

VML:MB
Vicki Lukritz
3810 6221

5 October 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 **3.30 pm or 10 minutes after the conclusion of the Planning Development and Heritage Committee, whichever is the earlier** on **Tuesday, 9 October 2018.**

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

Yours faithfully

CHIEF EXECUTIVE OFFICER

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE AGENDA

3.30 pm or 10 minutes after the conclusion of the Planning, Development and Heritage Committee, whichever is the earlier on

Tuesday, 9 October 2018

Council Chambers

Item No.	Item Title	Officer
PRESENTATION	At the commencement of the meeting the Chief Operating Officer (Economic Development and Marketing) will be making a presentation regarding Defence Industry in Ipswich.	COO(EDM)
1	Office of Economic Development September 2018 Quarter Report	EDM
2	Marketing Services Branch September 2018 Quarter Report	MSM
3	Communications and Media September 2018 Quarter Report	CMM
4	Event Sponsorship of the 2019 Winternationals	EEO

** Item includes confidential papers

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(10)

9 OCTOBER 2018

AGENDA

PRESENTATION

At the commencement of the meeting the Chief Operating Officer (Economic Development and Marketing) will be making a presentation regarding Defence Industry in Ipswich.

1. **OFFICE OF ECONOMIC DEVELOPMENT SEPTEMBER 2018 QUARTER REPORT**

With reference to a report by the Economic Development Manager dated 21 September 2018 concerning the outputs and outcomes of council's Office of Economic Development as part of the Economic Development and Marketing Department for the quarter ending September 2018.

RECOMMENDATION

That the report concerning the outputs and outcomes of council's Office of Economic Development as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

2. **MARKETING SERVICES BRANCH SEPTEMBER 2018 QUARTER REPORT**

With reference to a report by the Marketing Services Manager dated 21 September 2018 concerning the outputs and outcomes of council's Marketing Services branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

RECOMMENDATION

That the report concerning the outputs and outcomes of council's Marketing Services branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

3. **COMMUNICATIONS AND MEDIA SEPTEMBER 2018 QUARTER REPORT**

With reference to a report by the Communications and Media Manager dated 21 September 2018 concerning the outputs and outcomes of council's Communications and Media branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

RECOMMENDATION

That the report concerning the outputs and outcomes of council's Communications and Media branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

4. EVENT SPONSORSHIP OF THE 2019 WINTERNATIONALS

With reference to a report by the Events and Engagement Officer dated 24 September 2018 concerning an application for event sponsorship of \$30,000.00 by Willowbank Raceway Inc for the 2019 Winternationals.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council allocate event sponsorship of \$30,000.00 to Willowbank Raceway from the 2018–2019 Event Sponsorship Budget.

** Item includes confidential papers

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 09.10.2018	OAR: Yes
Authorisation: Ben Pole	

21 September 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: OFFICE OF ECONOMIC DEVELOPMENT SEPTEMBER 2018 QUARTER REPORT

INTRODUCTION:

This is a report by the Economic Development Manager dated 21 September 2018 concerning the outputs and outcomes of council's Office of Economic Development as part of the Economic Development and Marketing Department for the quarter ending September 2018.

BACKGROUND:

Council's Office of Economic Development 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 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.

SUMMARY:

The July to September quarter has seen a significant evolution for the Office of Economic Development (OED). It has seen the consolidation of parallel economic development activity such as the Smart City Program, Advancing Regional Innovation Program (ARIP) and Fire Station 101 (FS101) formally come within the management and delivery of OED to streamline service delivery and provide greater utilisation of resources.

The overarching Economic and Workforce Development Plan (EWDP) 2018 establishes a set of Actions and Performance Measures for which OED is accountable. Based on stakeholder engagement the EWDP prescribes the path by which OED will deliver on its vision and deliver quality economic services and measurable outcomes of new economic prosperity for Ipswich.

OED provides support and capability development services to local industry while facilitating opportunities for new business and investment across the city. OED is committed to generating economic progress, sustainable industry, and a skilled workforce for the region's economic priorities as identified in the plan:

- Local Business Growth
- Industry Development
- Innovation (Smart City)
- Advocacy and Promotion, and
- International Relations

The past quarter has featured a high priority on team building, staff recruitment, planning and development and a review of policies and procedures.

PRIORITIES:

Economic and Workforce Development Plan

The EWDP sets a clear platform of data and evidence aligned with the State Government's South East Queensland Regional Plan. It prioritises the resources of Council towards the industries and activities which have the greatest potential to generate increased employment, export or value added economic impact.

This quarter the EWDP was circulated to 26 stakeholder groups for consultation, feedback has been received and the document updated.

The Office of Economic Development EWD plan has been recognised by Economic Development Australia and are a finalist in the award for Economic Strategic Thinking at the National Economic Development Australia conference being held in Rockhampton in October.

Defence Ipswich 2018 Summit

The inaugural Defence Ipswich 2018: Integrated Logistics and Sustainment Summit will be held at the University of Queensland Springfield Campus on Tuesday, 20 November 2018. The one day Summit will be of national significance and focus on bringing all levels of government and industry to Ipswich in dialogue on Defence industry strategies, projects and opportunities. The Summit will feature keynote addresses, presentations and panel sessions from industry leaders and government. The agenda will also highlight supply chain and workforce opportunities providing Ipswich Defence stakeholders with unparalleled profiling and access to business development prospects.

Confirmed speakers include Senator the Hon David Fawcett MP (Assistant Minister for Defence), the Hon David Johnston (Defence Export Advocate) and Dr Tod Mansell (Australian Department of Defence Chief Scientist).

Fire Station 101

Since opening in March 2016, FS101 has operated as a membership based start-up incubator, co-working space and events facility.

After two years of operation as an independent entity FS101 was brought back under Council operations as part of a wind up of a number of external Council owned companies. To facilitate the transfer OED has worked with Council's legal and finance teams actioning a task list of over 60 items which needed to be completed across dozens of policies,

procedures and systems. OED has included in its 2018-2019 Budget the operation expenses for staff and incidentals to run the FS101 activities.

The transfer of ownership of FS101 to Council and the re-visioning for FS101's strategic future is critical to ensure that the success achieved over the past two years is not lost. Closer management, sound planning and the securing and leveraging of new strategic partners are the priority and will ensure FS101 future success aligned with key economic priorities. OED has put in place a FS101 Project Manager to oversee the transition of operations under Council and to develop a business plan for ongoing service delivery.

Regional Skills Investment Strategy

The Regional Skills Investment Strategy is an investment of \$9 million over four years that will support the Department of Employment, Small Business and Training to partner with selected regional communities to identify current and emerging jobs and ensure a supply of skilled local people to meet this demand.

This past quarter Council was successful in its application for \$350,000 funding over two years to enable the region to identify skills gaps and way forward to equip the workforce with priority in the industries of Defence, Advanced Manufacturing and Food Processing. OED is currently recruiting for this role and it is expected that this position will be filled in October.

Staffing

The finalisation of the EWDP and the consolidation of council's Smart City Program, ARIP and FS101 functions into OED has required a focus on structure and staffing over the past quarter.

All positions have been reviewed in line with the revised strategic direction and updated capability requirements. A number of vacant roles were re-scoped and recruited over the quarter and OED is now operating with a full complement structure for the first time in over 18 months.

OED is committed to the cornerstone values of the Ipswich City Council Line of Sight program. As part of this commitment OED has established a set of expectations that underpin our team SPIRIT: Service, Performance, Integrity, Respect, Innovation and Teamwork.

Policy Review and Revision

OED is actively reviewing all relevant policies and procedures for probity and relevance, and where necessary new policies and procedures are being identified and developed. Reviews currently open include:

- Economic Development Incentives Policy
- International Relations Policy
- Smart City Innovative Proposals Policy
- Outbound Delegation Approval Procedure
- Visitations by Domestic and International Delegations Procedure

Business Services and Representation

Each quarter OED engages with a diverse network of government, industry groups and private sector stakeholders. The purpose of these connections is to provide relevant services, represent the interests of the city and facilitate opportunities which advance the priorities and objectives of the region. Over the July to September quarter some of those engagements were:

- Jennifer Howard MP
- Jo-Ann Miller MP
- Shayne Neumann MP
- Ipswich Chamber of Commerce
- Springfield Chamber of Commerce
- Bremer Chamber of Commerce
- Department of State Development, Manufacturing, Infrastructure and Planning
- Department of Innovation and Tourism Industry Development
- Department of Education, Training and Employment
- Office of the Minister for Innovation and Tourism Industry Development
- Office of the Assistant Minister for Trade, Tourism and Investment
- Trade and Investment Queensland
- Austrade
- Biofutures Queensland
- Jobs Queensland
- Motor Trades Association of Queensland
- Queensland Urban Utilities
- South East Queensland Council of Mayors
- RAAF Base Amberley
- Sumitomo Group Companies
- Springfield City Group
- Sekisui House
- Sunny Queen Farms
- Telstra
- Australian Land Forces 2018 Conference
- International Education and Training Summit 2018
- CEDA State of the State Address
- Queensland State Budget Address

PROGRESS:

As described in the EWDP, OED works to a set of Actions and Performance Measures.

NEXT QUARTER:

Some of the priorities the OED team will be focused on over the October, November, December 2018 quarter include:

- Publication of the Economic and Workforce Development Plan
- Delivery of the Defence Ipswich 2018 Summit
- Launch of the City of Ipswich Defence Industry Strategy
- Participation in the Future Waste Resources Convention 2018
- Participation in the Smart Cities Week Australia 2018
- Publication of the Local Business Growth Calendar of Events

- Distribution of new collateral suite
- Draft Biofutures and Resource Recovery Capability Report
- Draft of the International Relations Plan
- Draft of the Advocacy and Promotion Plan

BENEFITS TO COMMUNITY AND CUSTOMERS

The activities undertaken and services provided through the Office of Economic Development align with 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.

Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our identity and changing communities

RECOMMENDATION/S:

That the report concerning the outputs and outcomes of council’s Office of Economic Development as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

Paul Massingham

(MANAGER – OFFICE OF ECONOMIC DEVELOPMENT)

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 09.10.2018	OAR: Yes
Authorisation: Ben Pole	

21 September 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: MARKETING SERVICES MANAGER

RE: MARKETING SERVICES BRANCH SEPTEMBER 2018 QUARTER REPORT

INTRODUCTION:

This is a report by the Marketing Services Manager dated 21 September 2018 concerning the outputs and outcomes of council's Marketing Services branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

BACKGROUND:

The Marketing Services branch support the various departments and programs of council by delivering targeted marketing and digital campaigns and events services with sustainable, measurable outcomes. Facilitating upwards of 1,000 projects including 3,500 jobs per year from across council, the Marketing Services team operates with the strategic intent to position the City of Ipswich and Ipswich City Council at the forefront of community and key stakeholder relations.

The Events team operates within the Marketing Services branch and provides civic, corporate and community event management and delivery services.

SUMMARY:

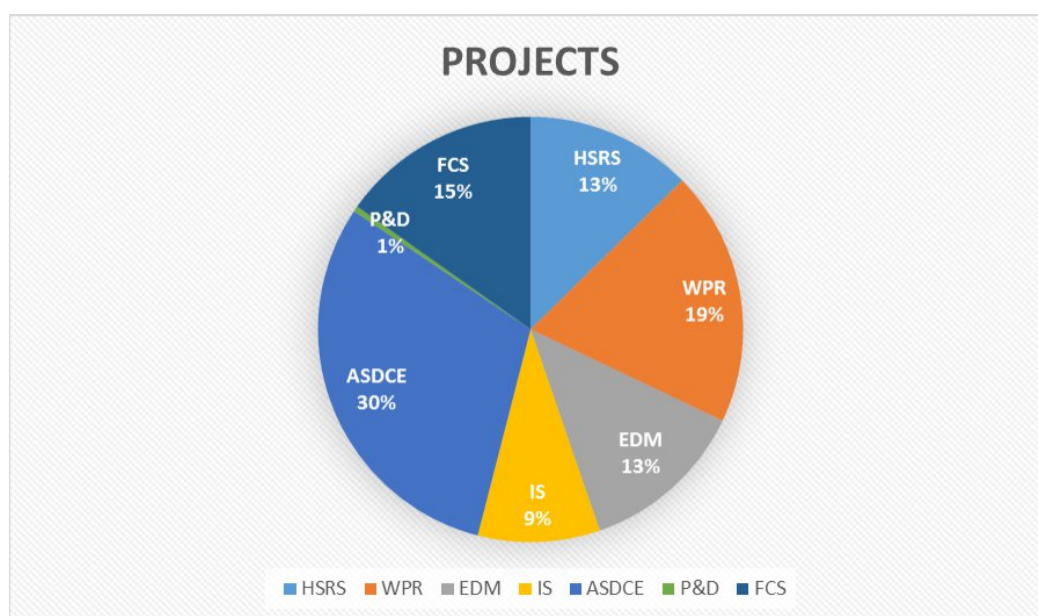
In this quarter the Marketing Services branch has been focused on refining our processes to deliver stronger value in our interactions and more effective marketing solutions:

- Quarterly marketing workshops with our clients to ensure clarity of target audience, strategic intent and forward planning
- Focus on outcomes versus output of our campaigns
- Establish a suite of event and marketing campaign case studies
- Audit of digital assets and channels across council
- Updated campaign review template with clear feedback loop
- Biannual supplier roadshows

MARKETING SERVICES:

In the September 2018 quarter the Marketing Services branch completed 237 council projects:

- Health Security and Regulatory Services – 30
- Works Parks and Recreation – 46
- Economic Development and Marketing – 30
- Infrastructure Services – 22
- Arts Social Development and Community Engagement – 72
- Planning and Development – 1
- Finance and Corporate Services – 36



Examples Projects

WPR – Emergency Management Videos

Emergency management sought support to educate the Ipswich community on the importance of preparedness in emergency weather situations.

The objective was to create awareness and reinforce key emergency messaging.

The solution was a series of videos aimed to attract a range of audience segments. The livestock and bushfire videos incorporated 'Will', a familiar character previous videos who guides the audience through the preparation tips whereas the animated campaign skewed to attract a younger audience aged 18-35 who regularly watch Netflix and themed, 'the dangers of Netflix' with current, relatable and social threads of Game of Thrones, The Handmaids Tail and the Royal Wedding.

Don't be a Dinesh - Flood / Don't be a Mary - Storm / Don't be a Suzy - Fire



HSRS – Sustainable Ipswich

Sustainable Ipswich Week was held from 6-12 August and incorporated the Youth Sustainability Summit, an annual Summit open to students in the Ipswich area focusing on sustainability starting at home and school and the EnviroForum, an annual networking conference that focuses on relevant environment and conservation issues. To encapsulate the focus of the week a calendar of supporting sustainability themed messages complemented the events.

The objective was to increase active participation in the supporting themed messages campaign was targeted at businesses and schools.

The solution was a digital campaign running from 16 July to 11 August with of both paid and social activity, as well as electronic direct mail targeting schools to promote the week and to encourage participation in the themed days. In addition a downloadable resource kit was created including posters, images and social content specific to schools and businesses.

More than 14,800 people were reached creating 339 campaign responses and 1,965 landing page views.



ASDCE – Home Assist

The Home Assist team was seeking to realign their key messaging and visual identity to target their key audience of residents over 65 years.

The objective was to increase take up of Home Assist services through consistent creative collateral and merchandise.

The solution was a range of updated merchandise and collateral including Home Assist Handbook, Calendar, referral forms, digital billboard display, local advertising and event invitations. Merchandise was also procured such as reusable shopping bags and tape measures.



EVENT SERVICES:

Citizenship Ceremony

Thursday 12 July and Tuesday 4 September

The Events team was responsible for the management and delivery of the July and September Citizenship Ceremony at the Ipswich Civic Centre. There was an average 240 candidates originating from 30 countries and more than 650 guests at each event.

Supercars Corporate Suite

Saturday 21 July and Sunday 22 July

The Events team was responsible for the management and delivery of the Supercars Corporate Suite at Queensland Raceway during the Ipswich Supercars SuperSprint. A total of 120 guests attended over three days.

Nerima Study Tour

Monday 23 July to Sunday 29 July

The 25th Nerima Board of Education Study Tour took place in July 2018. The tour visits Ipswich each year and consists of four Nerima Board of Education Officials, 69 students and 10 teachers and support staff. The students were hosted by five local schools (Woodcrest State College, Bundamba State Secondary College, Bremer, Ipswich and Redbank Plains State High Schools). Accommodation was provided by families from the host schools. The events team facilitated two official events as part of the schedule.

BENEFITS TO COMMUNITY AND CUSTOMERS

The activities undertaken and services provided through the Marketing Services branch align with the Advance Ipswich Plan:

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

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

Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our identity and changing communities

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

RECOMMENDATION/S:

That the report concerning the outputs and outcomes of council’s Marketing Services branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

Carly Gregory

(MANAGER – MARKETING SERVICES)

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 09.10.2018	OAR: Yes
Authorisation: Ben Pole	

21 September 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: COMMUNICATIONS AND MEDIA MANAGER

RE: COMMUNICATIONS AND MEDIA SEPTEMBER 2018 QUARTER REPORT

INTRODUCTION:

This is a report by the Communications and Media Manager dated 21 September 2018 concerning the outputs and outcomes of council's Communications and Media branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

BACKGROUND:

The Communications and Media branch provides media and communications support and services across the organisation.

This includes proactive and reactive management services such as providing strategic media advice, media relations management, reputation management, development of media releases and other materials, social media management and internal communications content development.

A major evolution of this branch has been its focus on proactive content development and distribution as a means to strengthen council's relationship with the community and tell a broader range of Ipswich stories.

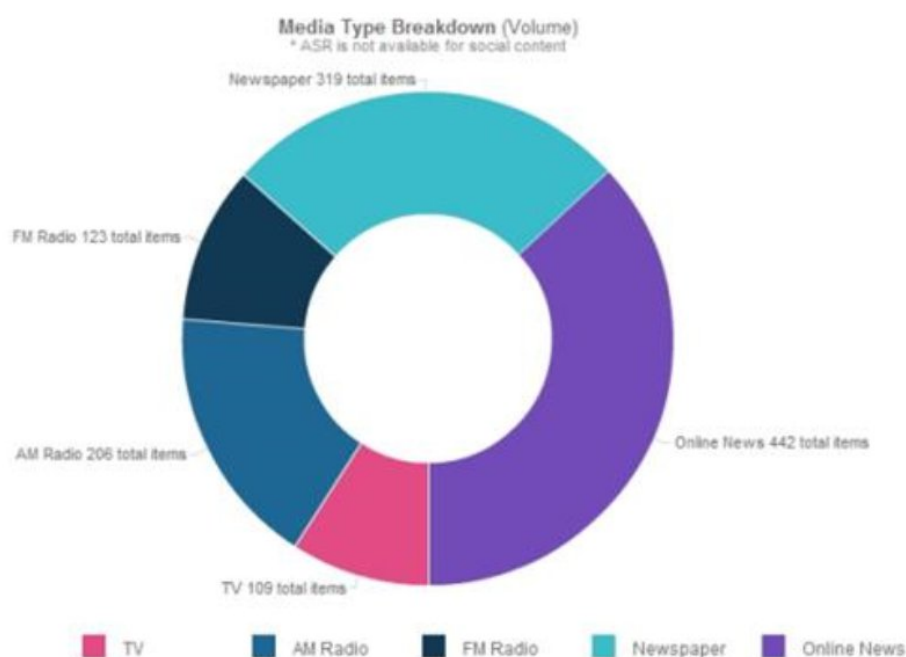
SUMMARY:

The July to September quarter included a high degree of issue management for the Communications and Media branch. Over this period a number of items requiring considerable management were active.

In parallel though, the Communications and Media branch has been able to increase the quantity and quality of proactive internal and external communications utilising platforms such as The Wire and Ipswich First.

In the quarter there were a total of 2,239 media reports concerning Ipswich City Council or associated references. This is a significantly higher volume than average for the period. In keeping with industry trends there is a consistent increase in online news consumption.

Graph 1: Media Type Breakdown for Ipswich City Council News



PRIORITIES:

Ipswich First

The Ipswich First concept has been to proactively disseminate quality Ipswich content in order to strengthen confidence and trust across the city. It adopts the fundamental principles of quality storytelling and modern audience management. This means being able to deliver content in a way which resonates with our communities and which is presented in a form our audience is most willing to consume – a high standard of writing, value add content, historical and modern context, and background or supporting information which will help people live their lives.

In this past quarter, Ipswich First passed its one-year milestone and attracted more than 5,000 opt-in subscribers. The Ipswich First social media audience is currently growing at around 3% per week and in the past 12 months council's social media engagements have more than doubled to almost 2,000,000 engagements per month.

Over the quarter Ipswich First generated more than 105,000 page views by more than 46,000 users. Visitation in September 2018 is on track to be 20% up on September 2017.

Collaboration

The Communications and Media branch is proactively collaborating with areas of council seeking to increase their information dissemination to key audiences.

This quarter the Office of Economic Development (OED) has handed over content management of their electronic direct mail newsletter to the Communications and Media branch. OED want to increase their small to medium enterprise subscriber base, engagement rate and content reach. The two branches have collaborated on defining the target audience and success measures for the newsletter over the next six months. Council's Community Engagement branch has also sought to collaborate with the Communications and Media branch. A six month communications plan has been established based around the Community Kitchen project. Community Kitchen celebrates the diversity of Ipswich by telling the stories of 20 people from different cultural backgrounds utilising a common thread of recipes reflective of their culture.

BENEFITS TO COMMUNITY AND CUSTOMERS

The activities undertaken and services provided through the Communications and Media branch align with 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 3 Strategy 1 Key Action 1.2 – Promote and celebrate the city's identity throughout the community and beyond

Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council's branding of Ipswich to align with our identity and changing communities

Goal 3 Strategy 2 Key Action 2.5 – Increase the use of on-line and digital communications to deliver and promote services and information to the community

Goal 3 Strategy 5 Key Action 5.4 – Acknowledge, promote and support the success and the participation of Ipswich residents and teams in local, regional, national and international sporting events

Goal 5 Strategy 1 Key Action 1.2 – Continue to promote and advocate on behalf of the city and the community

RECOMMENDATION/S:

That the report concerning the outputs and outcomes of council's Communications and Media branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

Simon Holt

(MANAGER – COMMUNICATIONS AND MEDIA)

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 09.10.18	OAR: Yes
Authorisation: Ben Pole	

24 September 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2019 WINTERNATIONALS

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 24 September 2018 concerning an application for event sponsorship of \$30,000 by Willowbank Raceway Inc for the 2019 Winternationals.

BACKGROUND:

The Winternationals are now the largest championship drag racing event held outside of North America. In 2018 it was attended by more than 33,000 spectators and 500 competitors from Australia and overseas over a four day program. Extensive media coverage was obtained through local, national and international outlets including the Seven News, Queensland Times, River 949 and Fox Sports.

The internet based live broadcast of the 2018 event attracted a world-wide audience which peaked on the Sunday with 20,372 devices tuned in via the App and 12,581 people watching via Facebook.

2019 will be the 52nd running of the classic Winternationals event. Confirmed sponsors this year include Gulf Western Oil, Diamond T Products, Gumdale Demolition, Qld Rock Breakers, Drag News Magazine and Gasoline Alley Harley Davidson.

Using economy.id Event Impact Calculator the estimated economic impact of the 2019 Winternationals is \$2,800,000.

SPONSORSHIP REQUEST:

Willowbank Raceway has submitted an Event Sponsorship Application for \$30,000 to assist with the marketing and media costs associated with the event. Sponsorship benefits to be negotiated for Council include:

- Incorporate the destination name in the official name of the event
- Recognition as a Strategic Partner in all relevant marketing collateral
- Track signage
- A Community Participation event
- Media launch event to promote the event
- Council representative to be involved in key announcements
- Appropriate general and corporate admittance

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$30,000 financial support for the 2019 Winternationals.

BENEFITS TO COMMUNITY AND CUSTOMERS:

Event Sponsorship of the 2018 Winternationals aligns with the Advance Ipswich Plan:

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

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


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

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

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

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

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Sponsorship application for Willowbank Raceway	 Attachment A

RECOMMENDATIONS:

That the Interim Administrator of Ipswich City Council resolve:

That Council allocate event sponsorship of \$30,000.00 to Willowbank Raceway from the 2018-2019 Event Sponsorship Budget.

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 - August 2018

Event Sponsorship Form

Application ES00145 From Willowbank Raceway Inc

Organisation Details

* indicates a required field

Organisation Name * Willowbank Raceway Inc

Contact Person * Mr Rob Oberg

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 yesterday

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: 2895627-Willowbank Raceway Inc - 17.18.pdf
File size: 131.7 kB

Event Sponsorship - August 2018

Event Sponsorship Form

Application ES00145 From Willowbank Raceway Inc

Sponsorship History with Ipswich City Council

* indicates a required field

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

Gulf Western Oil 51st Winternationals
7-10 June 2018
\$30,000

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: *

2019 Gulf Western Oil Winternationals

Start Date: *

06/06/2019

What is the expected start date of the event?

End Date: *

09/06/2019

What is the expected completion date of the event?

Provide a brief description of the event: *

This event is the final round of the season for the 400 Thunder Australian Drag Racing Championships in every category of the series. To be eligible to win the Australian Championship title racers MUST contest this event with competitors from all over Australia and overseas taking part.

Must be no more than 150 words

Event Sponsorship - August 2018

Event Sponsorship Form

Application ES00145 From Willowbank Raceway Inc

Proposed Venue/ Location *	Willowbank Raceway
Estimated Attendance *	35,000 to 40,000
Provide a description of the event, including history and Council involvement. *	The Winternationals Drag Racing Championships was originally located at the Surfers Paradise International Raceway on the Gold Coast from 1968 to 1987. The event was transferred to Willowbank Raceway in 1988 after the closure of the Surfers Paradise facility. The event has been developed by Willowbank into the largest drag racing event held anywhere in the world outside of the USA. The City of Ipswich has supported the event since 1995 following the Moreton Shire / ICC amalgamation. 2019 will see the 52nd running of the Winternationals.
Which sponsorship category are you seeking funding from?	<input checked="" type="radio"/> Category 1 \$10,000+ <input type="radio"/> Category 2 \$5,000 to \$9,999 <input type="radio"/> Category 3 \$4,999 and below
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? *	We will be seeking ICC assistance via promotion of the event through available channels such Visitor Information Centre, ITON etc
Have you approached any other areas of Council with this request, if yes, where? *	No
What are the goals and objectives of the event? *	<p>To conduct a safe, well run racing event for competitors to finalize the various Australian Championships and provide an extremely entertaining spectacle for spectators.</p> <p>To show case Willowbank Raceway and the City of Ipswich to the world by providing a world class drag racing event broadcast live around the globe via the</p>
Who is your target audience? (Provide demographic information and research to support if possible). *	The targeted spectator demographic is families, from toddlers through to grandparents. While motorsport has traditionally been seen as a male dominated sport all previous surveys conducted at the Winternationals have shown a significant proportion of female spectators now exceeding 30%. Catering for this family entertainment market segment, Children 13 & under are admitted FREE and an extensive program of off-track family entertainment is provided at the event free.

Event Sponsorship - August 2018

Event Sponsorship Form

Application ES00145 From Willowbank Raceway Inc

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

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.

Previous separate studies conducted in partnership with the ICC Economic Development and the University of Queensland's Tourism Faculty of previous Winternationals events have demonstrated economic benefit to the City of Ipswich measured in the Millions of Dollars. The competitor and spectator numbers expected in 2019 would again easily provide this level of benefit.

Ipswich will be showcased to tens of thousands of spectators travelling from outside the city to attend the event plus to a world wide broadcast audience via our live stream plus an Australia wide audience via a series of highlights programs broadcast following the event on free to air television.

On the Thursday of we open up to the local schools to bring in the students for free.

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

The word "Ipswich" will be incorporated prominently in the official event logo.

Ipswich will be acknowledged as the host city of the event in commentary via, venue PA, live internet broadcast via OVO Play and one hour highlights television shows broadcast.

A 30 sec 'Discover Ipswich' TVC or similar will be shown on high rotation on the big screens at the venue and broadcast on the live internet broadcast via OVO Play Two 1/2 page ads placements in the official event program (15000 printed) will be provided.

Ipswich City signage will be displayed on track and in other spectator areas. ICC activation trailer in a prominent area

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

In addition to the normal acquittal information we will provide a separate event report in print with details of attendance, marketing exposure etc.

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. That major sponsorship will be supplemented by over 30 supporting sponsors.

The International Hot Rod Association Australia (IHRA) is the sanctioning body for all our events

The 400 Thunder is the National series is conducted by Australian Professional Drag Racing (APDR)

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Application ES00145 From Willowbank Raceway Inc

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 accommodation booked out for the duration of the event and other areas of the hospitality industry benefiting. The flow on effect of spending through the community.

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

The Winternationals is a public event and open to all. Adult admission prices are deliberately kept as low as possible while all children 13 & under are admitted free. A free shuttle bus service is provided from the Ipswich station to and from the facility. We also provide free admission to high school groups on the Thursday of the event.

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

The key economic benefit for the City of Ipswich will be created by all available accommodation in the city booked out for the duration of the event. Retail and hospitality spending within the city will also be boosted by the large number of visitors attracted from outside the city for the event. While the majority of Willowbank Raceway officials are volunteers, considerable direct casual employment will be generated at the event in the security, gate staff and catering areas. The vast majority of this staff comes from within Ipswich.

Previous separate studies conducted in partnership with the ICC Economic Development and the University of Queensland's Tourism Faculty of previous Winternationals events have demonstrated economic benefit to the City of Ipswich measured in the Millions of Dollars. The competitor and spectator numbers expected in 2019 would again easily provide this level of benefit.

On going tourism income will be generated by Ipswich being showcased to tens of thousands of spectators travelling from outside the city to attend the event plus to a world wide broadcast audience via our live stream plus an Australia wide audience via a series of highlights programs broadcast following the event on free to air television.

Outline how will this event attract visitors to Ipswich? *

There is an existing strong international awareness of the Winternationals as one of the world's biggest and best Drag Racing events. This reputation attracts visitors from all over Australia as well as New Zealand, the USA and Europe. Willowbank Raceway capitalises on this global interest by continually promoting the event internationally via social media interest groups etc.

How will this event provide positive

Ipswich will be showcased to a world wide broadcast audience via our live stream plus an Australia wide

Event Sponsorship - August 2018

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exposure to the City of Ipswich through attracting media attention or thorough engagement with community and business networks? *

audience via a series of highlights programs broadcast following the event on free to air television.

A major community engagement/media event to launch the Winternationals is planned to be held at Orion Shopping Centre two weeks before the event.

The event generates considerable print media in specialist motorsport print media and newspapers.

Willowbank Raceway is an active member of the Ipswich Region Chamber of Commerce with the WInternationals winning the organisation's "Tourism/Community Event of the Year" award on multiple occasions.

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 wide international awareness.

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 launches a mid winter period trifecta of three high profile events for Ipswich with the Winternationals then the Ipswich Cup followed by the Supercars.

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

The funding contributes towards the cost of media 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 one of Ipswich's most significant events and the Raceway is committed to working towards consistent year on year growth.

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

This will be the 32nd running of the annual event at Willowbank Raceway demonstrating its sustainability.

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

Rob Oberg - Marketing & Communications Manager. 41 years experience in organisational roles in Championship Drag Racing including the Winternationals since 1990. Extensive print & electronic media experience.

Tracey Fletcher - Racing and Event Manager, working at Willowbank Raceway for 19 years

Harry Rowsell - Operations Manager, involved in the Winternationals for 20+ years

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Application ES00145 From Willowbank Raceway Inc

Tony Wedlock - President, board member for 18 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 delivered the event for the last 30 years

Attachments

* indicates a required field

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

Filename: 2019 Winternationals Facilities Checklist.pdf
File size: 294.6 kB

Filename: 2019 Winternationals Office Checklist.pdf
File size: 190.4 kB

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

Filename: 2019 Winternationals Indicative Budget.pdf
File size: 370.9 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
Competitor Entry *	\$170,000.00 *	TV Production *	\$70,000.00 *
Spectator Entry	\$700,000.00	Hire Equipment	\$115,000.00

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Application ES00145 From Willowbank Raceway Inc

Corporate Hospitality	\$85,000.00	Cleaning	\$37,000.00
Parking Income	\$25,000.00	Prizemoney/Trophies	\$200,750.00
Sponsorship/Signage Income	\$150,000.00	Security	\$53,000.00
Trade Stalls	\$5,000.00	Officials/Staff	\$55,000.00
Reserved Seating	\$40,000.00	Advertising/Promotion	\$50,000.00
Catering Stalls	\$60,000.00	Misc Event Expenses	\$140,000.00
	Total: \$1,235,000.00		Total: \$720,750.00

Total Amount Requested: *

\$30,000.00

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

Total Project Cost: *

\$720,750.00

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: *

Television 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	Cash Sponsor	\$50,000.00
ICC	Cash Sponsor	\$30,000.00
Diamond T Products	Cash Sponsor	\$5,000.00
Gumdale Demolition	Cash Sponsor	\$4,000.00
Qld Rock Breakers	Cash Sponsor	\$5,000.00
Drag News Magazine	Cash & contra	\$5,000.00
Gasoline Alley Harley Davidson	Cash	\$5,000.00
Supporting sponsors	Cash	\$46,000.00
		Total: \$150,000.00

Event Sponsorship - August 2018

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Application ES00145 From Willowbank Raceway Inc

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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 Rob Oberg

Position in Organisation: * Marketing & Communications Manager

Date: * 31/08/2018

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.