

VML:MB
Vicki Lukritz
3810 6221

12 July 2018

Sir/Madam

Notice is hereby given that a Meeting of the **LIBRARIES AND TOURISM COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier** on **Monday, 16 July 2018**.

<u>MEMBERS OF THE LIBRARIES AND TOURISM COMMITTEE</u>	
Councillor Pahlke (Chairperson) Councillor Ireland (Deputy Chairperson)	Councillor Wendt (Acting Mayor) Councillor Pisasale Councillor Stoneman

Yours faithfully

CHIEF EXECUTIVE OFFICER

LIBRARIES AND TOURISM COMMITTEE AGENDA

11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier on **Monday, 16 July 2018**
Council Chambers

Item No.	Item Title	Officer
1	First 5 Forever Family Literacy Project	LSM
2	2018 Netball Queensland State Age Championships	TDM

** Item includes confidential papers

LIBRARIES AND TOURISM COMMITTEE NO. 2018(07)

16 JULY 2018

AGENDA

1. **FIRST 5 FOREVER FAMILY LITERACY PROJECT**

With reference to a report by the Library Services Manager dated 26 June 2018 concerning progress of the First 5 Forever Family Literacy project delivered by Ipswich Libraries.

RECOMMENDATION

That the report be received and the contents noted.

2. **2018 NETBALL QUEENSLAND STATE AGE CHAMPIONSHIPS**

With reference to a report by the Tourism Development Manager dated 6 July 2018 concerning the 2018 Netball Queensland State Age Championships.

RECOMMENDATION

- A. That the report concerning the 2018 Netball Queensland State Age Championships be received and the contents noted.
 - B. That the Tourism Development Branch, in consultation with the Chairperson of the Libraries and Tourism Committee, continue to investigate ways to partner with Netball Queensland to secure future State Netball events to Ipswich.
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** Item includes confidential papers

and any other items as considered necessary.

Libraries and Tourism Committee	
Mtg Date: 16.07.18	OAR: YES
Authorisation: Caroline McMahon	

26 June 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

FROM: LIBRARY SERVICES MANAGER

RE: FIRST 5 FOREVER FAMILY LITERACY PROJECT

INTRODUCTION:

This is a report by the Library Services Manager dated 26 June 2018 concerning progress of the First 5 Forever Family Literacy project delivered by Ipswich Libraries.

BACKGROUND:

First 5 Forever is a Queensland Government funded family literacy initiative aimed at building stronger language and literacy environments for young children aged 0–5 years. The project is being coordinated by the State Library of Queensland (SLQ) and delivered through public libraries across the state.

Under the First 5 Forever agreement, Ipswich City Council received funding over four years to develop and deliver new early literacy programs in the Ipswich region. As a result of the documented success of this program across the state, including a number of State Library of Queensland evaluation reports, the 2018-2019 Queensland State Budget included a commitment to invest \$20 million over the next four years to continue this program which had previously been due to expire at the end of 2018.

To date the Ipswich Libraries' First 5 Forever project has primarily focused on the delivery of outreach programs targeting families across the Ipswich community with the aim of seeking new opportunities to engage with families who may not currently be utilising library services.

First 5 Forever funding has enabled Ipswich Libraries to roll out a number of new initiatives to enhance our service offering. These have included the lease of a dedicated and highly visible First 5 Forever vehicle and targeted outreach programming delivered in partnership with local business and service providers at locations across the community where families naturally congregate such as Bunnings, swimming pools and Immunisation Clinics.

All programs delivered in partnership with outside organisations during the last six months are shown in the table below:

Partner Organisation and Location	Number of Sessions	Total Attendance
Bookface - Orion Springfield Central	1	7
Bunnings Bundamba	4	54
Bunnings Springfield	9	251
Bunnings West Ipswich	4	68
Bunnings TOTAL	17	373
Bundamba Swim Centre	2	10
Goodna Aquatic Centre	4	72
Leichhardt Swim Centre	2	4
Just Sports TOTAL	8	86
Orion Springfield Central	7	227
Playgroup QLD - Ipswich Central Library	6	161
Bell Street Health Plaza	9	110
Goodna Community Health	9	73
Qld Health TOTAL	18	183
Riverlink Shopping Centre	4	87
Triple P - Booval	1	72
TOTAL	62	1196

Attendance figures at all events have been excellent, which has allowed the First 5 Forever team to focus more on program delivery and less on one-off promotional events. The focus over the last twelve months has been engaging with families on an ongoing basis reinforcing early literacy messages with parents and carers as their child's first teacher.

Activities	Jan – June 2017		July – Dec 2017		Jan – June 21 2018	
	Sessions	Attendance	Sessions	Attendance	Sessions	Attendance
Promotional Events	2	509			2	46
Pop-Up Library Fun	8	383	8	377	7	435
Pop-Up Finale	2	108	2	212	1	87
Story Time - Bunnings	18	420	20	359	17	373
Story Time - Qld Health	27	300	23	256	18	183
Story Time - Riverlink	12	256	10	337	4	87
Story Time - Other	6	174	5	128	9	119
Auslan Story Time	6	267	N/A	N/A	5	219
Toddler Time	27	582	30	625	20	382
Toddler/Story Time – Playgroups	25	348	36	673	29	535
Wriggle and Rhyme	N/A	N/A	N/A	N/A	15	244
TOTALS	133	3347	134	2967	127	2710

A recent highlight was the delivery of the Pop-Up Library Fun program at the newly opened Redbank Plains Community Centre. Attendance at this program increased from sixty-one in the first week to ninety-one in the final week. The final session included a visit from a Bunnings representative who provided all the materials for children to decorate their own potted plant.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The First 5 Forever family literacy initiative supports Queensland parents and primary caregivers, as the child's first and most important teacher, by enhancing their understanding of the value of early language and providing increased access to resources that support language, reading and literacy through public libraries.

The First 5 Forever program has increased the capacity of Ipswich Libraries to develop and deliver family literacy programs that support parents and caregivers in:

- Understanding the importance of the first five years in establishing literacy skills which provide the basis of later success at school and beyond.
- Providing a language and literacy rich environment from birth which includes sharing books and stories.
- Developing skills in sharing stories, songs and rhymes through modelling by library staff.
- Increasing their confidence, self-esteem and knowledge to assist their child in the transition to school.

The First 5 Forever *Family Literacy* project contributes to the outcomes of Ipswich City Council's Corporate Plan 2012–2017 in the following strategic priority area:

Community Spirit and Wellbeing:

- Fosters the unique sense of community that defines Ipswich for both residents and visitors.
- Residents of Ipswich are valued and active in informing and participating in local decision making processes that shape and improve the quality of life in Ipswich.
- Residents of Ipswich communicate and demonstrate a sense of pride and belonging to their community that acknowledges and celebrates their culture, its contribution to community and well-being and equitable access to cultural facilities.
- Ipswich is home to a vibrant and healthy community.


FINANCIAL IMPLICATION:

This project was funded by the Queensland Government with \$171, 810.00 (ex GST) per annum being committed across the four year period 2015 – 2018. It is hoped that the allocation to Ipswich Libraries of funding for the period 2019 – 2022 (with funding for the state wide program announced in the 2018-2019 Queensland Government Budget) will ensure the continuation of this project for the next four year period. (The form and scope of delivery going forward will depend on the funding distribution model which has not yet been confirmed by the State Library of Queensland.)

CONCLUSION:

The First 5 Forever Family Literacy project offers further opportunities for Ipswich Libraries to deliver family literacy programs that build connections between the library, community agencies, the early childhood sector, parents and carers. It supports the building of stronger language and literacy environments for young children aged 0–5 years across the Ipswich region.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – 2018 First 5 Forever Photographs	 Attachment A - Photographs - First 5

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon
**CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)**

FIRST 5 FOREVER FAMILY LITERACY PROJECT



Libraries and Tourism Committee	
Mtg Date: 16.07.18	OAR: No
Authorisation: Ben Pole	

6 July 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: 2018 NETBALL QUEENSLAND STATE AGE CHAMPIONSHIPS

INTRODUCTION:

This is a report by the Tourism Development Manager dated 6 July 2018 concerning the 2018 Netball Queensland State Age Championships.

OVERVIEW:

Since April 2017 Council has been working with Netball Queensland and the Ipswich Netball Association to secure and deliver the 2018 Netball Queensland State Age Championships. It has been a cross-functional effort from staff in the departments of Economic Development and Marketing, Works, Parks and Recreation, and Health Security and Regulatory Services all doing their job to secure the event for Ipswich.

The Championships are Netball Queensland's junior association carnival for players aged 12 to 15. The aim of the event is to provide an inclusive environment for players to come together from across Queensland and compete.

The Championships are one of the largest community sporting events held in Queensland. Over four days 240 teams, 2,350 players and 15,000 total attendees contribute an estimated economic impact of \$1.3 million.

Netball Queensland entered an agreement with Ipswich Netball Association to co-host the event requiring them to play an integral part in organising and running the carnival, particularly in providing the venue, facilities and volunteers.

Netball Queensland was responsible for the delivery and placement of all food and beverage vendors, signage, staging, team marquees, sponsor's tents and activations and co-ordination of first aid, portable toilets, parking, waste management, awards, merchandise sales, photography, media, the opening ceremony and closing presentations.

A survey of Ipswich accommodation providers reported a total of 2,186 room nights were booked as a direct result of the 2018 Netball Queensland State Age Championships.

Leading into the event Council distributed collateral and promoted the variety of things to see and do in the region to Netball Queensland's participant database, website and social media channels.

Council's event activation included regular announcements, scrim and signage, the presence of the Discover Ipswich trailer and Discover Ipswich Ambassadors at the event over four days. The objective of this activation was to engage visitors and distribute information promoting visitor dispersal and spend, as well as engaging with visitors.

RECOMMENDATION:

- A. That the report concerning the 2018 Netball Queensland State Age Championships be received and the contents noted.
- B. That the Tourism Development Branch, in consultation with the Chairperson of the Libraries and Tourism Committee, continue to investigate ways to partner with Netball Queensland to secure future State Netball events to Ipswich.

Alistair Tavares
TOURISM DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)