

VML:MB  
Vicki Lukritz  
3810 6221

COUNCILLOR

24 November 2017

Sir/Madam

**NOTICE OF MEETING**

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, 27 November 2017**.

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

The agenda for this meeting is attached to this notice.

Yours faithfully

**ACTING 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, 27 November 2017**

Council Chambers

Item No.	Item Title	Officer
1	<a href="#">Ipswich Ambassador Program</a>	TDM

**LIBRARIES AND TOURISM COMMITTEE NO. 2017(03)**

**27 NOVEMBER 2017**

AGENDA

1. IPSWICH AMBASSADOR PROGRAM

With reference to a report by the Tourism Development Manager dated 16 November 2017 concerning the Ipswich Ambassador Program.

**RECOMMENDATION**

That the report be received and the contents noted.

Report

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and any other items as considered necessary.

<b>Libraries and Tourism Committee</b>	
Mtg Date: 28.11.17	OAR: YES
<b>Authorisation:</b> Ben Pole	

16 November 2017

## **MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: IPSWICH AMBASSADOR PROGRAM

### **INTRODUCTION:**

This is a report by the Tourism Development Manager dated 16 November 2017 concerning the Ipswich Ambassador Program.

### **OVERVIEW:**

The Ipswich Ambassador Program aims to increase the engagement and conversion of tourism related experiences through face-to-face promotion at key locations or events throughout the year.

The Ipswich Ambassador Program uses passionate and knowledgeable Ipswich locals as visitor experience Ambassadors, assisting and informing locals and visitors about all the things to see and do in the Ipswich region.

The Ambassadors use the Discover Ipswich mobile website, destination guide, tourism operator collateral and Council's activation trailer to educate, inform and even book Ipswich products, services and experiences.

Through the Ipswich Ambassador Program, we aim to reach an additional 20,000 people per annum with a personal and welcoming approach.

To achieve this, the Visitor Information Centre aims to attract 20 to 30 new volunteers. Those new personnel will be trained by experienced visitor servicing staff and provided with relevant guidelines and uniform.

The first major activity for the Ipswich Ambassador Program will be to establish a pop-up Visitor Information Centre at Orion Lagoon, Springfield Central over the December and January holiday period.

Other activates will include New Year's Eve in December, CMC Rocks in March, the Queen's Baton Relay Celebration in March, the Ipswich Festival in May, the Ipswich Show in May, and the Supercars in July.

Recruiting for the Ipswich Ambassador Program begun in November and will continue using Council's distribution channels, the Ipswich Tourism Operators Network, TAFE and USQ campuses.

**BENEFITS TO COMMUNITY AND CUSTOMERS:**

The Ipswich Ambassador Program aligns with the Advance Ipswich Plan, the Corporate Plan 2012–2017 and the Destination Marketing, Management and Events Plan:

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

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

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

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

**RECOMMENDATION:**

That the report be received and the contents noted.

Alistair Tavares

**TOURISM DEVELOPMENT MANAGER**

I concur with the recommendation contained in this report.

Ben Pole

**CHIEF OPERATING OFFICER**

**(ECONOMIC DEVELOPMENT AND MARKETING)**