rosewood Pilot Precincts
- Advancing Regional Innovation Program
- Connected City Lighting
- Sensor Network and Public WiFi Network Roll Out
- Smart City Management Platform and Dashboard
- Open Data Program
- Digital Skilling Program
- Remotely Piloted Systems and Solutions
- Cooperative and Automated Vehicle Initiative
- Fire Station 101






Monitoring, reporting and promotion of the Ipswich Smart City Program, a series of case studies featuring Council and industry initiatives will be continually drafted and distributed.

The first round of case studies are presented here as Attachments A to E, and will be finalised and distributed via Council and partner channels.

HIGHLIGHTS OF THE CASE STUDIES:

- Cooperative and Automated Vehicle Initiative - Australia's largest trial of cooperative vehicles and infrastructure
- Connected Lighting - First council in Queensland to take ownership of all new street lights
- North Ipswich Reserve - Integrated IoT (Internet of Things) data into a single smart city platform
- Fire Station 101 - 150 start-up members working across a range of areas including virtual reality, augmented reality, internet of things and social entrepreneurship.
- Llewellyn Motors Solar - Australia's largest privately owned solar and smart battery rooftop power station

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A: SCCS - CAVI	 Attachment A
Attachment B: SCCS - Connected Lighting	 Attachment B
Attachment C: SCCS - North Ipswich Reserve	 Attachment C
Attachment D: SCCS - Fire Station 101	 Attachment D
Attachment E: SCCS - Llewellyn Motors Solar	 Attachment E

RECOMMENDATION:

That the report concerning the Smart City Case Study Series be received and the contents noted.

Paul Massingham
ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)



Ipswich Smart City case study:

COOPERATIVE AND AUTOMATED VEHICLE INITIATIVE (CAVI)

OPPORTUNITY

Pilot Cooperative Intelligent Transport System (C-ITS) technologies that make roads safer and contribute to a shared vision of zero road deaths and serious injuries on the state's roads.

SOLUTION

Ipswich chosen as the host city for Australia's largest trial of cooperative vehicles and infrastructure as part of the Queensland Government's Cooperative and Automated Vehicle Initiative.

RESULTS

- On-road testing that estimates safety benefits and increases public awareness of road safety issues.
- Opportunities to up-skill government and industry employees.
- Formation and testing of new industry partnerships.
- A test-bed for use by government, industry and academics will be available at the program's conclusion.

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COOPERATIVE AND AUTOMATED VEHICLE INITIATIVE (CAVI)



IPSWICH HOSTS AUSTRALIA'S LARGEST INTELLIGENT VEHICLE TRIAL

Ipswich continues to be at the forefront of digital transformation and now the city will host Australia's largest on-road testing trial of cooperative vehicles and infrastructure. The program will put Ipswich motorists in the driver's seat as part of a plan to bring cooperative vehicles to Queensland roads.

The Cooperative and Automated Vehicle Initiative (CAVI) is a Department of Transport and Main Roads project that will prepare for, and accelerate, the emergence of advanced vehicle technologies with safety, mobility and environmental benefits.

The main component of CAVI is the Cooperative Intelligent Transport System (C-ITS) Pilot. The pilot will involve about 500 vehicles retrofitted with C-ITS devices that enable them to 'talk' to other vehicles, infrastructure, road operations systems and cloud-based data sharing systems.

The C-ITS devices provide safety warnings about a range of conditions including a pedestrian crossing at a signalised intersection, a hazard on the road or a queue of cars ahead.

Vehicles will be fitted with wireless and sensor technologies designed to share the vehicle's position, speed and other data, as well as receive road and traffic data from cloud-based sharing systems.

These rapidly developing technologies have the potential to significantly reduce crashes and crash-related gridlock and reduce vehicle emissions and fuel use over the coming decades.



**Ipswich is host to
largest CAVI trial**



**Technology to
potentially reduce
gridlock and vehicle
emissions**



**500 Ipswich motorists
to take part in trial to
commence 2019**

Ipswich Smart City case study:
The Cooperative and Automated Vehicle Initiative

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Ipswich Smart City case study:

CONNECTED LIGHTING



OPPORTUNITY

To use connected street lighting to create a citywide Ipswich City Council-owned smart network which can be used to trial and run smart technologies.

SOLUTION

Change the Ipswich Planning Scheme to allow council to own street lights installed in new developments.

RESULTS

- First council in Queensland to take ownership of all new street lights installed in its city.
- Paved the way for creation of the backbone of a smart city network.
- 650 street lights owned and controlled by council, with thousands more to come.
- Opportunity to better understand and manage energy usage.

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CONNECTED LIGHTING



BRIGHT IDEA FOR CONNECTED LIGHTING

In progressing its transformation to Australia's leading smart city, Ipswich recognised the significant opportunity connected lighting presented to form the backbone of a smart city network. However, to create a network Ipswich City Council needed full ownership of street lights in the city.

This would allow for the installation of poles capable of carrying not just environmentally sustainable LED lights but also smart technologies such as Wi-Fi, climate sensors and cameras, among others.

In Queensland, there are three types of street lighting ownership. Rate 1 lights are fully owned and maintained by network operator Energex, rate 2 lights are Energex owned and maintained but originally provided by council, rate 3 lights are council owned and maintained.

In November 2016 in a Queensland first, council amended its planning scheme to mandate any new street lights installed in the city as rate 3. As of April 2018 council owns about 650 street lights, with the city's remaining 24,000 still owned by Energex.

Ipswich is Queensland's fastest growing city, with major master planned communities under way at greenfield sites at Springfield and in the Ripley Valley. These developments will mean thousands of new street lights being added to the network in coming years, substantially increasing the number of council owned and maintained poles in the city.

In the meantime, council is carrying out two pilot projects using 26 lights each at two new housing estates to gain a better understanding of energy usage and opportunities for smart city application. The findings will be shared with the Australian Electricity Market Operator.

Future plans are also being made to trial the rollout of various smart technologies following the initial pilot project.



**Two pilot programs
to understand energy
usage and smart
applications**



**650 street lights
owned and controlled
by Council**



**Queensland first:
planning scheme
amended to allow for
smart street lighting**



Ipswich Smart City case study:

NORTH IPSWICH RESERVE

OPPORTUNITY

Test bed for smart city technology, infrastructure and data sets to determine the best outcomes for the community before expanding the program to other council-owned assets.

SOLUTION

Install smart city technology including a smart pole, remote controlled lights, smart solar benches to charge electronic devices, bin sensors, video analytics and an autonomous mower at the Ipswich City Council-owned and operated North Ipswich Reserve.

RESULTS

- Installed smart city hardware and software at North Ipswich Reserve.
- Trialled and tested technology delivering real-time and near real-time data to inform the management and maintenance of city services.
- Integrated IoT (Internet of Things) data into a single smart city platform to improve management efficiencies and data accessibility.
- Developed procurement standards to help ensure facilities across Ipswich are smart-park and smart-sport enabled.

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NORTH IPSWICH RESERVE



**Smart benches with
mobile phone charging
capabilities**



**Intelligent light controls
and video analytics
make reserve safer**



**Smart Automated
Mower (SAM)
controlled through App**

PILOT PROGRAM KEEPING THE COMMUNITY CONNECTED

Ipswich City Council has installed smart city technology at two sites as part of a pilot program that will inform the future connectivity, management and maintenance of parks, sports facilities and community venues. The lead location, North Ipswich Reserve, features the following technology:

Smart pole

Smight Air Streetlight featuring electric vehicle charging, environmental monitoring and free public Wi-Fi. The pole is also fitted with an SOS beacon connected to council's 24-hour Safe City control room.

Lights

LED lighting managed remotely.

Furniture

Charging stations for mobile devices on smart benches.

Waste

Bin levels monitored via sensors with notifications sent directly to staff to empty bins on an as needs basis.

Video analytics

Cameras used for people and car counting.

Turf

Management of grassed area using an autonomous mower.

North Ipswich Reserve is the home of the Ipswich Jets, one of the most exciting and innovative teams in the Intrust Super Cup rugby league competition, and hosts major community events including the city's annual Christmas carols. The adjoining North Ipswich Reserve Corporate Centre is one of Ipswich's leading function and conference venues.



Ipswich Smart City case study:

FIRE STATION 101

OPPORTUNITY

To lead a major social and economic transformation by fostering an innovation ecosystem that promotes entrepreneurship and digital upskilling across the Ipswich community.

SOLUTION

Transform a former fire station in Ipswich's CBD into a highly visible, high tech co-working space where innovators are mentored and celebrated, digital skills are promoted and investment pathways highlighted.

RESULTS

- Connected Ipswich entrepreneurs within the city and beyond.
- 150 start-up members working across a range of areas including virtual reality, augmented reality, Internet of Things and Social Entrepreneurship.
- Hosted 130 events to promote entrepreneurship and digital skills to more than 2500 people.
- Established a young entrepreneur program in local high schools.

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FIRE STATION 101



THE FIRE STATION 101 STORY

The combination of being Queensland's fastest growing city and the ongoing decline of its traditional industries - mining, railways and manufacturing - left Ipswich with big decisions to make about its future prosperity and job creation. Not content to leave it to chance, Ipswich City Council seized the opportunity to lead a major social and economic transformation.

It considered where the jobs of tomorrow would come from and recognised the benefits of developing a knowledge-based workforce capable of accessing these opportunities. A 2015 Regional Queensland Startup Ecosystem Report revealed significant work to be done, with just five startups recognised in Ipswich.

HOW BEST TO RAISE THE PROFILE OF ENTREPRENEURSHIP AND INNOVATION

Fire Station 101 was the answer - Australia's first fully government backed startup and innovation hub.

Established in a highly visible location in a disused fire station in the city's CBD, it sent a clear message about the city's innovation agenda. The 512 square metre space with high speed internet connectivity not only serves as a co-working hub and accelerator helping members focus on growth and scale, but also hosts events and workshops to promote digital skills.

It has been a runaway success. Since opening, Fire Station 101 has attracted more than 150 startup members, spawned multiple new digital technology companies, delivered 130 events attended by more than 2,500 people, secured seed funding for multiple prototype developments and implemented a young entrepreneur program in local high schools.

Ipswich now has a robust and connected innovation ecosystem primed for success.



**Secured over
\$524,000 in
initial investment**



**more than 150
startup members**



**130 events
attended by more
than 2,500 people**

Ipswich Smart City case study:
Fire Station 101

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Ipswich Smart City case study:

LLEWELLYN MOTORS SOLAR POWER STATION

OPPORTUNITY

To use solar power to reduce operating costs and carbon emissions while having an immediate cash-flow positive impact on the business.

SOLUTION

Install Australia's largest privately owned solar and smart battery rooftop power station using smart technology that allows for excess energy to be sold back to the grid.

RESULTS

- Australia's largest privately owned solar and smart battery rooftop power station installed at Llewellyn Motors.
- 332kW system installed including 1,232 solar panels, 12 electric inverters and a 96kwh smart battery.
- Improved customer awareness of the dealership's commitment to environmental sustainability.
- New revenue stream developed for the business.

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LLEWELLYN MOTORS SOLAR POWER STATION



THE LLEWELLYN MOTORS SOLAR POWER STORY

Llewellyn Motors has traded in Ipswich for more than two decades. It is the city's leading dealership for selling and servicing Holden, Toyota, Hyundai and Subaru vehicles. The dealership at Booval has extensive rooftop area - 7,000 square metres - ideal for solar panels.

Dealer principal Wade Llewellyn had considered solar power as a way to reduce operating and cut carbon emissions for about a decade. The sticking point was always the "payback time" required before the investment provided a return to the business.

In partnership with Planet Ark Power, Llewellyn Motors was able to overcome this hurdle and achieve a cash-flow positive result from day one. The dealership installed a 332kW system with 1,232 solar panels, 12 electric inverters and 96kwh Elevare Energy Smart Battery.

It uses Planet Ark Power's dSTATCOM and smart battery technologies to export to the grid intelligently, significantly increasing return on investment. It does this by monitoring the power requirements of the grid and scaling the site's output to match. The smart battery can store unused power and determine the optimal time to sell it the grid.

The system has also led to new opportunities for the dealership to communicate with its customers about how it is helping the environment. Real time data from the system showing power produced, carbon reduced and sunlight levels is projected onto screens in the dealership's Toyota service area and onsite cafe.

Llewellyn Motors expects to reduce its carbon footprint by 8,400 tonnes and save more than \$2 million on energy over the next 20 years.

**Over the next
20 years,
Llewellyn Motors
expects to:**



**Reduce carbon
footprint by
8,400 tonnes**



**Save more
than \$2 million
on energy**

Ipswich Smart City case study:
Llewellyn Motors solar power station

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Economic Development and Digital City Committee	
Mtg Date: 22.05.18	OAR: YES
Authorisation: Ben Pole	

11 May 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: ECONOMIC AND WORKFORCE DEVELOPMENT PLAN

INTRODUCTION:

This is a report by the Economic Development Manager dated 11 May 2018 concerning the Economic and Workforce Development Plan.

OVERVIEW:

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

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

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

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

As progress is made and the marketplace moves it is expected the Economic and Workforce Development Plan will be regularly assessed and updated. It is not a static document, rather a dynamic direction for staff and resources to focus on and measure their progress by.

HIGHLIGHTS OF THE PLAN:

The full Economic and Workforce Development Plan can be found in Attachment A, please note that this is a draft document for finalisation upon approval by Council. Key highlights of the plan are:

Local Business Growth

- Deliver a relevant program of regular business development events
- Deliver an innovation program to increase digital technology and skills capability
- Deliver the city's most recognised local business news update, research and analysis
- Deliver an annual jobs forum to promote employment opportunities and discuss local issues
- Provide proactive and reactive contact to local businesses for general enquiries
- Provide leadership in the coordination of valued industry and government partners
- Provide all businesses with free access to high quality Ipswich video, image and copy assets
- Support a citywide business awards program which recognises local business success.

Industry Development

- Deliver a suite of industry capability reports including priority actions for each key industry
- Deliver key industry committees providing leadership, collaboration and coordination of effort
- Deliver targeted interstate and international campaigns to attract new businesses to the city
- Provide strong representation of key industries to government trade and investment agencies
- Provide assistance and advocacy for key industries in matters of planning and land use
- Support key industry forums creating national awareness and engagement
- Support the establishment of key industry centres of excellence

Tourism and Events

- Deliver a clear and consistent destination marketing plan to increase visitation
- Deliver high performing digital assets which drive awareness, engagement and conversion
- Deliver a targeted publicity plan promoting key products and experiences
- Deliver a tourism infrastructure investment opportunities plan
- Provide an enhanced visitor experience through services, information and facilities
- Provide strong representation of key products and experiences to government and trade agencies
- Support the attraction and maximisation of a portfolio of major events across the city

- Support tourism operators providing leadership, collaboration and coordination of effort

Smart City

- Deliver an expanded program of innovation, entrepreneurship, start-up and scale-up services
- Deliver a large scale high capacity sensor network to facilitate IoT testing and deployment
- Deliver targeted interstate and international campaigns to attract IoT testing and development
- Deliver easy access to large scale high quality open city data to enable smart solutions
- Provide a strong representation of the smart city program to government and private sector
- Support increased STEM skills programs and pathways in all Ipswich schools
- Support community groups or companies progressing innovation initiatives in the city

Advocacy and Promotion

- Deliver a contemporary, clear and consistent positioning and narrative representing the city
- Deliver targeted intrastate, interstate and international campaigns to represent the city
- Deliver an advocacy and engagement plan focused on economic and workforce priorities
- Deliver compelling opportunities for cooperative and co-funded activity
- Provide leadership in the coordination of government, industry and community partners
- Provide strong representation of the city in relevant government, community and industry forums
- Support groups, businesses and partners who are actively and positively representing the city

International Relations

- Deliver activity plans for current sister cities focused on education exchanges and trade missions.
- Deliver an audit of key industries and businesses aligned to current and potential export markets.
- Provide strong representation of key industries to government trade and investment agencies.
- Provide leadership in the coordination of government, industry and community partners.
- Provide recommendations on the establishment of new sister city agreements.
- Support inbound delegations which meet key industry and target market criteria.
- Support businesses who are actively exporting or representing the city in target markets.
- Support ambassadors who can represent the city in target markets toward defined outcomes.

CONCLUSION:

The operational Economic and Workforce Development Plan is now presented, and if approved will be actioned by Council's Office of Economic Development, stakeholders, partners and industry.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Economic and Workforce Development Plan supports the Advance Ipswich Plan:

Goal 1 Strategy 1 Key Actions 1.1 to 1.4 – Build partnerships and programs to promote investment opportunities and support business development and activity in the city.
Goal 1 Strategy 2 Key Actions 2.1 to 2.3 – Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.
Goal 1 Strategy 3 Key Actions 3.1 to 3.6 – Develop the Ipswich City Centre as the regional capital of the Western Corridor of SEQ and as an important regional employment centre.
Goal 1 Strategy 4 Key Actions 4.1 to 4.2 – Strengthen the local digital economy.
Goal 1 Strategy 5 Key Actions 5.1 to 5.2 – Support the growth and operation of RAAF Base Amberley and associated aerospace and defence support industries.
Goal 1 Strategy 6 Key Actions 6.1 to 6.9 – Diversify the local economy.

ATTACHMENT:

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

RECOMMENDATION:

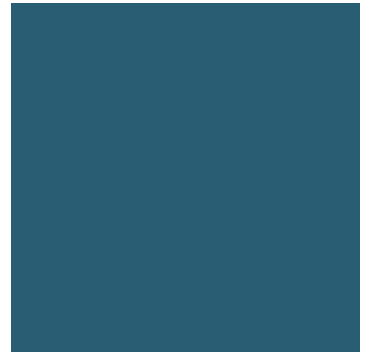
- A. That the report concerning the Economic and Workforce Development Plan be received and the contents noted.
- B. That the Office of Economic Development, in consultation with the Mayor and Chairperson of the Economic Development and Digital City Committee, proceed in actioning and updating the Economic and Workforce Development Plan.

Paul Massingham
ECONOMIC DEVELOPMENT MANAGER

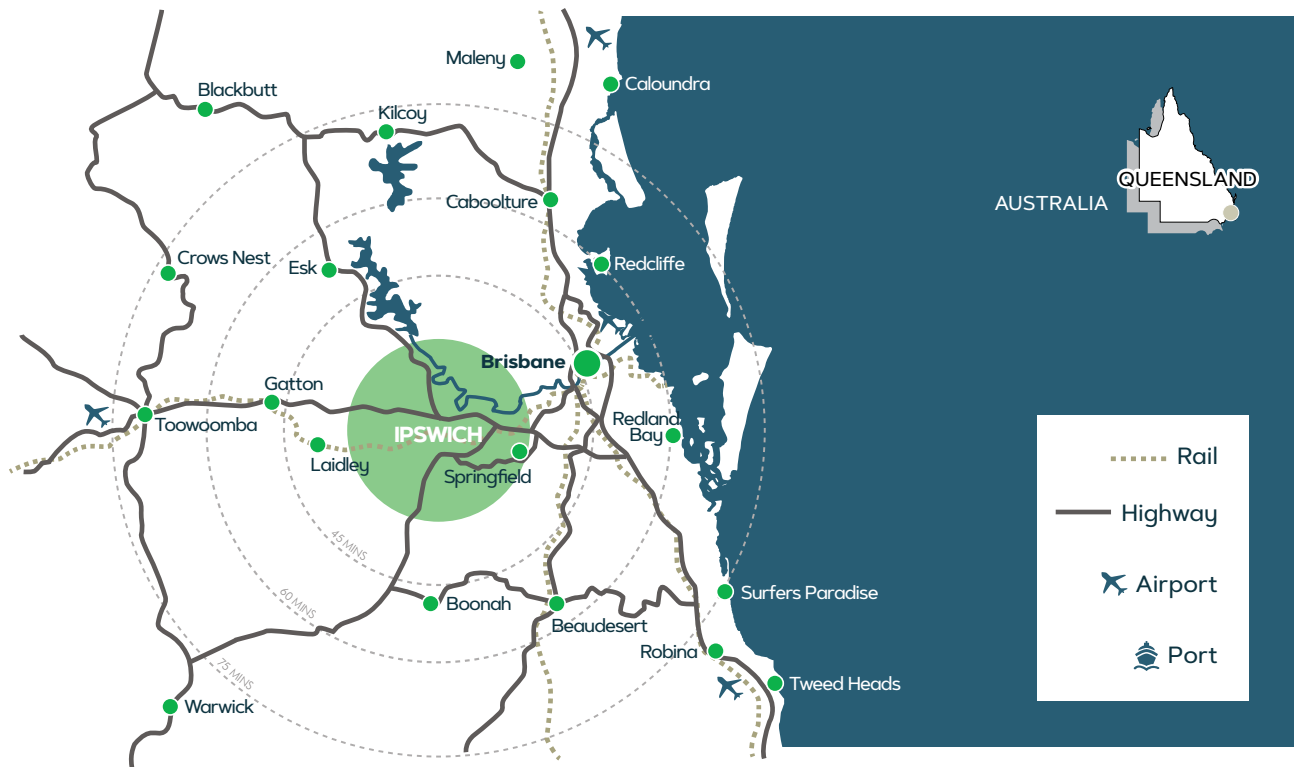
I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

CITY OF IPSWICH ECONOMIC AND WORKFORCE DEVELOPMENT PLAN 2018



IPSWICH AND SOUTH EAST QUEENSLAND



INTRODUCTION

For generations, Ipswich has been a significant driver of Queensland's economic prosperity.

Once it was mining, farming, rail transport, manufacturing and heavy industry that fed the region's economy and employed locals. Over many decades those industries have continued to evolve and provide Ipswich with an experienced and skilled workforce.

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 greenfield 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.

Council has an active role in influencing positive economic and workforce outcomes amid this extraordinary progress. A focus on skills development, priority industries, employment growth, export value, innovation, advocacy and collaboration is key.

Our city is one of the fastest growing regions in Australia.

As we embrace and harness this growth, we are making the most of every opportunity. We are honing in on tomorrow's jobs that match our can-do spirit, skills and strengths. We are making sure our connections are stronger than ever — with one another, with our neighbours and with the world.

We are confident in who we are, where we are and what we have to offer. As Queensland's oldest regional city we have never felt so young.

Whether you're a dreamer or a doer, we invite you to be part of the charge and the charge that will propel our city towards prosperity. Together, we are turning ideas into action to become Australia's most progressive, smart and connected city.

ECONOMIC AND WORKFORCE
ADVANTAGES

Strategic Location



Geographic centre
of South East Queensland

Liveability and
Affordability



One of the highest
household discretionary
spends in Queensland

Young Demographic



Median age
of 32 - 6 years below
Queensland average

Skilled Workforce



Advanced Manufacturing,
Health and Education,
Logistics and Agribusiness
economic corridor

Strong Economy



GRP double the state
and national average

Greenfield and
Industrial Land Supply



38% of available
industrial land in SEQ

Nature and Heritage



550 parks, 8000 hectares
of public open space and
7000 historic sites

Proactive Local
Government



Award-winning Planning,
Infrastructure and
Smart City programs

Accessibility



Served by
multiple airports,
sea ports, major road
and rail arterials

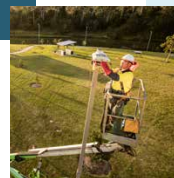
Population
Growth



Fastest growing city
in Queensland

ECONOMIC AND WORKFORCE TARGETS

	2016	2021 Target	2026 Target
Gross Regional Product	\$8.95b	\$10.25b	\$11.55b
Exports	\$3.79b	\$4.34b	\$4.89b
Local Employment (Total)	70,604	81,434	92,264
Local Employment Containment Rate	47%	54%	61%
Technical or Tertiary Qualifications	5.5%	6.3%	7.1%
Visitor Arrivals (Total)	2.18m	3.00m	3.50m



The Ipswich economy is driven by traditional industries of Manufacturing, Health Care and Social Assistance, Retail Trade, Education and Training, Public Administration and Safety, Construction, and Transport, Postal and Warehousing. **By measures of Value Added and Employment these are the seven key industries for Ipswich over the past ten years.**

Employment in these industries, particularly Manufacturing and Public Administration and Safety, as a percentage of workforce is considerably higher in Ipswich compared to the Queensland average.

From 2011 to 2016 the industries which have had the highest growth by Value Added are Construction (+\$298m), Health Care and Social Assistance (+\$172m), Public Administration and Safety (+\$170m), Education and Training (+\$84m), and Financial and Insurance Services (+\$79m).

Overall, the Ipswich economy is performing strongly, its **Gross Regional Product grew by 4% to \$9 billion in 2016 compared to 1.2% growth for Queensland.** However, as is indicated by the local service profile of the key industries, most of the economic growth is in Local Sales rather than Exports.

In 2016 there were 8,444 registered businesses in Ipswich. The Construction industry has the largest number of total registered businesses in Ipswich, comprising 21% of all total registered businesses, compared to 17% in Queensland.

The Transport, Postal and Warehousing industry has the second largest number of total registered businesses in Ipswich, comprising 11% of all total registered businesses, compared to 6% in Queensland.

From 2012 to 2016 the Ipswich industries which have had the highest growth in registered businesses are

Financial and Insurance Services (+145), Health Care and Social Assistance (+104), and Transport, Postal and Warehousing (+43). The industries which have had the greatest decline in registered businesses are Retail Trade (-78), Wholesale Trade (-54), and Construction (-54).

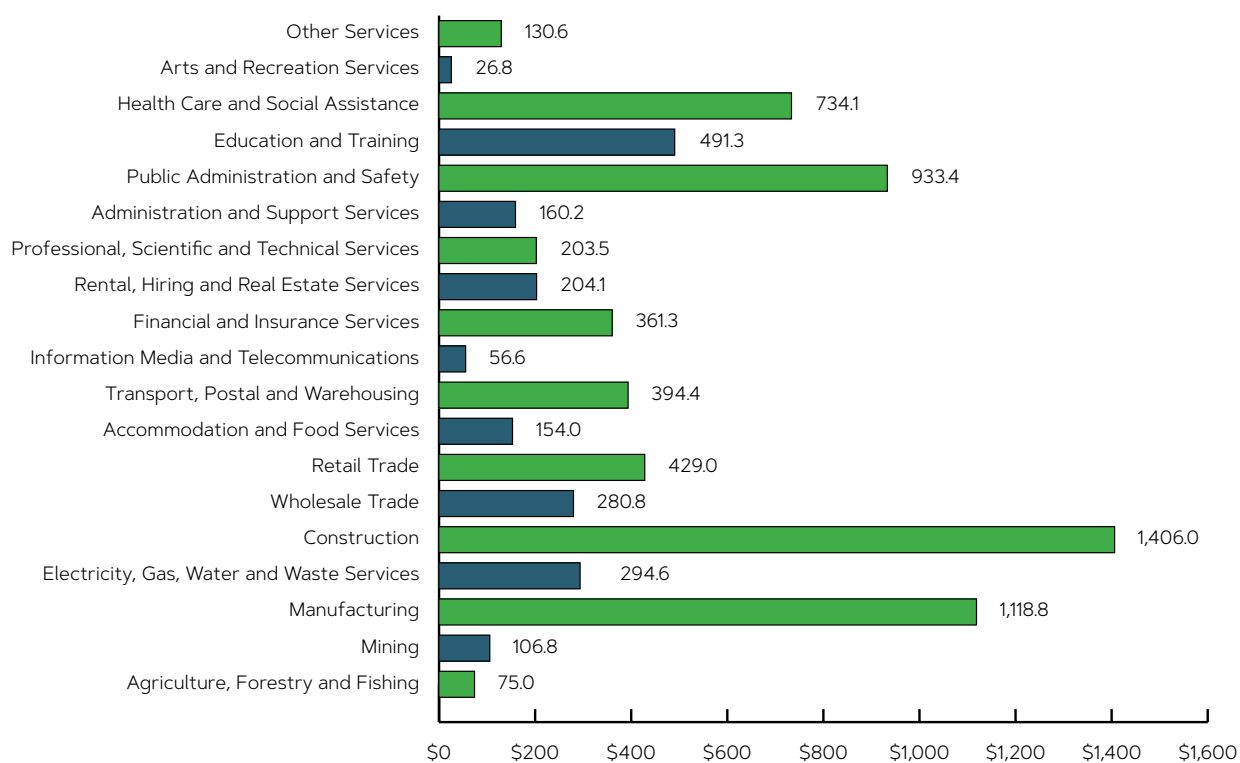
Manufacturing is the largest employer in Ipswich, making up 15% of total employment.

Health Care and Social Assistance (13%), Retail Trade (11%), Education and Training (11%), and Public Administration and Safety (10%) round out the top five industries by employment.

Over 47% of Ipswich residents live and work in the region, this Employment Self-Containment Rate is comparable with the regions immediately surrounding Brisbane including Logan (46%), Redland (48%), and Moreton Bay (53%).

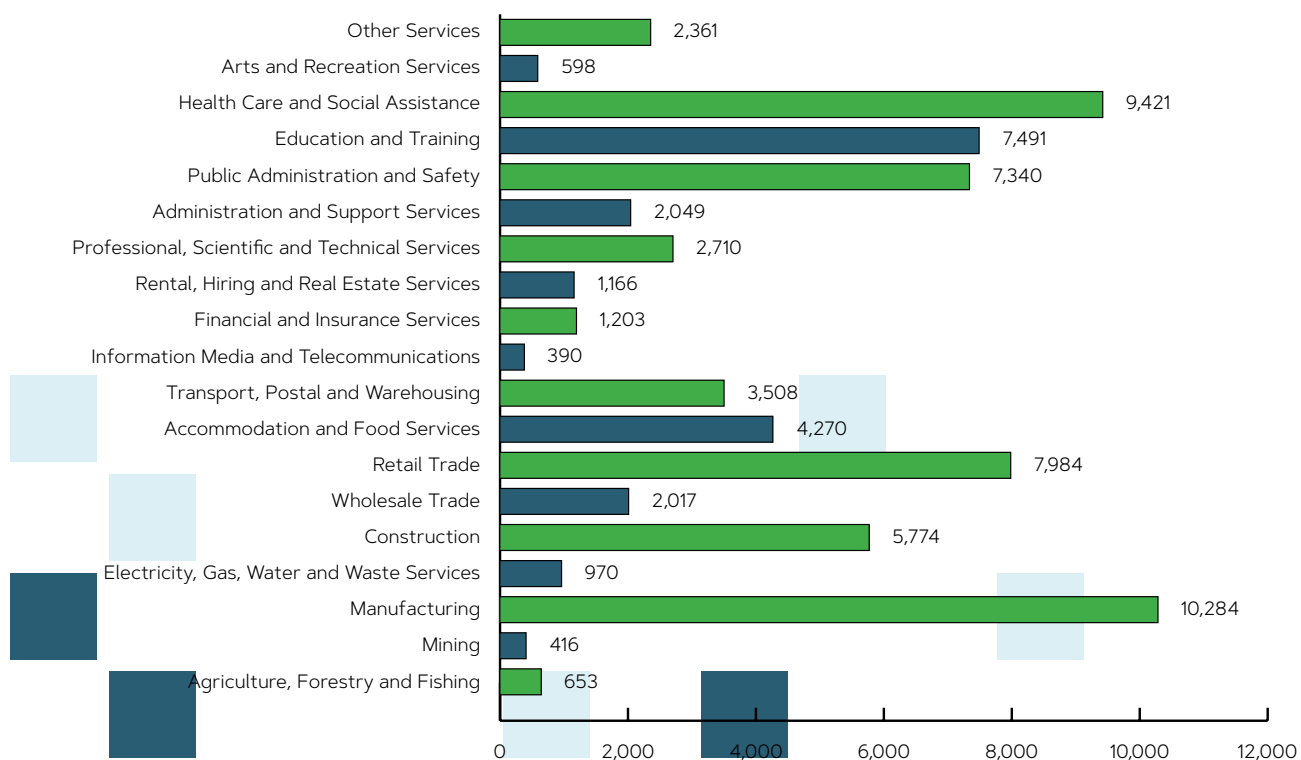
The industries with the highest percentages of residents travelling outside of Ipswich to work are Transport, Postal and Warehousing (66%), Information Media and Technical Services (62%), and Manufacturing (53%).

Figure 1: Ipswich Industry by Value Added (\$ millions)



Source: National Institute of Economic and Industry Research 2016

Figure2: Ipswich Industry by Employment Total



Source: National Institute of Economic and Industry Research 2016



ECONOMIC AND WORKFORCE FOUNDATIONS SOUTH EAST QUEENSLAND

The South East Queensland region takes in approximately 3.4 million people, 1.64 million jobs and 12 local government areas.

The region's top five industries are Health Care and Social Assistance, Retail Trade, Construction, Manufacturing, and Education and Training.

South East Queensland has the greatest concentration of economic activity in Queensland, generating almost two-thirds of the State's Gross Regional Product. The region's economic strength is underpinned by several rich natural endowments and core infrastructure assets.

South East Queensland possesses abundant productive agricultural land which produces high-quality agriculture for local consumption, input into value-add agriculture, and export. The region represents 12% of Queensland's total agricultural production.

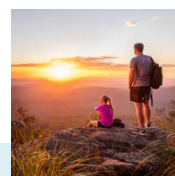
The natural landscapes and man-made attractions of South East Queensland provide a strong foundation for tourism. The region attracts approximately 16 million international and domestic visitors each year contributing 17.4% of Australia's Tourism Gross Domestic Product.

More than 80% of Queensland's employment in Professional, Scientific and Technical Services, Financial and Insurance Services, and Information, Media and Telecommunications sectors is located in South East Queensland.

It is the location for most of Queensland's key health, education and research clusters with nine universities and more than 100,000 international students.

The region's special purpose defence infrastructure supports the Australian defence sector and generates significant demand for South East Queensland's extensive industry supply chain that supports the sector.

South East Queensland is unique in its concentration of transport assets, including five international airport and seaport gateways, the National Highway and the Interstate Railway Network. It has the closest major container port to Australia's largest export markets in the Asia-Pacific region. South East Queensland is at the apex of the State's strategic freight network and the primary hub for goods movement.



ECONOMIC AND WORKFORCE FORECASTS IPSWICH AND SOUTH EAST QUEENSLAND

Based on medium series projections from the South East Queensland Regional Plan, the population of Ipswich will grow by more than 170% from 2015 (193,000) to 2041 (520,000). That is by far the largest population growth of any region in South East Queensland, particularly compared to the traditional growth areas of Brisbane (35%), Gold Coast (67%), Logan (90%), and Moreton Bay (54%).

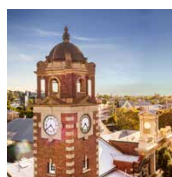
The associated dwelling supply and employment planning benchmarks for Ipswich are equally as aggressive. An additional 111,700 dwellings and 60,873 new jobs will be created in Ipswich to supply the population demands.

Ipswich is strongly positioned in the South East Queensland economic geography as a key Regional Economic Corridor located centrally between the major rural production area and the metropolitan centre and serviced by a heavy rail network and major road arterials. It is recognised by the State Government as a key area for economic growth in Advanced Manufacturing, Transport and Logistics, Traded Health and Education and Agribusiness.

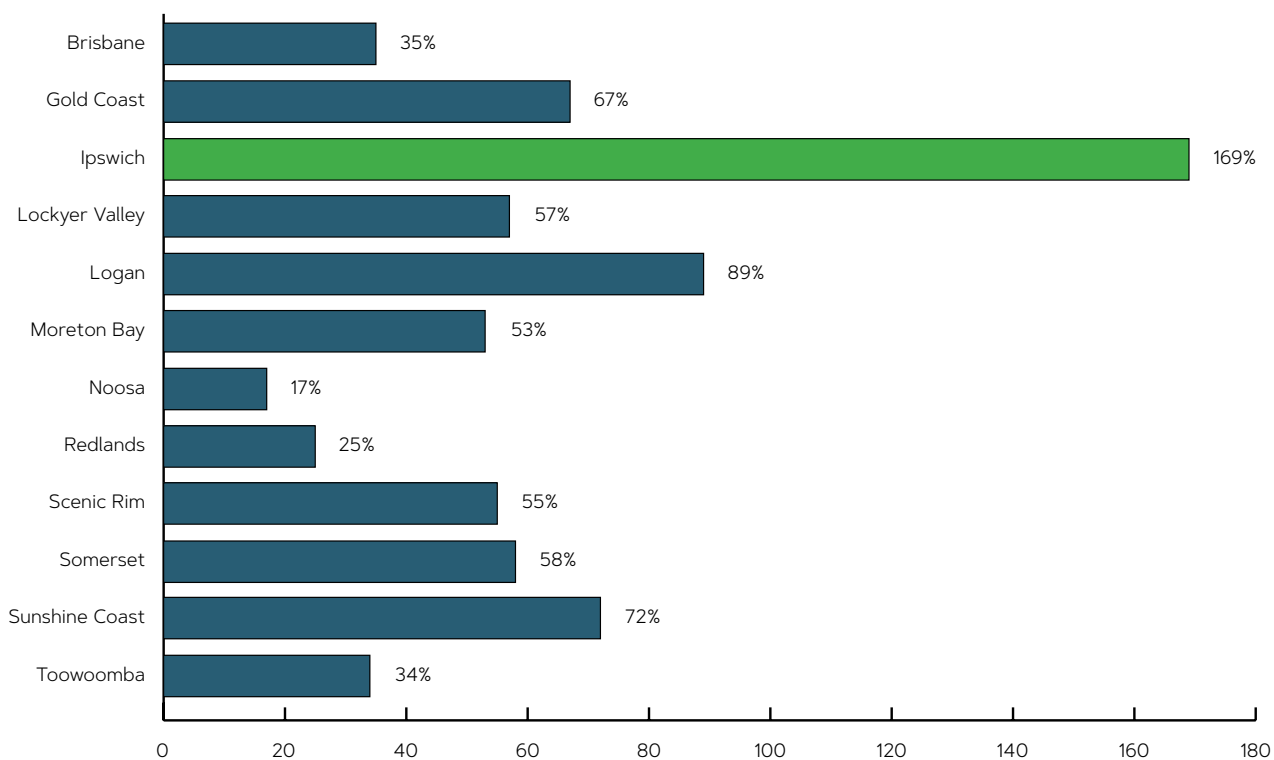
The Ipswich Economic Cluster, which currently supports emerging priority sectors of Health and Education, Commercial and Professional Services, Retail and Civic Services will be strengthened by the delivery of passenger transport trunk services and the redevelopment of the Ipswich CBD.

The Springfield Economic Cluster currently supports the priority sectors of Health and Education, Retail and Hospitality. And Springfield has an emerging Commercial and Professional services sector.

The South West Industrial Corridor which currently supports large footprint industries and the priority sectors of Transport and Logistics is being strengthened by growth in an emerging Advanced Manufacturing sector. Delivery of passenger transport trunk services between Ipswich and Brisbane will help relieve pressure on the strategic road network, improve freight efficiency and accelerate economic activity in this corridor.

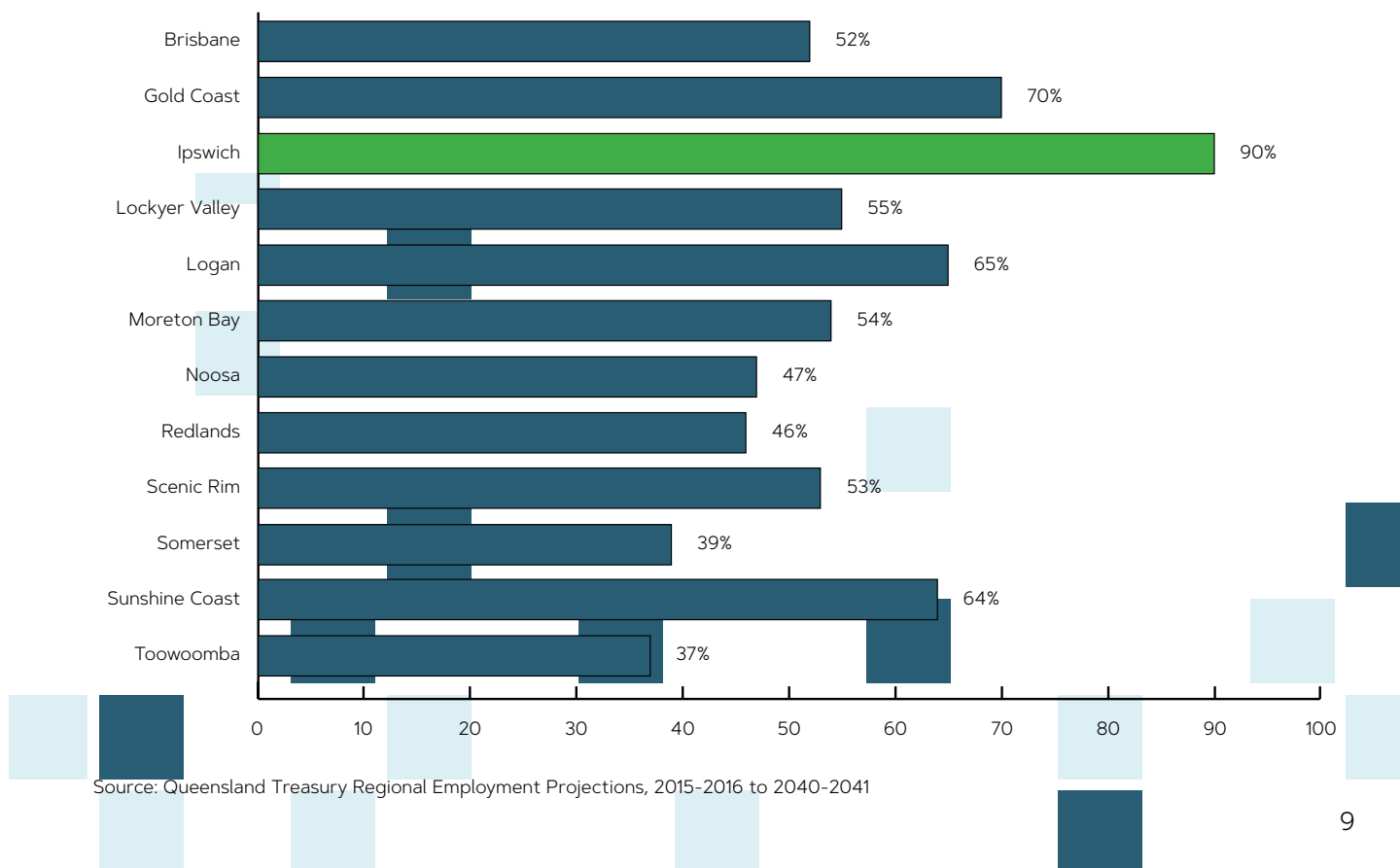


**Figure 3: South East Queensland Population Growth (%) 2015 to 2041
by Local Government Area**



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (March 2016)

**Figure 4: South East Queensland Employment Growth (%) 2015 to 2041
by Local Government Area**



Source: Queensland Treasury Regional Employment Projections, 2015-2016 to 2040-2041

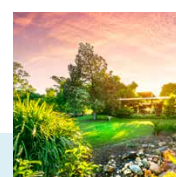
ECONOMIC AND WORKFORCE PRIORITIES KEY INDUSTRIES

Advanced Manufacturing

Ipswich has one of Queensland's most sustained Manufacturing industries, yielding more than \$2.2 billion in Exports and 10,000 jobs in 2015/16. Traditional manufacturing capabilities are being transitioned as technology and processes evolve towards more advanced manufacturing methods. Factors of an established industry, a skilled workforce and more suitable industrial zoned land than anywhere else in South East Queensland set Ipswich in a competitive position to increase economic and workforce outcomes in the Advanced Manufacturing industry. In addition, the Advanced Manufacturing industry has direct impact on other key industries such as Defence and Food and Agribusiness. The South East Queensland Regional Plan recognises Ipswich as an area of regional economic significance for Advanced Manufacturing as a priority sector.

Defence

Ipswich is home to Australia's largest military air base and a strong supply chain of sector relevant contractors, manufacturers and service providers. Defence is the second largest Export industry for Ipswich, valued at over \$600 million in exports 2015/16. In 2016 the Commonwealth released an Integrated Investment Program as part of the Defence White Paper which provided the blueprint for the investment of \$195 billion in the Defence industry over the next decade and the RAAF Base Amberley is expected to almost double its operations over the next five years. Ipswich has an unparalleled opportunity to take advantage of this once in a generation investment, bettering the region and those defence people, organisations and assets located in Ipswich. In addition, the Defence industry has direct impact on other key industries such as Advanced Manufacturing. The South East Queensland Regional Plan recognises Ipswich as an area of regional economic significance for Defence and Aerospace.



ECONOMIC AND WORKFORCE PRIORITIES KEY INDUSTRIES

Property and Construction

In 2015/16 the combined Property and Construction industry was Ipswich's leading industry by Value Added total at \$1.6 billion per annum and the city's third fastest growing industry by Employment adding 701 new jobs over the past five years to 6,940 total. With population growth double the state and national averages Ipswich needs to accommodate an additional 300,000 people and 120,000 dwellings over the next 20 years. This high market demand, unmatched quantity of available zoned land and the continued delivery of priority regional infrastructure set Ipswich in a competitive position to increase economic and workforce outcomes in the Property and Construction industry. In addition, the Property and Construction industry has direct impact on other key industries such as Advanced Manufacturing and Traded Education and Health. According to the South East Queensland Regional Plan, Ipswich will accommodate the largest proportion of planned greenfield growth in the region. Furthermore, the South East Queensland Regional Plan commits to the delivery of priority regional road and rail infrastructure to maximise economic benefits for the region.

Food and Agribusiness

Ipswich is a major food production and distribution centre for meat, poultry, fine foods, beverages, smallgoods and food packaging. In terms of Employment, Value Added and Export Value these sectors have recorded steady growth over the past five years. In 2015/16 the combined Food and Agribusiness industry in Ipswich employed 4,500 people and yielded over \$1.1 billion in Exports, up \$200 million over the past five years. Factors of location and accessibility set Ipswich in a competitive position to increase economic and workforce outcomes in the Food and Agribusiness industry. In addition, the Food and Agribusiness industry has direct impact on other key industries such as Advanced Manufacturing and Transport and Logistics. The South East Queensland Regional Plan recognises Ipswich as a regional economic cluster for Food and Agribusiness.



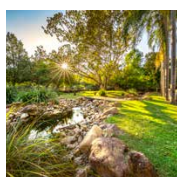
ECONOMIC AND WORKFORCE PRIORITIES KEY INDUSTRIES

Transport, Postal and Warehousing

Ipswich is recognised as a major warehousing logistics hub for product distribution across Australia and internationally due to its location and easy access to the western food bowl, the Port of Brisbane and Brisbane Airport. In 2015/16 the Transport, Postal and Warehousing industry tracked steady growth yielding 3,500 jobs and over \$340 million in Exports making it Ipswich's third largest export industry. Factors of location and accessibility, an established industry, a skilled workforce and more suitable industrial zoned land than anywhere else in South East Queensland set Ipswich in a competitive position to increase economic and workforce outcomes in the Transport, Postal and Warehousing industry. The South East Queensland Regional Plan commits to the delivery of priority regional road and rail infrastructure to maximise economic benefits for the region. Furthermore, the South East Queensland Regional Plan recognises Ipswich as an area of regional economic significance for Transport, Postal and Warehousing as a priority sector.

Traded Health and Education

In 2015/16 the combined Ipswich Health and Education industry accounted for 17,000 jobs, making it by far the city's largest employer and fastest growing industry over the past five years. It is also the second largest industry by Value Added at over \$1.2 billion per annum. However, the combined Health and Education industry in Ipswich deals primarily in local services and therefore ranks ninth in terms of Export value at around \$50 million per annum. A focus on growing the region's Traded Health and Education as an emergent industry aims to elevate the sectors of international education, research and development, technology, innovation and commercialisation. Factors of an established industry, a skilled workforce and the designated health and education clusters in Ipswich Central and Springfield Central set Ipswich in a competitive position to increase economic and workforce outcomes in the combined Traded Health and Education industry. The South East Queensland Regional Plan recognises Ipswich as an area of regional economic significance for Health and Education as a priority sector.



ECONOMIC AND WORKFORCE ACTION LOCAL BUSINESS GROWTH

Council is committed to supporting local businesses as they strive to succeed and prosper. Ipswich aims to be recognised as a connected and informed local business community with access to ever-increasing opportunity.

- Deliver a relevant program of regular business development events.
- Deliver an innovation program to increase digital technology and skills capability.
- Deliver the city's most recognised local business news update, research and analysis.
- Deliver an annual jobs forum to promote employment opportunities and discuss local issues.
- Provide proactive and reactive contact to local businesses for general enquiries.
- Provide leadership in the coordination of valued industry and government partners.
- Provide all businesses with free access to high quality Ipswich video, image and copy assets.
- Support a citywide business awards program which recognises local business success.

Performance Measures

- Number of enquiries handled
- Number of attendees at business development events
- Satisfaction rating for business development events
- Number of participants in innovation program
- Satisfaction rating for innovation program
- Number of subscribers and open rate of news update
- Number of participants and attendees at jobs forum
- Satisfaction rating for jobs forum
- Number of business award program entries
- Number of multi-partner activities
- Number of assets provided to businesses
- Satisfaction rating for business award program

ECONOMIC AND WORKFORCE ACTION 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.

- Deliver a suite of industry capability reports auditing the industry eco-system to identify size, scale, capabilities and priorities.
- Deliver key industry committees providing leadership, collaboration and coordination of effort.
- Deliver targeted interstate and international campaigns to attract new businesses to the city.
- Provide strong representation of key industries to government, trade and investment agencies, bilateral chambers and industry allies.
- Provide assistance and advocacy for key industries including trends, opportunities and matters of planning and land use.
- Support key industry forums creating national awareness and engagement.
- Support the establishment of key industry centres of excellence.

Performance Measures

- Number of industry capability reports finalised and endorsed by industry partners
- Number of industry committees established with terms of reference
- Satisfaction rating for industry committees
- Reach and engagement rate of industry campaigns
- Number of participants and attendees at key industry forums
- Satisfaction rating for key industry forums
- Number of activities with government trade and investment agencies
- Number of planning and land use enquiries handled
- Number of key industry centres of excellence established

ECONOMIC AND WORKFORCE ACTION TOURISM AND EVENTS

Council is actively engaged in destination marketing, industry development and major events with the purpose of increasing the region's visitor economy. Ipswich aims to be recognised as an accessible daytrip and short break destination within the South East Queensland market.

- Deliver a clear and consistent destination marketing plan to increase visitation.
- Deliver high performing digital assets which drive awareness, engagement and conversion.
- Deliver a targeted publicity plan promoting key products and experiences.
- Deliver a tourism infrastructure investment opportunities plan.
- Provide an enhanced visitor experience through services, information and facilities.
- Provide strong representation of key products and experiences to government and trade agencies.
- Support the attraction and maximisation of a portfolio of major events across the city.
- Support tourism operators providing leadership, collaboration and coordination of effort.

Performance Measures

- Reach and engagement rate of destination marketing campaigns
- Traffic, subscribers, engagement and leads from digital assets
- Reach, readership and engagement of media and influencer publicity
- Tourism infrastructure investment plan finalised and endorsed by industry partners
- Number of visitor enquiries handled
- Satisfaction rating for visitor services
- Number of Ipswich products and experiences in government and trade channels
- Number of major events
- Attendance and visitor mix of major events
- Number of attendees at tourism operator events
- Satisfaction rating for tourism operator events

Council is leading an innovation and digital technology agenda which puts the city at the forefront in enabling new ways of working and living. Ipswich aims to be recognised as a national centre for smart city research, development and solutions.

- Deliver an expanded program of innovation, entrepreneurship, start-up and scale-up services.
- Deliver a large scale high capacity sensor network to facilitate IoT testing and deployment.
- Deliver targeted interstate and international campaigns to attract IoT testing and development.
- Deliver easy access to large scale high quality open city data to enable smart solutions.
- Provide a strong representation of the smart city program to government and private sector.
- Support increased STEM skills programs and pathways in all Ipswich schools.
- Support community groups or companies progressing innovation initiatives in the city.

Performance Measures

- Number of services and number of participants in program
- Satisfaction rating for services
- Size and capacity of sensor network
- Number of sensors and businesses using the sensor network
- Reach and engagement rate of IoT testing campaigns
- Number of open datasets and rates of use
- Number of active partners, grants funding and corporate investment
- Number of STEM skills programs and number of participants
- Number of community or company initiatives supported

ECONOMIC AND WORKFORCE ACTION ADVOCACY AND PROMOTION

Council actively represents the economic and workforce priorities of Ipswich to generate support and outcomes from all levels of government, the private sector and the community. Ipswich aims to be recognised as a leader of social and economic prosperity and opportunity in South East Queensland.

- Deliver a contemporary, clear and consistent positioning and narrative representing the city.
- Deliver targeted intrastate, interstate and international campaigns to represent the city.
- Deliver an advocacy and engagement plan focused on economic and workforce priorities.
- Deliver compelling opportunities for cooperative and cofunded activity.
- Provide leadership in the coordination of government, industry and community partners.
- Provide strong representation of the city in relevant government, community and industry forums.
- Support groups, businesses and partners who are actively and positively representing the city.

Performance Measures

- Updated style guide, toolkit, video, image and copy assets adopted and applied
- Reach and engagement rate of campaigns
- Number of updated Ipswich assets being used by partners
- Advocacy and engagement plan finalised and endorsed by partners
- Number of priorities supported or cofunded by state and federal government
- Number of multi-partner activities
- Number of forums attended and level of participation
- Number of groups, businesses and partners supported

ECONOMIC AND WORKFORCE ACTION INTERNATIONAL RELATIONS

Council is committed to increasing the city's export base and inward investment from priority international markets in key industries. Ipswich aims to be recognised as an attractive region for trade and investment underpinned by successful industries, strong networks and competitive advantages.

- Deliver activity plans for current sister cities focused on education exchanges and trade missions.
- Deliver an audit of key industries and businesses aligned to current and potential export markets.
- Provide strong representation of key industries to government trade and investment agencies.
- Provide leadership in the coordination of government, industry and community partners.
- Provide recommendations on the establishment of new sister city agreements.
- Support inbound delegations which meet key industry and target market criteria.
- Support businesses who are actively exporting or representing the city in target markets.
- Support ambassadors who can represent the city in target markets toward defined outcomes.

Performance Measures

- Sister city activity plans finalised and endorsed by partners
- Number of education exchanges and trade missions
- Number of participants in education exchanges and trade missions
- Satisfaction rating for exchanges and trade missions
- Audit of key industries, businesses and export markets finalised and endorsed by partners
- Number of Ipswich businesses and key industries in government and trade channels
- Number of activities with government trade and investment agencies
- Number of groups, businesses and partners supported

The intent to be an interconnected region at the centre of South East Queensland that moves people and freight efficiently to maximise community and economic benefits will be facilitated by the continued delivery of passenger and transport trunk corridors and services, and key improvements to the integrated regional transport system.

The *South East Queensland Regional Plan* highlights the following as priority regional infrastructure projects:

1

Delivering Cross River Rail in the Metro sub-region, which will support economic growth in the Western sub-region through improved access to the capital city centre.

2

Delivering high-frequency public transport connections as part of the strategic public transport system to 2041, including:

- a. delivering high-frequency public transport connections along the Ipswich to Springfield public transport corridor, which will strengthen economic and social connections within the sub-region and support expansion areas, including increased residential densities close to planned stations; connections to Keidges Road and School Road will be prioritised in delivery of the corridor
- b. delivering a high-frequency public transport connection between Brassall and Yamato via the Ipswich CBD to support increased residential densities, employment growth, and public transport accessibility and efficiency

3

Delivering the Southern Freight Rail Corridor (part of the Melbourne to Brisbane Inland Rail project), connecting the western rail line near Rosewood to the interstate railway near Bromelton, which will improve the freight network's efficiency and relieve pressure on the passenger rail network between Rosewood/ Ipswich and the Metro sub-region.

4

Delivering the Western Ipswich Bypass, which will improve freight network efficiency and relieve pressure on Ipswich City roads.

Council is committed to advocating for and progressing these priority regional infrastructure projects with the state and federal governments in the short to medium term.



ECONOMIC AND WORKFORCE ENABLERS ECONOMIC AND COMMUNITY HUBS

The *South East Queensland Regional Plan* identifies that developing and promoting great places will support Ipswich's liveability, prosperity, sense of identity and community. It highlights the following as priority regional places:

1 Ipswich City Centre, the heart of one of Queensland's oldest cities, which is being revitalised into a modern CBD while reflecting its rich history and character, flanked by highlights such as Queens Park and River Heart Parklands.

2 Springfield, a new town centre in a master-planned community with a strong main street, mixed-use character with major community assets such as a railway station, Springfield Central Parklands, Robelle Domain and Orion Lagoon.

3 Ripley, a vibrant new town centre that services the Ripley Valley master-planned community with diverse living opportunities and retail, commercial and recreational facilities, focused on a public transport hub, main street and town centre parklands.

4 Goodna, a renewed, compact, mixed-use town centre that services the eastern suburbs of Ipswich, and is located close to major rail and highway connections and a major open space network.

5 Rosewood, an attractive, historic rural town within a scenic natural and rural setting, services major growth in the western area of Ipswich and contains a mix of residential densities and land uses, as well as a traditional country town main street and railway station.

Council is committed to advocating for and progressing these places with the state and federal governments as priorities for regional investment and activity.

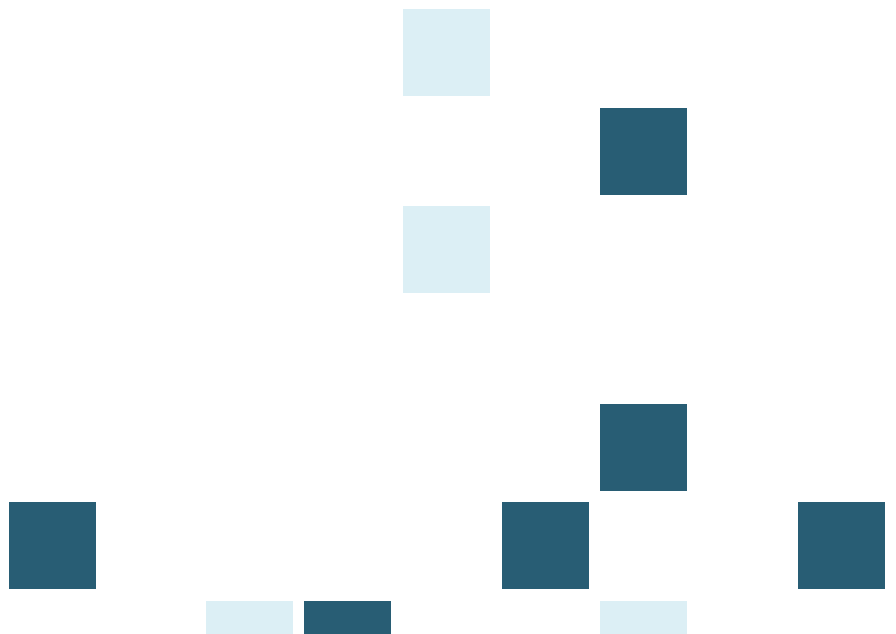






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Economic Development and Digital City Committee	
Mtg Date: 22.05.18	OAR: Yes
Authorisation: Ben Pole	

11 May 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: CATEGORY THREE EVENT SPONSORSHIPS MAY 2018

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 11 May 2018 concerning the allocation of Category Three Event Sponsorship funds.

BACKGROUND:

Applications for Event Sponsorship are accepted throughout the year. Applications must be able to demonstrate an economic, promotional or community impact that furthers the city as a successful event destination.

Event sponsorships are categorised by the amount of funding recommended for Council approval as shown in the table below. This report concerns Event Sponsorship applications that are being recommended for Category Three funding in the May round.

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

Council has received two eligible Category Three Event Sponsorship applications this month, the Ipswich Home Gardener's Expo and the Greater Springfield Ball.

Ipswich Home Gardener's Expo

Glebe Road Garden Club seeks \$2,500.00 funding to undertake its 16th Home Gardener's Expo.

This annual event has proved to be a very popular event for the Ipswich community and surrounding areas. Buses arrive at this event having travelled from other communities.

It is in its 16th year and supports approximately 70 stalls for the community to purchase plants and garden related items. A variety of food is available all day and local group Fiddlers Inn provides nonstop entertainment.

Throughout the day, there is a Speakers Forum for specialist speakers to address the public on horticultural issues. Four well known celebrity Horticulturalists that are guest speakers this year are Noel Burdette, Jerry Colby-Williams, Clair Bickle and Paul Hains. Each year there is space given to local charities to conduct stalls and raise funds for their cause – such as Habitat for Humanity and Ipswich Special School.

Glebe Road Garden Club has received the following funding in the past two years:

Year	Funding Type	Amount	Project Title
2017	Event Sponsorship	\$2,500	Ipswich Home Gardener's Expo
2016	Community Assistance	\$93	In-kind assistance
2016	Community Assistance	\$469	In-kind assistance
2016	Event Sponsorship	\$2,500	Ipswich Home Gardener's Expo

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Verbal acknowledgements of Council's support at the event
- Invitation to Mayor (or representative) and Councillors to attend event

Using economy.id Event Impact Calculator the estimated economic impact of the 2018 Home Gardener's Expo is \$100,000.00.

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$2,500.00 financial support to The Glebe Road Garden Club for the 2018 Ipswich Home Gardener's Expo.

Greater Springfield Ball

Springfield City Group seeks \$7,500.00 funding to support the 12th annual Greater Springfield Ball, raising funds for the Mater Foundation.

Built on the foundation of the famous Boulevard Ball and now in its 12th year, this charity event will be held on Saturday, 10 November 2018. This year the event will again raise funds for Mater Foundation which supports the exceptional work across health, education and research at Mater. This event will be held at the award-winning Brookwater Golf and Country Club and promotes itself as an evening of fine food and wine, entertainment, auctions and more.

This is an invitation only event through the purchase of tickets/tables as the maximum capacity for the event is 240.

Other sponsors have previously included USQ Springfield, AVEO, Cardno, Lendlease, Commonwealth Bank, Radiation Oncology, Place Design, Landpartners, McDonalds Springfield, BMD.

Springfield City Group (formerly Springfield Land Corporation) has received the following funding in the past two years:

Year	Funding Type	Amount	Project Title
2017	Event Sponsorship	\$7,500	Greater Springfield Ball
2016	Event Sponsorship	\$7,500	Greater Springfield Ball

Mater Foundation has received the following funding in the past two years:

Year	Funding Type	Amount	Project Title
2017	Community Donation	\$1,000	Noah's Mater Charity Event
2017	Community Donation	\$250	Smiling for Smiddy Fundraiser
2016	Community Donation	\$3,500	2016 Gala Ball Fundraiser
2016	Community Donation	\$250	Funding for Fundraising Event
2016	Community Donation	\$3,100	2016 Lockie's Legacy Fundraiser
2016	Community Donation	\$300	Mater Little Miracles 5k Walk
2016	Community Assistance	\$170	Mater Little Miracles 5K Walk – In-kind

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Verbal acknowledgements of Council's support at the event
- Invitation to Mayor (or representative) and partner to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment B) and recommends that Council provide \$2,000.00 financial support to Springfield City Group for the 2018 Greater Springfield Ball.

Using economy.id Event Impact Calculator the estimated economic impact of the 2018 Greater Springfield Ball is \$350,000.00.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Event Sponsorship program aligns with Advance Ipswich Plan and the Corporate 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 – Application for Event Sponsorship of the 2018 Ipswich Home Garden Expo	 Attachment A.pdf
Attachment B – Application for Event Sponsorship of the 2018 Greater Springfield Ball	 Attachement B.pdf

RECOMMENDATION:

- A. That Council allocate event sponsorship of \$2,500.00 financial support to The Glebe Road Garden Club for the 2018 Ipswich Home Gardener’s Expo from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
- B. That Council allocate event sponsorship of \$2,000.00 to Springfield City Group for the 2018 Greater Springfield Ball from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins
EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

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

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

Organisation Details

* indicates a required field

Organisation Name * Glebe Garden Club (Ipswich)

Contact Person * Mr David Murphy

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

Information from the Australian Business Register

ABN
Entity name
ABN status
Entity type
Goods & Services Tax (GST)
DGR Endorsed
ATO Charity Type
ACNC Registration
Tax Concessions
Main business location

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: Indemnity Insurance 2017.pdf
File size: 163.6 kB

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

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
Ipswich Home Gardener's Expo 2017
Held on Saturday 26th August 2017
(Officially opened by Councillor Wayne Wendt)
Amount received.....\$2,500.00

Current Event Sponsorship Request

* indicates a required field

Alignment with Program Objectives:

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

Name of Event: *

Ipswich Home Gardener's Expo 2018

Start Date: *

25/08/2017

What is the expected start date of the event?

End Date: *

25/08/2017

What is the expected completion date of the event?

Provide a brief description of the event: *

This annual event has proved to be a very popular event for the Ipswich community and surrounding areas. Buses arrive at this event having travelled from other communities. It is in its 16th year and supports in excess of 70 stalls for the community to purchase plants and garden related items. A variety of food is available all day and local group "Fiddlers Inn" provides nonstop entertainment. Throughout the day, there is a "Speakers Forum" for specialist speakers to address the public on horticultural issues. Four well known celebrity

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

Horticulturalists that are guest speakers this year are Noel Burdette, Jerry Colby-Williams, Clair Bickle and Paul Hains. Each year there is space given to local charities to conduct stalls and raise funds for their cause – such as “Habitat for Humanity” and “Ipswich Special School”.

Must be no more than 150 words

**Proposed Venue/
Location ***

Glebe Road Uniting Church grounds, Booval

Estimated Attendance *

Approximately 2,000 +

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

The ICC has sponsored this event with funds towards the advertising and running costs for a number of years.

The Glebe Garden Club has previously received the Ipswich Medallion and encouragement awards for both the Ipswich Home Gardeners Expo and the Glass House in Queens Park.

The Glebe Garden Club has been nominated in Australia Day Awards and received a "Highly Commended" award for the Ipswich Home Gardener's Expo.

This annual event has proved to be a very popular event for the Ipswich community and surrounding areas. Buses arrive at this event having travelled from other communities. It is in its 16th year and supports approximately 70+ stalls for the community to purchase plants and garden related items. A variety of food is available all day and local group “Fiddlers Inn” provides nonstop entertainment.

Throughout the day, there is a "Speakers Forum" for specialist speakers to address the public on horticultural issues. Four well known celebrity Horticulturalists that are guest speakers this year are Noel Burdette, Jerry Colby-Williams, Clair Bickle and Paul Hains. Each year there is space given to local charities to conduct stalls and raise funds for their cause – such as “Habitat for Humanity” and “Ipswich Special School”.

**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? ***

\$2,800.00

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

The ICC supplies different advertising banners and/or placards that are placed around this event to advertise the ICC support for this event.

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

If available, the ICC also provide some marquees for shade in the "Food Court" area.

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

No other council areas have been approached.

What are the goals and objectives of the event? *

Many of the Glebe Garden Club members are Ipswich Ambassadors who will:

1. Promote Ipswich as an attractive gardening and Horticultural centre using the Ipswich Home Gardener's Expo, local gardening clubs/societies attending the Expo, and members conducting stalls.
2. Provide an opportunity for gardening communities to come together.
3. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
4. To assist in raising funds for local charities.

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

The audience majority is expected to be middle-age (30 to 60).

While most of the visitors are expected to be from Ipswich, a huge number of visitors are expected from Brisbane and surrounding communities - be it by car or by bus.

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

Many of the Glebe Garden Club members are Ipswich Ambassadors who will:

1. Promote Ipswich as an attractive gardening and Horticultural centre using the Ipswich Home Gardener's Expo, local gardening clubs/societies attending the Expo, and members conducting stalls.
2. Provide an opportunity for gardening communities to come together.
3. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
4. To assist in raising funds for local charities.

In addition to these benefits, a larger benefit exists for Ipswich when people from other communities attending this event return to Ipswich to further check out the Ipswich Heritage and/or other events or points of interest.

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

1. ICC Mayor to open the event.
2. Council signage displayed at the event.
3. Council and Ipswich Logo on all press advertising material.
4. Opportunity for the Council to have a booth at the Garden Expo.

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

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

5. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
6. Promote Ipswich as an attractive gardening and Horticultural centre.

The Glebe Garden Club can provide ICC with:

1. Attendance estimates,
2. the origin of attendees,
3. participation of stall holders, and
4. ICC Sponsorship Acquittal report

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

This request for sponsorship will only involve the Ipswich City Council.

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 event aligns with themes as follows:

1. Promotes the natural environment,
2. Promotes community spirit and well being,
3. Supporting local charities,
4. Promotes Ipswich, parks, gardens, local environment, Ipswich heritage, and
5. Promotes Ipswich as an attractive gardening and Horticultural centre.

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

This event allows for a high level of engagement as follows:

1. This event involves Ipswich and the much wider communities who are interested in gardening and learning about gardening opportunities.
2. The Garden Expo will consist of approximately 70+ stall holders.
3. Supports local charities by allocating free stalls for them to raise funds.
4. To maintain the smooth running of the event, 20 - 30 plus volunteer Garden Club members will also be involved.
5. As in previous years, the Presbyterian Boys Brigade will be employed in the setting up and cleaning up of the event. This also helps in members attaining various community badges.
6. EMT Medical Services will again be used on site should there be any medical situation.

How will this event deliver economic benefit, either in short,

1. Promotional collateral includes a call to action to involve various tourism sites around Ipswich.

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

medium or long term, to the City of Ipswich? *

2. The event has the potential to have a strong longer term effect on tourism visitation to the City, both during and after the Ipswich Home Gardener's Expo.
3. Advertising this event and Ipswich through various paper and radio mediums.
4. Advertising this event and Ipswich through the internet and Face Book.

Outline how will this event attract visitors to Ipswich? *

1. This event has the potential to have a longer term effect of tourism visitation to the City.
2. Advertising in the QT, The Advertiser, The Gatton Star and various Radio Stations not only promotes the event locally, but also the surrounding areas.
3. Advertising on the Internet and Face Book has unlimited potential to reach people, not just in the local communities, but far beyond.
4. In previous years, this has also resulted in other Garden Clubs arriving at the event in buses from areas well outside the Ipswich locality.
5. Resulting from this event over the years, there has been strong visitation from other Garden Clubs to visit the Glass House, Nirema Gardens, Queens Park and Ipswich.

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

1. The QT, The Advertiser, The Gatton Star and radio stations will assist in promoting this event.
2. Advertising is carried out on the club's web site and Face Book.
3. Advertising is carried out on other associated web sites and Face Book of guest speakers and stall holders etc.
4. The Glebe Garden Club has undertaken a direct mail campaign to about 120 gardening clubs associated with the Queensland Council of Garden Clubs.
5. If available, this event can include promotional materials and information about the tourism available in Ipswich.
6. The club also carries out a letter box drop of flyers and also have flyers placed in shops and shopping centres.

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

The Ipswich Home Gardener's Expo is unique to Ipswich and, as such, has been registered with the Office of Fair Trading.

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

1. This event has become a popular Ipswich event that has been on the Ipswich Calendar for the last 16 years.
2. This event builds relationships within the Ipswich and wider community to add appeal value to the City of Ipswich through involvement in gardening, parks and the local environment.

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

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

Funding by ICC will greatly assist in promoting this event through advertising to the much wider community, and especially in surrounding areas, thus enhancing the opportunity to promote the City of Ipswich.

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

Given the growing popularity of gardening, particularly in respect of positive environmental impacts, there is the opportunity to grow and/or broaden the event with targeted promotion and the continued involvement of high profile gardening celebrities.

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

1. This event has already proven to be sustainable, especially as this year is the events 16th year.
2. Stall holders regard this event as one of the best, well organised and friendly Garden Expos in Queensland that is growing in size and popularity, that also attracts high profile gardening celebrities.
3. This event attracts a huge number of people from distant communities and Garden Clubs that arrive by bus etc.

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

The key people organising this event are:
David Murphy (Secretary),
Rev Peter Arnett (President),
Faye Wright (Treasurer),
Glebe Garden Club Committee, plus
Numerous other club members and volunteers.

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

The Glebe Garden Club has been organising the Ipswich Home Gardener's Expo for 16 years.
Outside of inclement weather conditions, this event will proceed.
In accordance with the enclosed Budget, these figures are estimates which are dependent on attendance and fine weather

Attachments

* indicates a required field

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

Filename: Speakers Program - Expo.doc
File size: 76.5 kB

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

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

*

Filename: Estimated Sponsorship Budget 2018.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
Stall Holders *	\$2,317.50 *	QT Advertising (Plus GST) *	\$1,489.95 *
Gate Entry - Public	\$5,800.00	Ipswich Advertiser Costs (Inc GST)	\$313.09
Food & Bererage	\$3,200.00	Gatton Star Costs (Inc GST)	\$322.99
Club Plant Stall	\$800.00	Esk Advertising(Inc GST)	\$100.00
		Club Property Expenses	\$1,000.00
		General Expo Running Expenses	\$1,500.00
		Donations In Kind Church Group Volunteers	\$600.00
		Donation In Kind Fiddlers Inn (Music)	\$500.00
		Donation In Kind Work Groups	\$500.00
		ATM Facility	\$450.00

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

		EMT Medical Services	\$450.00
		Celebrity Guest Speakers	\$1,300.00
		Hire Rubbish Bins & Fencing	\$500.00
		Marquee Hire	\$50.00
	Total: \$12,117.50		Total: \$9,076.03

Total Amount Requested: *

\$2,800.00

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

Total Project Cost: *

\$9,076.03

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: *

QT - Advertising costs.....\$1,489.95
 Ipswich Advertiser costs.....\$ 313.09
 Gatton Star Advertising costs.....\$ 322.99
 Esk Newspaper costs.....\$ 100.00
 Partial Operating Costs.....\$ 273.97

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
Shane Neuman MP	Letter box Drop Flyers	\$0.00
Jennifer Howard MP	Printing of Expo Entry Programs	\$0.00

Event Sponsorship April

Event Sponsorship Form

Application ES00105 From Glebe Garden Club (Ipswich)

Certification Details

* indicates a required field

Certification:

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

Name: * Mr David Murphy

Position in Organisation: * Secretary/Vice President

Date: * 20/03/2018

Submitting the Application:

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

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

Privacy Statement:

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

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

Organisation Details

* indicates a required field

Organisation Name * Springfield City Group

Contact Person * Ms Nadine Pobar

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

35 055 714 531

Information from the Australian Business Register	
ABN	35 055 714 531
Entity name	Springfield City Group Pty Limited
ABN status	Active
Entity type	Australian Private Company
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	4300 QLD
Information current as at 12:00am today	

Must be an ABN

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

Attach copy of Public Liability Insurance *

Filename: PL Certificate of Currency 05-03-18 [SCG].pdf
File size: 82.4 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). *

Ipswich City Council has sponsored this event for 11 years.

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: *

Greater Springfield Ball - Supporting Mater Foundation

Start Date: *

10/11/2018

What is the expected start date of the event?

End Date: *

10/11/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The Greater Springfield Ball is a joint initiative by Springfield City Group and Mater to raise funds in the Greater Springfield Community. Built on the foundation of the famous Boulevard Ball and now in its 12th year, this highly anticipated charity event will be held on Saturday,

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

10 November 2018. This year the event will again raise funds for Mater Foundation which supports the exceptional work across health, education and research at Mater in our community. This event will be held at the award-winning Brookwater Golf and Country Club and promises to be an evening of fine food and wine, entertainment, auctions and more.

Must be no more than 150 words

**Proposed Venue/
Location ***

Brookwater Golf and Country Club

Estimated Attendance *

220

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

Built on the foundation of the famous Boulevard Ball and now in its 12th year, this highly anticipated charity event will be held on Saturday, 10 November 2018. This year the event will again raise funds for Mater Foundation which supports the exceptional work across health, education and research at Mater. This event will be held at the award-winning Brookwater Golf and Country Club and promises to be an evening of fine food and wine, entertainment, auctions and more.

Ipswich City Council have been active participants and sponsors in this event since its inception.

**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? ***

Gold Sponsor level \$7500 + GST

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

Nil

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

No

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

This is a charity event raising funds for Mater in the Region.

**Who is your target
audience? (Provide**

Corporate and Business in Ipswich and Brisbane.

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

demographic information and research to support if possible). *

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

Ipswich City Council is committed to community and around building relationships within the Region.
The GS Ball brings the GS and wider Ipswich and Brisbane community together to support local charity initiatives, and the work they do across, health, education and research.

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

Recognition as Gold Sponsor
Logo on event material and menu/program booklet
Logo on electronic screens at the event
Verbal acknowledgement as Sponsor on the evening
Recognition as a sponsor by Mater Foundation on any materials related to this event
Recognition as sponsor in any additional marketing activities (eg. press release)
Ten (10) complimentary tickets (one table) at the event
Speaking opportunity for the Mayor

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

This is an opportunity for Ipswich City Council to continue to build relationships with Corporate and Business in the Western Corridor.

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

Other sponsors have previously included:
USQ Springfield, AVEO, Cardno, Lendlease, Commonwealth Bank, Radiation Oncology, Place Design, Landpartners, McDonalds Springfield, BMD.

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 event reflects Ipswich City Councils vision to create sustainable, responsible communities (the GS community within the wider Ipswich Region).

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

Fund raising is key to this event and we find that local business community actively participate by providing support through prizes etc.

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

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

The event supports health in the region by raising funds for Mater in the Region.

Outline how will this event attract visitors to Ipswich? *

This is an invitation only event through the purchase of tickets/tables as the maximum capacity for the event is 240.

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

This event attracts both Ipswich and Brisbane corporate and business attendees and is a great opportunity to showcase the growth of the Region to this target market.

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

This is the only official Black Tie Charity Ball in Greater Springfield region, and within the Ipswich Region one of the only a few held annually.

For Mater it is their only major Black Tie Charity Event outside of Brisbane.

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

As above

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

Funding will create not only a quality event but also goes towards the funds for Mater.

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

This event is now in its 12th year which demonstrates the ongoing interest of our key partners to drive community and charity initiatives in the region.

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

As above this is a long standing event in the calendar.

List the key personnel involved with the

Nadine Pobar, SCG, Committee Leader
Sidonie Peterson, Mater, Committee Member

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

delivery of this event and provide a brief outline of previous experience in organising similar events. *

Helena Medhurst, Loud Events

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

This is a long standing event and has year on year demonstrated its success and relevance as a key event in the calendar.

Last year the event raised over \$74,000 for Mater.

Attachments

* indicates a required field

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

Filename: SLC Ball WIP 180422.xlsx
File size: 16.3 kB

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

Filename: Springfield Budget CC 180420.pdf
File size: 43.9 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

Event Sponsorship - April 2018
Event Sponsorship Form
Application ES00111 From Springfield City Group

Sponsorship and ticket sales (target) - various	\$120,000.00 *	Ball cost *	\$70,000.00 *
	Total: \$120,000.00		Total: \$70,000.00

Total Amount Requested: *

\$7,500.00

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

Total Project Cost: *

\$70,000.00

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: *

Refer to budget

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.

[illegible]

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00111 From Springfield City Group

		Total: \$120,000.00

Certification Details

* indicates a required field

Certification:

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

Name: * Ms Nadine Pobar

Position in Organisation: * General Manager - Marketing

Date: * 18/04/2018

Submitting the Application:

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

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

Privacy Statement:

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

Event Sponsorship - April 2018
Event Sponsorship Form
Application ES00111 From Springfield City Group

Economic Development and Digital City Committee	
Mtg Date: 22.05.2018	OAR: Yes
Authorisation: Ben Pole	

11 May 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 WINTERNAIONALS

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 11 May 2018 concerning an application for Event Sponsorship by Willowbank Raceway Inc for the 2018 Winternationals.

BACKGROUND:

The Winternationals are now the largest championship drag racing event held outside of North America. In 2017 it was attended by than 30,000 spectators and 400 competitors from Australia and overseas over a four day program. Extensive media coverage was obtained through local, national and international outlets including the Queensland Times, River 949, Channel 10 and Fox Sports.

2018 marks the 51st running of the classic Winternationals event. Confirmed sponsors this year include Gulf Western Oil, SCG Electrical, Knijff Earthmoving, Sports Turf Services, Wallace Bishop Loyal Watches, Donnelly Blasting Services, Prime Signs and Speed Electrical.

Using economy.id Event Impact Calculator the estimated economic impact of the 2018 Winternationals is \$2,500,000.

SPONSORSHIP REQUEST:

Willowbank Raceway Inc has submitted an Event Sponsorship application for \$30,000 for Council as a strategic sponsor to assist with event costs. Specific sponsorship benefits to be negotiated for Council include:

- Recognition of Ipswich City Council as a strategic partner of the event in all marketing collateral
- Incorporate the destination name (Ipswich) in the official name of the event

- Track signage
- In consultation with Ipswich City Council, will develop and deliver a Community Participation Event for the benefit of the Ipswich community
- Media launch to promote the event and destination
- Council representative to be involved in key announcements
- 50 General Entry tickets per day plus 20 Corporate Suite tickets per day and 20 staff passes for Discover Ipswich Ambassadors

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$30,000 financial support for the 2018 Winternationals.

BENEFITS TO COMMUNITY AND CUSTOMERS:

Event Sponsorship of the 2018 Winternationals aligns with the Advance Ipswich Plan and the Corporate 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 – Event Sponsorship Application for Willowbank Raceway Inc	 Attachment A.pdf

RECOMMENDATIONS:

That Council allocate event sponsorship of \$30,000.00 to Willowbank Raceway Inc for the 2018 Winternationals from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

Organisation Details

* indicates a required field

Organisation Name * Willowbank Raceway Incorporated

Contact Person * Mrs Tracey Fletcher 38

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 32 199 538 431

Information from the Australian Business Register	
ABN	32 199 538 431
Entity name	Willowbank Raceway Incorporated
ABN status	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	4306 QLD
Information current as at 12:00am today	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename: Willowbank Raceway Inc - 2017-2018 PL.pdf
File size: 106.8 kB

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

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, we received \$30,000 for the City of Ipswich presents 2017 Gulf Western Oil 50th Winternationals on June 8th - 11th 2017

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: *

2018 Gulf Western Oil Winternationals

Start Date: *

07/06/2018

What is the expected start date of the event?

End Date: *

10/06/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

51st running of the Winternationals is the largest championship drag racing event held outside of North America, is the final round of the 400 Thunder National Series.

Must be no more than 150 words

Proposed Venue/ Location *

Willowbank Raceway

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

Estimated Attendance *	30,000 +
Provide a description of the event, including history and Council involvement. *	<p>From the amazing flame-throwing Top Fuelers through to Junior Dragsters, every bracket that competes for national championship honours will be represented at the Winternationals, with more than 500 cars and motorcycles National and international are expected to be on track over four big days of racing.</p> <p>Ipswich City Council has always been a supporter of Willowbank Raceway and we would love to keep this relationship active.</p>
Which sponsorship category are you seeking funding from?	<p><input checked="" type="radio"/> Category 1 \$10,000+</p> <p><input type="radio"/> Category 2 \$5,000 to \$9,999</p> <p><input type="radio"/> Category 3 \$4,999 and below</p>
What is the amount of funding you are seeking from Ipswich City Council? *	\$30,000
What other support are you seeking from Ipswich City Council in products, services, time and other resources? *	<p>Bitumen repairs throughout the facility</p> <p>Large skip bins to be used for the event</p> <p>we are also in need of some new wheelie bins to place throughout the facility all year round</p>
Have you approached any other areas of Council with this request, if yes, where? *	No
What are the goals and objectives of the event? *	To show case Willowbank Raceway and the City of Ipswich to the world by providing a world class facility for world class drag racing.
Who is your target audience? (Provide demographic information and research to support if possible). *	The targeted demographic is families, from toddlers through to grandparents. This is the demographic that we have had attend this event for the past 30 Winternationals that have run at Willowbank Raceway
List the key benefits this event will bring to the City of Ipswich and the Ipswich community. *	<p>The key benefits for the City of Ipswich are tourism with all accommodation booked out for the duration of the event, the flow on effect of spending through the community. A University study was conducted previously indicating that approximately 4.85 million dollars would be spent within the Ipswich region during the event.</p> <p>On Thursday we open up to the local schools to bring in the students for free.</p>

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

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

Tickets to the event, a noted major sponsor, logo placement on all advertising and merchandise, the event is live streamed and televised to the world and this will give the Council the opportunity to have a 30 second ad played worldwide multiple times over the weekend

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

We will supply final attendance numbers after the event

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

Gulf Western Oil is the naming rights sponsor for this event

IHRA is the sanctioning body for all our events
400 Thunder is the National series

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 event aligns with the ICC Corporate Plan by strengthening the local economy with tourism and accommodation booked out for the duration of the event, the flow on effect of spending through the community.

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

All our spectators are able to walk through the pit areas and engage with the competitors, we have driver signing sessions and they are up close to the action

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

The key benefits for the City of Ipswich are tourism with all accommodation booked out for the duration of the event, the flow on effect of spending through the community. A University study was conducted previously indicating that approximately 4.85 million dollars would be spent within the Ipswich region during the event.

Outline how will this event attract visitors to Ipswich? *

This event as per previous years has attracted many National and International visitors to Ipswich, this is a flow on for our other events throughout the year.

How will this event provide positive exposure to the City of Ipswich through

As this is a Internationally recognized event and it is live streamed worldwide, the City of Ipswich has maximum exposure

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

attracting media attention or thorough engagement with community and business networks? *

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

The Winternationals is the largest championship drag racing event held outside of North America, and has international coverage.

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

This event was always part of the Carnival of Horsepower in Ipswich and basically is still the same with the Winternationals then the Ipswich Cup and then the V8 Supercars

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

The funding enhances the exposure of the event Nationally and Internationally

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

The Winternationals is already a significant regional event and it is growing every year

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

This is the 51st Winternationals and the 31st time it has run at Willowbank Raceway and continues to grow annually

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

Tracey Fletcher - Racing and Event Manager, working at Willowbank Raceway for 18 years
Harry Rowsell - Operations Manager, involved in the Winternationals for 20+ years
Tony Wedlock - President, board member for 17 years

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

History proves the event budget and resources are viable and we have always delivered the event as planned for the last 30 years

[Attachments](#)

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

* indicates a required field

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

Filename: Winternationals Facility 2018.pdf
File size: 196.1 kB

Filename: Winternationals Office 2018.pdf
File size: 68.0 kB

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

Filename: Winters 2018 Budget.pdf
File size: 129.0 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
Catering Stalls *	\$45,000.00 *	TV Production *	\$69,000.00 *
Competitor Entry	\$170,000.00	Services	\$17,000.00
Spectator Entry	\$650,000.00	Entertainment	\$45,000.00
Corporate Hospitality	\$85,000.00	Cleaning	\$28,000.00
Parking Income	\$19,000.00	Hire of Equipment	\$100,000.00
Suites Income	\$15,000.00	Officials Costs	\$55,000.00
Sponsorship/Signage Income	\$80,000.00	Prizemoney/Trophies	\$200,750.00
Trade Stalls	\$5,000.00	Security	\$40,000.00
Reserved Seating	\$35,000.00	Corporate Expenses	\$71,000.00
	Total: \$1,104,000.00		Total: \$625,750.00

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

Total Amount**Requested: ***

\$30,000.00

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

Total Project Cost: *

\$777,850.00

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: *

TV Production

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
Gulf Western Oil	Naming Rights Sponsor	\$50,000.00
SCG Electrical Pty Ltd	Bracket Sponsor	\$1,000.00
Knijff Earthmoving	Bracket Sponsor	\$1,000.00
Sports Turf Services	Bracket Sponsor	\$1,000.00
Wallace Bishop Loyal Watches	Bracket Sponsor	\$1,000.00
Donnelly Blasting Services	Bracket Sponsor	\$1,000.00
Prime Signs/Speed Elec	Bracket Sponsor	\$1,000.00
		Total: \$56,000.00

Certification Details

* indicates a required field

Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.

Event Sponsorship - April 2018

Event Sponsorship Form

Application ES00109 From Willowbank Raceway Incorporated

- 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: * Mrs Tracey Fletcher

Position in Organisation: * Racing and Events Manager

Date: * 29/04/2018

Submitting the Application:

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

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

Privacy Statement:

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