

VML:MB
Vicki Lukritz
3810 6221

SPARE

18 January 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, 23 January 2018**.

<u>MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE</u>	
Councillor Tully (Chairperson) Councillor Wendt (Deputy Mayor) (Deputy Chairperson)	Mayor Councillor Morrison 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, 23 January 2018

Council Chambers

Item No.	Item Title	Officer
1	2018 Ipswich Business Development Program	SCLBG
2	Event Sponsorship of the 2018 Netball Queensland State Age Championship	E&EO
3	Event Sponsorship of the 2018 Ipswich Art Awards	E&EO
4	Event Sponsorship of the 2018 Tamil New Year Celebrations	E&EO
5	Connected City Lighting Project – A Smart City Project	ERO

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(01)

23 JANUARY 2018

AGENDA

1. 2018 IPSWICH BUSINESS DEVELOPMENT PROGRAM

With reference to a report by the Senior Coordinator Local Business Growth dated 24 November 2017 concerning the 2018 Ipswich Business Development Program providing local businesses with access to a range of activities which support growth, productivity and capability.

RECOMMENDATION

- A. That Ipswich City Council support the 2018 Ipswich Business Development Program as detailed in the report by the Senior Coordinator Local Business Growth dated 24 November 2017.
- B. That the Economic Development Manager, in consultation with the Chairperson of the Economic Development and Digital City Committee, promote the positive benefits of this program to encourage local participation by local businesses.

Report

2. EVENT SPONSORSHIP OF THE 2018 NETBALL QUEENSLAND STATE AGE CHAMPIONSHIP

With reference to a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Netball Queensland for the State Age Championships to be held at Limestone Park on 7-10 July 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$20,000.00 to Netball Queensland for the 2018 State Age Championships from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

3. EVENT SPONSORSHIP OF THE 2018 IPSWICH ART AWARDS

With reference to a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Ipswich Events Corporation on behalf of the Ipswich Art Awards held in conjunction with the 2018 Ipswich Festival.

RECOMMENDATION

That Council allocate event sponsorship of \$6,000.00 to Ipswich Events Corporation for the 2018 Ipswich Art Awards from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

4. EVENT SPONSORSHIP OF THE 2018 TAMIL NEW YEAR CELEBRATIONS

With reference to a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Varnam Cultural Society (QLD) Inc for the 2018 Tamil New Year Celebrations (Chithirai Kalai Vizha) held on 28 April 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$2,500.00 to Varnam Cultural Society (LQD) Inc for the 2018 Tamil New Year's Celebrations from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

5. CONNECTED CITY LIGHTING PROJECT – A SMART CITY PROJECT

With reference to a report by the Executive Research Officer dated 11 January 2018 concerning the Connected City Lighting project. The purpose is to provide an update on the progress of Connected City Lighting, one of the projects within the Smart City Program.

RECOMMENDATION

That the report be received and the contents noted.

Report

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 23.01.18	OAR: YES
Authorisation: Ben Pole	

24 November 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR COORDINATOR LOCAL BUSINESS GROWTH

RE: 2018 IPSWICH BUSINESS DEVELOPMENT PROGRAM

INTRODUCTION:

This is a report by the Senior Coordinator Local Business Growth dated 24 November 2017 concerning the 2018 Ipswich Business Development Program providing local businesses with access to a range of activities which support growth, productivity and capability.

OVERVIEW:

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

- Local Business Growth
- Business and Investment Attraction
- Industry Development
- Advocacy and Promotion

This report relates to the first of these priorities, Local Business Growth. Some of the ways in which the Office of Economic Development influences Local Business Growth includes fostering talent and entrepreneurship, facilitating business intelligence and engagement, supporting business capability building and collaboration, and promoting local business success.

The 2018 Ipswich Business Development Program is a direct action to support business capability building and collaboration. The Office of Economic Development has used feedback from local businesses and discussed areas of priority with the Chamber of Commerce and Industry Queensland, the Ipswich Chamber of Commerce, the Greater Springfield Chamber of Commerce, the Department of State Development, and Trade and Investment Queensland to coordinate a 12 month program of events, workshops and seminars. This program focuses on content that is relevant, timely and can lead to improved growth, productivity and capability for Ipswich businesses.

Importantly, the program coordinates and consolidates activity that may have otherwise been delivered disparately and inefficiently. The program utilises resources and expertise from a range of industry partners rather than being wholly reliant on Council. This program is a significant steps towards a more collaborative and effective approach to Local Business Growth.

By committing to and promoting the 2018 Ipswich Business Development Program, Council is providing local operators with a clear view on how to engage with and leverage Council and its partners throughout the year.

The key themes for the 2018 Ipswich Business Development Program are:


- Business mentoring
- Potential export opportunities
- Business capability in tendering for government contracts
- Strategic growth
- Cyber security
- Business innovation
- Current national and international impediments to local business growth
- Insurance and mitigation of risk
- Intellectual property

Success of the program will be measured in terms of attendance, attendee satisfaction and perceived relevance and benefit to local businesses. A consistent and easily accessible satisfaction survey will be available to all attendees at all events throughout the program to assist in the measurement and continual improvement of the program.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Ipswich City Council local business assistance forum program aligns with the Advance Ipswich Plan, the Corporate Plan 2012–2017 and the Economic Development Plan:
 Goal 1 Strategy 1 Key Action 2 – Develop trade and export links to support long-term competitiveness in the Ipswich economy.
 Goal 1 Strategy 1 Key Action 1.4 – Utilise the city’s increasing multiculturalism to diversify economic opportunities in service provision, business development and employment.
 Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.
 Goal 3 Strategy 1.3: Strengthen Council’s branding of Ipswich to align with our identity and changing communities.

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A: Detailed Forum Brief	 Attachment A

RECOMMENDATION:

- A. That Ipswich City Council support the 2018 Ipswich Business Development Program as detailed in the report by the Senior Coordinator Local Business Growth dated 24 November 2017.
- B. That the Economic Development Manager, in consultation with the Chairperson of the Economic Development and Digital City Committee, promote the positive benefits of this program to encourage local participation by local businesses.

Alan Brown

SENIOR COORINATOR LOCAL BUSINESS GROWTH

I concur with the recommendations contained in this report.

Ben Pole

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

Date	Forum	Forum Brief	Partners and presentors
Jan-18	Business Mentoring Growth Seminar	Hear from BDO's senior business advisor about leading practice approaches to driving the growth lifecycle of your business. Drawing on taxation and business advisory insights, BDO will give business guidance needed to put them on the path to continued growth. Learn about setting and achieving realistic goals, making business attractive to investors, capitalising on Australia's new tax regime for employee shares schemes, implementing fit for purposes tax structures and tax incentives for innovative companies and early stage enterprises. The Dynamic Enterprise Accelerator Blueprint Program is aimed at propelling business to greater heights of achievement as the Pilot of your own enterprise, establish a plan to wealth creation through the creation of a dynamic business blueprint – ensuring	BDO, RDA, Dept State Development
Feb-18	Exporting 101	Explore how to take your business global. Hear from Trade & Investment Queensland (TIQ) specialists experienced in helping companies with their market entry strategy and in making crucial introductions for companies going offshore for the first time. Guest Speaker TIQ's Senior Trade and Investment Officer will speak about taking that first step in building a brighter future for your business. Topics will include, Gain understanding: How exporting fits into your business strategy	TIQ, BDO
Mar-18	Capability and Tendering networking event	Hear from experienced capability building staff from State development and Council on how to prepare your business for private and public tender. Identify opportunities for your business on how you can successfully prepare a tender. Find out how you can be listed on government preferred supplier lists	Dept State Development, ICC
Apr-18	Queensland leaders Summit	Guest presenters talking to local Industry owners/managers re Challenges and lessons learnt on growing your business, Leveraging your business through Innovation, Future trends and opportunities. Also on Strategic Growth, Funding growth, embracing digital, social and technology	ICC and Qld Leaders
May-18	Business Innovation workshop	Demystify innovation and for business and explore the development and commercialisation of new products. Learn about innovation and product and service development, the identification of new markets and opportunities, value propositioning and market positioning and collaboration and negotiation.	DSITI, Austrade and BDO
Jun-18	Cyber Security seminar	How to protect your business from Cyber attack	QCCI, ICC and Local Chambers
Jul-18	Industry Board Luncheon/working group discussions on business growth impediments	Hosted in partnership between ICC and AI Group. Invite a select number (20) of medium to large from a variety of industry sectors to discuss business confidence, current issues and impediments that are hindering business growth and identify practical based solutions on how to overcome these issues and barriers	ICC, AI group, Local Chambers, DSD
Aug-18	Business Networking and mentoring after hours	Host an after hours networking function. Guest Speaker Maha Sinnathamby to talk about his journey from Rags to riches. Here Maha speak about his life story, how he discovered Greater Springfield and how he is now delivering on his dream. Hear about the highs and lows, the pitfalls and how to breakdown the barriers to becoming sustainable and successful	ICC, Dept State Development, Local Chambers, RDA,SLC
Sep-18	Insurance and Risk Mitigation	Hear from industry experts on how to mitigate your insurance and risk	QCCI and ICC, Local Chambers
Oct-18	Protecting your greatest asset, Intellectual property	IP Workshop designed to help business safeguard and maximise the potential of their intellectual property (IP) . (1) What is IP, (2) Why is it worth protecting your IP, (3) Commercialise your IP with reference to Case studies	ICC, QCCI and local Chambers
Nov-18	Business innovation workshop	Demystify innovation and for business and explore the development and commercialisation of new products. Learn about innovation and product and service development, the identification of new markets and opportunities, value propositioning and market positioning and collaboration and negotiation.	DSITI, Austrade, BDO and Firestation 101
Dec-18	End of year networking event	Join with Chambers to have an end of year event to discuss opportunities successes and issues that businesses have faced over the last 12 months. Businesses to give 5 minutes on their year and what they are looking forward to in the next 12 months	ICC, local chambers QCCI and AI Group and RDA

Economic Development and Digital City Committee	
Mtg Date: 23.01.18	OAR: Yes
Authorisation: Ben Pole	

5 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 NETBALL QUEENSLAND STATE AGE CHAMPIONSHIP

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Netball Queensland for the State Age Championships to be held at Limestone Park on 7-10 July 2018.

This event is being considered as "Event Sponsorship" as the value of the request exceeds the permitted limit of "Sporting Event Sponsorship".

BACKGROUND:

The State Age Championship is Netball Queensland's largest annual grass roots community event. The event is run over four days (7-10 July) for girls aged 12-15 years and attracts participants and spectators from across Queensland.

Council's Tourism Development Branch (EDM) and Sport, Recreation and Natural Resources Branch (WPR) have collaborated to secure the Championship for Ipswich in 2018 with the potential for a longer term commitment by Netball Queensland.

The event attracts players, coaches and managers, umpires, parents and siblings with an estimated total attendance in excess of 21,000 over the four days. In addition to the carnival, the State Age Championship also features a food and beverage precinct, chill-out zone, music and music videos, merchandise tents, various sponsor activations and a closing ceremony/presentation.

Netball Queensland will enter an agreement with Ipswich Netball to co-host the event. Ipswich Netball would be required to assist in organising and running the carnival, particularly in providing the venue, facilities and volunteers.

Netball Queensland would be responsible for:

- the delivery and placement of all food and beverage vendors
- signage
- staging
- team marquees and sponsor's tents
- activations
- first aid
- portable toilets
- parking
- waste management
- awards
- merchandise sales
- photography
- media
- opening ceremony and closing presentation.

Ipswich Netball will be responsible for:

- a network of volunteers that can be called upon by Netball Queensland staff to assist
- maintaining the upkeep of the venue in regards rubbish and cleanliness
- distributing ice orders
- assist with traffic management as parking attendants.

The estimated attendance over the four days of the event is 21,000 people. Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Age Championships is \$2,373,059.

SPONSORSHIP REQUEST:

Netball Queensland has submitted an Event Sponsorship Application for \$12,500 cash and \$7,500 in-kind support to assist with the cost of running and delivering the event. Major expenses include:

- Equipment and Infrastructure hire - fencing, bollards, seating, tables, umbrellas, generators, artificial grass, van (In Kind)
- Security
- Signage and printed materials
- Toilets (In-Kind)
- Cleaning
- Bins and waste management (In-Kind)
- Tents and marquees (In-Kind)
- Event app and entertainment
- Staging
- First aid
- Accommodation and food for NQ staff and volunteers
- Hydration stations
- Umpires
- Trophies

Sponsorship benefits to be negotiated for Council include:

- Netball Queensland will incorporate the destination name (Ipswich) in the official name of the event and incorporated in the official event location tagline eg: Queensland State Age Championships Ipswich.
- Netball Queensland will undertake a marketing and publicity campaign to maximise event attendance and inbound visitation to netballers, their families, managers and volunteers. The marketing spend by Netball Queensland is to be no less than the spend from the previous related event.
- As a component of the marketing and publicity campaign to drive event attendance and inbound visitation, Netball Queensland will host and facilitate tourism and destination promotion via its marketing, publicity and digital channels including linking to the ICC's Discover Ipswich website www.DiscoverIpswich.com.au as a source of relevant event destination, accommodation and activity information.
- Netball Queensland will ensure access to Firebird players subject to availability to promote the event, event destination inclusive of player visits to event destination tourism experiences. eg: Team signings at a shopping centre
- Netball Queensland will facilitate the creation of event-related consumer promotions including the provision of money can't buy experiences to ICC for promotional use.
- Netball Queensland will provide prominent placement of ICC's Discover Ipswich logo in all marketing, advertising and promotional materials relating to the event across all media platforms.
- Netball Queensland will provide recognition and designation of ICC as a 'Strategic Partner' of the event.
- Netball Queensland will provide signage allotments at the event and precinct scrimmage assigned to ICC.
- Netball Queensland will facilitate event activations including big screen advertisements, PA announcements, event precinct activation space, event collateral activation (i.e. advertisements, welcome message from ICC representative and destination information in the Official event Program).
- Netball Queensland will provide suitable 'pre-approved' high resolution digital images and broadcast quality video footage (b-roll) of the event, royalty free, for the use of ICC and for perpetuity promotional purposes (TVCs, brochures, show reels etc) promoting events and tourism in Ipswich.
- Netball Queensland will engage and consult with ICC on any community consultation committees formed for the Event to increase the profile, grow the event and connect with local traders.
- Netball Queensland in consultation with ICC will develop and deliver a Community Participation Plan for the benefit of the Ipswich netball community. For example but not limited to player clinics, up-skilling of coaches and officials and player fan signings.
- Netball Queensland in consultation with ICC will negotiate the provision of Firebird players or Netball Queensland staff for four relevant Council events and programs subject to availability. eg: Sports Awards Annual Dinner and Active Breaks school holiday program.
- Netball Queensland to provide the opportunity to advertise relevant ICC programs or events through the collateral developed for the events outlined in this agreement.

- Netball Queensland will ensure the involvement of a ICC representative in key announcements regarding the event inclusive of a speaking opportunity for a Council representative at all event related functions, media conferences, media calls and post-event presentations.
- Netball Queensland will provide an end of event report summarising the teams registered and a break-out of attendees by region/city/postcode prior to the processing of final sponsorship payment.
- Netball Queensland will provide access to 4 (four) VIP tickets to the Corporate Box at Firebirds game including any finals.

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$20,000 cash financial and nil in-kind support to Netball Queensland for the 2018 State Age Championships. This recommendation is made due to the additional costs that will need to be borne by Council to co-ordinate the high level of in-kind support that has been requested.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 State Age Championships aligns with Advance Ipswich Plan, the Corporate Plan 2017-2022 and the Destination Marketing, Management and Events Plan:

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

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

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

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

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

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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2018 State Age Championships	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$20,000.00 to Netball Queensland for the 2018 State Age Championships from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

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 January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

Organisation Details

* indicates a required field

Organisation Name * Netball Queensland Limited

Contact Person * Mr Ryan Fett

Street Address *

Postal Address *

Phone Number * Must be an Australian phone number

Email * ryan.fett@netballq.org.au

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 58 429 487 881

Information from the Australian Business Register	
ABN	58 429 487 881
Entity name	Netball Queensland Limited
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	4105 QLD
Information current as at 12:00am today	

Must be an ABN

Attach copy of Public Liability Insurance *

Filename NQLD_1718_CoC_Public_Liabil.pdf
File size 73.3 kB

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

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). *

Netball Queensland received Ipswich City Council Sport Event Sponsorship funding for the 2016 Primary School Cup held on the 15th & 16th October 2016 for the value of \$9500 incl GST.

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: *

Netball Queensland State Age Championship

Start Date: *

07/07/2018

What is the expected start date of the event?

End Date: *

10/07/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The State Age Championship is Netball Queensland's largest annual grass roots community event. It is run over four days in the July school holidays for girls aged 12-15 years and attracts participants and spectators from all across Queensland.

It is an opportunity for selected netball players to represent their Association in a championship event and test their skills and abilities against their peers from other locations they would not usually play against.

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Netball Association, Limestone Park, Salisbury Road, Ipswich 4305

Estimated Attendance *

21,000 over the 4 days

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

The State Age Championship is an annual four-day junior carnival for girls aged 12 – 15 years, representing netball associations from all over the State.

The event, run by Netball Queensland, is netball's biggest grass roots community event, played during the July school holiday period.

The State Age Championships is a fun, participation-based competition (as opposed to High Performance) for our junior netball community.

The event attracts players, coaches and managers, umpires, parents and siblings from all Queensland and is expected to attract a total attendance in excess of 21,000 over the four days.

The State Age is much more than just a netball carnival. It features a food and beverage precinct, chill-out zone, music & music videos, merchandise tents, various sponsor activations and a closing ceremony / presentation.

Netball Queensland will enter an agreement with the local Netball Association, Ipswich Netball, to co-host the event.

They would be required to assist in organising and running the carnival, particularly in providing the venue, facilities and volunteers.

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

Given the scale of the event, it is important that Ipswich Netball have a network of volunteers that can be called upon by Netball Queensland staff to assist. This would include maintaining the upkeep of the venue in regards rubbish and cleanliness, distributing ice orders and helping with traffic management as parking attendants.

By way of background, Ipswich Netball has hosted eight (8) State netball events in the last 26 years, as follows:

- 1991 (State Age)
- 1994 (Country Carnival)
- 1999 (State Age)
- 2004 (State Age)

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

- 2007 (State Age)
- 2009 (State Age)
- 2013 (State Age)
- 2016 (Primary Schools)

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? *

\$12,500 in Cash Sponsorship
\$7500 in In-Kind Support

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

Netball Queensland is seeking the provision of facilities and services that we would normally be a cash expense. Ideally, the Council would be able to provide some of the following via in-kind support, to the value of \$7500:

- Equipment and Infrastructure hire - fencing, bollards, seating, tables, umbrellas, generators, artificial grass, van
- Portaloos / Toilets
- Cleaning
- Bins and waste management
- Traffic management plan
- Tents and marquees
- Staging
- Hydration stations

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

Netball Queensland have not approached any other areas within Ipswich City Council, but we have been in discussions with Alistair Tavares (ICC Tourism Development Manager) who has informed and engaged with other Ipswich City Council staff members.

What are the goals and objectives of the event? *

To provide a fun-filled, four-day netball competition for our junior netball community from across the State

To provide a social environment for teams to enjoy themselves while they play netball

To deliver a competition that forms part of Netball Queensland's Player Pathway, that leads to higher levels and ultimately High-Performance teams

To cater to the needs and wants of our participants, to service the netball community

Who is your target audience? (Provide

The target audience for participants in this event is clearly defined. It's registered netballers aged between 12 and

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

demographic information and research to support if possible). *

15 years selected to represent any of the 79 netball associations from across Queensland.

Beyond players, the key audiences are coaches and managers, umpires, bench officials, parents, grandparents, siblings and friends.

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

Significant economic impact created by 20,000+ attendees at the event over the four days (details outlined further on), bringing additional dollars into the local community

The chance for Ipswich to showcase the city to visitors from throughout Queensland

Social benefits. As a fun, social sporting event for 2,500 participants, the State Age promotes community health and well-being. Physical activity, socialising, forming new friendships, learning to play as a team and building a sense of belonging are among the positive community outcomes for the participants and everyone else involved in the staging of the event

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

Netball Queensland will work in partnership with Ipswich City Council in order to identify and provide a well rounded outcome for the local community and Council.

Following further and ongoing discussion with ICC the following are some of the types of activities that we may be able to undertake, and could include:

- School Holiday Firebird Clinics
- Active Breaks Programs
- Support for the Ipswich Sports Awards
- Support for facility programs
- Local organisation capacity building

I will also be a fantastic opportunity for Ipswich City Council to promote itself as an event destination to a large number of visitors from intrastate locations as well as the activation of the Limestone Park sporting precinct as a venue capable of hosting large sporting events.

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

Netball Queensland will survey all participating netball associations and individual participants after the event to gather a variety of data. This would include estimated dollar spend on accommodation, restaurants and other food outlets, shopping etc as well as feedback around customer satisfaction for all aspects of the event.

Netball Queensland would welcome the Ipswich City Council's input into this survey, to include specific questions that you'd like asked.

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

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

Various partners of Netball Queensland will be activating at the event. This will include -

- Nissan, naming rights partner of the State Age Championship
- Lorna Jane - principal partner of NQ, who will be selling active wear
- BLK - NQ's official apparel supplier, who will be selling various merchandise ranges
- Woolworths
- NightLife - interactive music and video screen
- Elastoplast, Alpha Sports and RHP Physiotherapy - medical related
- Others such as Suncorp, AV Jennings, Channel 9 and Hit 105!

Netball Queensland is having ongoing discussion with other potential sponsors what may be added to this list.

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) *

The event is closely aligned with components of the ICC Corporate Plan, most notably in strengthening the local economy and caring for the Ipswich community.

Below are two examples -

Goal 1 - Strengthening our Local Economy & Building Prosperity

- Strategy 6 - Diversify the local economy
- Key Action - Support tourism opportunities based on events

Goal 3 - Caring for our Community

- Strategy 5 - Foster a diverse range of activities to promote sustainable, healthy lifestyles and community well-being
- Key Action - Acknowledge, promote and support the success and participation of Ipswich residents and teams in local, regional, national and international sporting events

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

The event will directly involve many people from within the local Ipswich community, notably:

The very significant netball community - players, coaches, managers, umpires, volunteers and administrators. It's expected that 8 teams from Ipswich will play in the competition.

As an organisation, Netball Queensland will endeavour to support local businesses wherever possible via the hiring of equipment, food and entertainment. This includes the hiring of marquees, picnic tables, fencing, bollards, portable toilets, water tanks, generators, ice, lighting and security. Netball Queensland will source key food vendors locally along with local entertainers.

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800003 From Netball Queensland Limited

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

The State Age Championships will generate very significant economic impact generated by visitors to the city.

By way of background, the 2017 State Age Championships hosted at Pine Rivers Netball Association attracted 237 teams. 68% of these (161 teams) traveled and used accommodation.

The table below shows total projected bed nights for the Ipswich region based on 250 teams attending in 2018. We have assumed 68% travel and stay, the same as 2017. The expectation is that many of those travelling will arrive late Friday and depart on the following Wednesday morning, staying five nights. The projections however below are based on an average stay of 4.5 nights.

Teams	Individuals	Nights	Bed Nights
Players	170	10	4.5 7,650
Coach & Manager	170	2	4.5 1,530
Umpires	135	1	4.5 608
Spectators	170	0.5	4.5 3,825
(assumes .5 per player)			
TOTAL 13,613			

In total, we're projecting bed nights in excess of 13,600.

Additionally, there are the people that will travel to Ipswich to play every day who don't stay in accommodation ie they'll travel home each night.

Teams	Individuals	Day	Attendees
Players	80	10	4 3,200
Coach & Manager	80	2	4 640
Umpires	110	1	4 440
Spectators	80	10	4 3,200
(assumes 1 per player)			
TOTAL 7,480			

This equates to nearly 7,500 additional attendees over the four days (1,870 people per day).

In total, we're projecting just over 21,000 people will attend the event over the four days,

This volume of visitation will generate significant economic impact via expenditure on accommodation, restaurants and other food & beverage outlets, hotels and local attractions.

Outline how will this event attract visitors to Ipswich? *

The State Age Championship is an event where teams participate from right across Queensland. With the championship being a four (4) day event, the majority of participants, family and friend will not only spend

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Application ESJan_201800003 From Netball Queensland Limited

time on each of those competition days visiting Ipswich to watch the event, but as outlined above many will spend the duration of the event staying in local accommodation. The proximity of Ipswich to other major metropolitan markets will also entice other family and friends to head out for the day to watch the event and support their family member leading to day visitation.

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

Netball Queensland will work closely with the key stakeholders to maximise coverage of the event, particularly in regards social media and local media opportunities.

Our media team will work with our sponsors, netball associations and the Council to 'spread the message'. Interesting stories always emerge from these events, worthy of coverage by local media in different parts of Queensland.

All members of the Queensland Firebirds will make promotional appearances at the State Age, which will also attract media attention.

More broadly, Netball Queensland will work actively with Council to maximise exposure for the region and the economic impact of the event in and around the city. This could include:

- Promoting a variety of accommodation options to netball associations, ideally at the time of the announcement above
- Including promotional messages in regular EDM communications sent to competing associations in the lead-up to the event
- A welcome message from the Mayor in the Event Program and the opportunity to speak at the opening / closing ceremony
- An Ipswich Tourism stand / display at the event to promote local hotels, restaurants and attractions etc to visitors
- Promotion via NQ's website and social media, inclusion of the Council logo on printed materials

Netball Queensland will set up an Organising Committee to plan and deliver the event, with regular meetings / phone hook-ups. This committee would include key people from Ipswich Netball and, should you wish, a representative(s) of Ipswich City Council.

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

The State Age Championship is among the largest grass roots community sports events hosted annually in Queensland, across all sports. The size and scale of the event is what sets it apart from other State Championship events.

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Given the centralised delivery capability of netball, is is a unique event in that it able to bring together a mass number of participants and spectators to one location rather than spread age groups across different locations around the state.

As an example, over \$220,000 worth of merchandise alone was sold at the 2017 State Age event.

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

With the State Age Championship being held from the 7th - 10th July 2018, which falls during the July school holiday period, this event is a great opportunity to attract visitation to city in what may be a quieter period for accommodation nights. Will also provide an opportunity for local schools to provide accommodation opportunities while school boarders are away visiting home during the holidays.

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

Funding from the Ipswich City Council will help NQ build the State Age event in 2018 to become much more than a netball competition, with a much stronger focus on "event" components such as music, entertainment, improved food and beverage and merchandise. Achieving a higher level of engagement, customer experience and professionalism comes at an additional cost.

In short, funding will go towards the very significant cost of running and delivering the event. The major expenses relate to:

- Equipment and Infrastructure hire - fencing, bollards, seating, tables, umbrellas, generators, artificial grass, van
- Security
- Signage and printed materials
- Toilets
- Cleaning
- Bins and waste management
- Tents and marquees
- Event app and entertainment, staging
- First aid
- Accommodation and food for NQ staff and volunteers
- Hydration stations
- Umpires
- Trophies

Netball Queensland is a not-for profit organisation. All profits from the event will be re-invested into the growth and development of netball in Queensland, including; new facilities, more coaches and umpires, additional participation opportunities etc. Ultimately, any additional

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profit due to Council funding will be distributed back into the sport.

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

Growth in the number of participants is limited by the size of netball facilities. Currently, 250 teams over four days at a venue with 20 courts is just about capacity.

Our options moving forward for growth are to:

- Extend the duration of matches into the evening, under lights, or
- Host the event across two venues concurrently, as opposed to one
eg. Ipswich and Springfield facilities.

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

Netball Queensland has been delivering the State Age event since 19XX, and become an annual permanent fixture on the netball calendar in Queensland.

This is no doubt about the future of the carnival or the sustainability of the event.

Delivery of the event is fundamental to the role of Netball Queensland and its responsibility to promote, grow and service the game of netball throughout the State.

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

Netball Queensland is the peak State Sporting Organisation for netball and is accountable for the growth and development of netball and its volunteers throughout Queensland.

Currently, Netball Queensland run major championship events including; the State Age Championship, Queensland Cup, Primary Schools Cup, Vicki Wilson Cup, Queensland State Netball League and Queensland Premier League. This is on top of the several Development Camps we run for umpires, coaches, emerging talent players as well as grassroots athletes.

The same personnel are responsible for the delivery of seven (7) Queensland Firebirds home matches, primarily played at the Brisbane Entertainment Centre, each season in the Suncorp Super Netball League.

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

The Netball Queensland State Age Championship is an event that has been held over a long period of time and is a key annual fixture on the netball calendar.

The 2017 State Age event held at Pine Rivers was a very successful event that was enjoyed by all participants in attendance across the duration of the carnival. The evolution of the State Age event has seen an increased focus on delivering a well rounded and holistic event that caters not just the participants, but also for the spectators and local community members that attend the event.

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The 2017 edition of the event was able to return a profit of \$18,000.

Attachments

* indicates a required field

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

Filename 2018 State Age Championship - Timelines.xlsx
File size 9.7 kB

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

Filename 2018 State Age Championship - Budget v2.xlsx
File size 11.2 kB

Category 1 Applications- Attach high level project plan

Filename 2018 State Age Championship - Project Plan.xlsx
File size 19.5 kB
Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename 2018 State Age Championship - Project Team.pdf
File size 196.6 kB
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
Team Nominations *	\$38,880.00 *	Staffing *	\$47,500.00 *
Tent Hire	\$85,089.00	Volunteers	\$1,836.00
Site Hire	\$8,160.00	Association Payment	\$5,450.00
Vendor Commission	\$26,000.00	Generator	\$6,400.00
Merchandise Commission	\$30,000.00	Toilets	\$25,000.00

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Ice Sales	\$4,800.00	First Aid	\$13,728.00
		Travel & Accommodation	\$5,652.00
		Equipment Hire	\$32,379.00
		Entertainment	\$11,148.00
		Security	\$5,280.00
		Cleaning	\$5,120.00
		Netballs	\$5,505.00
		Marketing	\$3,000.00
		Trophies	\$2,000.00
		Catering	\$3,974.00
		Programs	\$1,500.00
		Sundry	\$2,875.00
	Total: \$192,929.00		Total: \$178,347.00

Total Amount Requested: *

\$20,000.00

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

Total Project Cost: *

\$178,347.00

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: *

Sponsorship received from Ipswich City Council will be used to offset some of the costs (listed above) that Netball Queensland will incur to organise and deliver the 2018 State Age event.

Netball Queensland would like to discuss further with Ipswich City Council how the partnership would best work in regard to in-kind support that is provided as part of any sponsorship of the event.

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
Netball Queensland	Underwriting of the event	\$178,347.00

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 Application ESJan_201800003 From Netball Queensland Limited

		Total: \$178,347.00

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: * Mr Ryan Fett
Position in Organisation: * Manager - Community and Engagement
Date: * 29/11/2017

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:

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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.

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

5 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 IPSWICH ART AWARDS

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Ipswich Events Corporation on behalf of the Ipswich Art Awards held in conjunction with the 2018 Ipswich Festival.

BACKGROUND:

Commencing in 2000, the Ipswich Art Awards is a unique arts event in Ipswich. Organisers of the event detail that it is the only arts exhibition that displays such a large number of original works of art in the one space over the period of ten days. The exhibition is attended by approximately 1,000 people.

The Awards are held in conjunction with the Ipswich Festival to maximise the number of visitations to the exhibition. Around two hundred works will be on display in St Paul's Church Hall in d'Arcy Doyle Place. During the festival the awards assist to provide a creative hub in the centre of the city by linking with art exhibitions in the Ipswich Art Gallery and the Ipswich Community Art Gallery.

Council provided \$6,000 to the 2015, 2016 and 2017 Ipswich Arts Awards.

While the economic impact of the event is limited, its social impact is far greater and includes:

- Artists from around Australia enter the Ipswich Art awards
- Provides a platform for local artists to display their creative works in a local competition.
- Advances the arts in Ipswich
- Showcases City of Ipswich as a cultural tourist destination
- Advances the reputation of Ipswich as a cultural and creative place in which to visit and live.

SPONSORSHIP REQUEST:

The Ipswich Art Awards have requested \$15,000 to assist with exhibition costs including display boards and lighting, hall hire, printing and design, staffing, photography and administration.

Ipswich Art Gallery also supports this event by way of the \$2,000 acquisition prize towards the City of Ipswich Collection. The art gallery also accept courier deliveries of works of art in the lead-up to the hanging of the exhibition.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed marketing collateral
- Invitation for Mayor and Councillors to attend the official opening
- Opportunity for Mayor (or his representative) to speak at the official opening

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$6,000 financial support to the 2018 Ipswich Art Awards consistent with previous years and in addition to the support provided by the Ipswich Art Gallery.

Post Event acquittal must include:

- Details of media coverage attained by The Awards
- Attendance records (including post codes of attendees)

Council has engaged in discussions with the organisers of the Ipswich Art Awards to consider options for the long term sustainability of the Awards.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Ipswich Art Award aligns with Advance Ipswich Plan, the Corporate Plan 2017–20122 and the Destination Marketing, Management and Events 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 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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2018 Ipswich Art Awards	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$6,000.00 to Ipswich Events Corporation for the 2018 Ipswich Art Awards from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

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 October 2017

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Application ESOct201700001 From Ipswich Art Awards

Organisation Details

* indicates a required field

Organisation Name * Ipswich Art Awards

Contact Person * Mr Wayne McDonnell

Street Address *

Postal Address * Ipswich QLD 4305

Phone Number * Must be an Australian phone number

Email * ipswichartawardsqld@gmail.com

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 76 054 656 978

Information from the Australian Business Register	
ABN	76 054 656 978
Entity name	Ipswich Events Corporation Ltd.
ABN status	Active
Entity type	Australian Public Company
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	4305 QLD

Information current as at 12:00am yesterday
Must be an ABN

Attach copy of Public Liability Insurance *

Filename CofC Public Liability Insurance 2017.18.pdf
File size 59.8 kB

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700001 From Ipswich Art Awards

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.

The Ipswich Art Awards received the sum of \$6,600 [including GST] as sponsorship for the 2017 awards.

These were held from 4th to 14th May 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: *

Ipswich Art Awards 2018

Start Date: *

11/04/2018

What is the expected start date of the event?

End Date: *

22/04/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The Ipswich Art Awards is a unique arts event in Ipswich. It is the only arts exhibition that displays such a large number of original works of art in the one space over the period of ten days.

The awards is held in conjunction with the Ipswich Festival so as to maximise the number of visitations to the exhibition.

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Application ESOct201700001 From Ipswich Art Awards

Around two hundred works will be on display in St Paul's Church Hall in d'Arcy Doyle Place and therefore adding value to the exhibition on display in the city's art gallery. These awards has in the past attracted artists from around the country to enter works making this particular exhibition a well respected event in South-East Queensland.

All works entered is hung for judging and viewing by the public unlike other art awards throughout the country making this award exhibition quite unique to that respect. Must be no more than 150 words

**Proposed Venue/
Location ***

St Paul's Anglican Church Hall, d'Arcy Doyle Place, Central Ipswich

Estimated Attendance *

over one thousand people [approximately] visit the exhibition

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

Following the demise of the Moreton Regional Art Prize in the 1990's local artists sought to have a new art show established in Ipswich. A number of local artists got together to develop an art show that would allow local artists to display and sell their work.

From this group the Ipswich Art awards was born. In 2000 the first Ipswich Art Awards was held in St Paul's Church Hall and has continued there ever since.

The Ipswich City Council has been a sponsor of these awards since inception and has helped the awards achieve a level of acceptance in the Ipswich Community.

The Ipswich Art Awards has always been held during the Ipswich Festival as a ways and means of ensuring that there is plenty of variety for visitors to the city and the local community to attend during this time.

Over the years since the first exhibition the Ipswich Art awards has cemented itself into being one of the major events of the Ipswich festival.

During the festival time the awards help provide a creative hub in the centre of the city by linking with art exhibitions in the Ipswich Art Gallery and the Ipswich Community Art Gallery. The Ipswich Arts Foundation and the Awards provide additional art work to the city's art collection by providing an acquisition prize.

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? *

\$15,000.00

This sum would cover all the commitments to hold the exhibition including display boards and lighting, hall

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Application ESOct201700001 From Ipswich Art Awards

hire, printing and design, staffing, photography and administration costs.

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

The continuation by the Ipswich Art Gallery of the \$2,000 acquisition prize towards the City of Ipswich Collection. The art gallery also accept courier deliveries of works of art in the lead-up to the hanging of the exhibition. We would seek that this continue.

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

No

What are the goals and objectives of the event? *

Providing a platform for local and the broader art community to display their creative works in a local competition.

Advance the arts in Ipswich

Develop the Ipswich Art awards as a prestige event in South-East Queensland

Showcase Ipswich City as a cultural place to visit for tourists

Advance the reputation of Ipswich as a cultural and creative place in which to visit and live.

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

The general Ipswich community who are interested in viewing high quality works of art.

Tourists in the city.

Artists from around Australia interested in entering the Ipswich Art awards.

Around 60% of entrants are local artists.

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

The Ipswich Art Awards helps establish the Ipswich CBD as the cultural, economic and civic heart for local residents and visitors to the Western Corridor of South-East Queensland.

The awards enables residents to have ready access to a range of cultural facilities, programs and initiatives to express and develop their creativity and cultural values through visual and performing arts.

The awards value adds to small business within the CBD by way of visitors accessing the various coffee shops and restaurants in the city.

List the benefits you propose to return to Ipswich City Council.

Ipswich City Council logo appears on all printed and electronic advertising material.

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Application ESOct201700001 From Ipswich Art Awards

(Describe levels of sponsorship offered, their costs and benefits). *

The Ipswich Mayor will be invited to speak at the official opening.

The Ipswich Art Gallery acquires original art works for inclusion in the city's art collection.

Ipswich City Council will be viewed in a Leadership role within the arts sector of the city.

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

Statistics of visitations are collected.

A survey of attendees post codes to be collected.

Level of media attention to the awards and any comments about the awards in the local media.

A survey of peoples thoughts could be developed and provided to all attendees.

The number of 'hits' on social media.

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

There are no other government bodies assisting with the awards.

A few small Ipswich businesses provide small amounts of sponsorship to the awards.

Ipswich Events corporation provide accountancy and minor administration support in-kind.

Ipswich Events corporation include the Ipswich Art Awards in all the advertising they do for the Ipswich Festival.

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) *

Supporting the arts community in developing their skills and experience is consistent with Ipswich City Council's commitment to enhance the quality of life of its community, and compliments Advance Ipswich and 2012-2017 Corporate Plan Goals:

- * Foster a diverse range of activities to promote sustainable, healthy lifestyles and community well-being
- * Foster collaboration, partnerships and use of evidence to shape service planning and delivery for the benefit of our communities
- * The event delivers opportunities for community participation through engaging the Ipswich community who attend the Awards, and visitors from throughout the South-East Queensland region.
- * The Ipswich Art Awards supports tourism opportunities based on heritage assets, other events of the Ipswich Festival.
- * Enables residents to have ready access to a range of cultural facilities, programs and initiatives to express and develop their creativity and cultural values through visual and performing arts.

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

- * Entry into the Ipswich Art Awards is open to all artists nationally regardless of age, artistic skill, race, disability, sexual preference or place of residence.
- * All art works accepted into the awards, regardless of artistic skill, is hung in the exhibition and judged.
- * All work is on view to the general public during the full term of the exhibition.
- *The organising committee and volunteers is made up of local Ipswich artists and arts consumers.
- * A number of local Ipswich Businesses purchase original works of art to add to their business art collections and display these works in the foyers and waiting rooms of their respective businesses.

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

- * The Ipswich Art Awards uses the services of local Ipswich business where possible.
- * Ipswich small business, particularly coffee shops and restaurants have the potential to benefit from visitors to the Art Awards.
- * Visitors to the Awards also visit the Ipswich Art gallery, the Ipswich Community Gallery and other small private galleries within the city making their visit to Ipswich a cultural experience.

Outline how will this event attract visitors to Ipswich? *

- * The Ipswich Art Awards has been established as a well respected Art show in the South-East Queensland region.
- * It is regarded as being well-run and organised, has quality original works of art on display that are for sale at affordable and reasonable prices.
- *The awards offers good prize money and is judged by qualified judges from within the arts sector.
- * Having the well respected Ipswich Art Gallery acquire works from the awards adds to the reputation of the show and this helps attract visitors to the exhibition.

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

- * Business networking is part and parcel of the Official Opening night. It is an opportunity for Ipswich business to invite their clients and partners to attend to network with other like-minded business people.
- * Marketing of the awards reached over 65,000 people via the Ipswich Festival advertising program and flyers. The Ipswich Art awards piggy-backs on this advertising and marketing program.
- * The Ipswich Art Awards promotes the exhibition on social media. It has its own 'Facebook' page and 'Web' site on which to advertise the awards. The Ipswich City Council logo is displayed on the Web site.

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Application ESOct201700001 From Ipswich Art Awards

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

* Editorial material is provided to the local print media and electronic media in the lead-up to the exhibition.

* The Ipswich Art Awards is the only annual visual art exhibition within the city.

* No other visual art show exhibits the number of original works of art in the one space and at the same time as does the Ipswich Art Awards.

* All works accepted are hung, viewed and judged. There is no selection process prior to works accepted for display.

* The awards is community organised.

* The Art awards is a major event of the Annual Ipswich Festival.

* A number of Ipswich artists have built a successful arts practice on the back of winning prizes in the Ipswich Art awards. Some have gone on to exhibiting their work Nationally and at international exhibitions.

* The Ipswich Art awards offers artists an opportunity to display and sell their creative works in a supportive environment.

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

* The Ipswich Art Awards links with other events of the Ipswich Festival providing additional attraction to visitors and residents alike.

* The Ipswich Art awards compliments the Ipswich Art Gallery's arts program and links in with other exhibitions in the Ipswich Community Gallery.

* The Awards fits in with the overall goals of the Events Corporation and it's cultural celebration over a ten day period.

* The Ipswich Art Awards compliments other art exhibitions being held throughout the city in smaller private galleries and coffee shops, especially in the Top end of Town.

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

* By funding the Art Awards the Ipswich City Council will be viewed as a leader in the city's cultural scene.

* Funding by council helps to ensure that the hire of the infrastructure needed to hold the annual exhibition is able to be paid.

* Without Council funding the Ipswich Art Awards would not be in a position to be held.

* Council's financial support ensures the quality of the exhibition is maintained through the hire of the venue, display panels and lighting. This infrastructure ensures the event is enhanced to its best ability.

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Application ESOct201700001 From Ipswich Art Awards

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

* The Ipswich Art awards has the potential to grow and has grown into a significant event over the past seventeen years.

* The awards is considered a significant event in the Ipswich Festival calendar.

* The awards is considered a valuable exhibition for artists, especially local Ipswich artists, to display and sell their work.

* The Ipswich Art Awards is a significant event as it has been responsible for launching successful arts careers of a number of local Ipswich artists at both the national and international arts scene.

* Should the Ipswich Art Awards gain a benevolent sponsor willing to provide significant dollars then it has the potential to become a national recognised art exhibition which offers a large prize.

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

* The potential for the Ipswich Art Awards to become sustainable in its own right is there. But, for that to happen the awards needs an arts philanthropist willing to provide considerable funds each year to organise and run the awards.

* sustainability needs to be viewed in two different areas: 1) Prize money, & 2) general infrastructure to operate the program, as well as funding for marketing and advertising.

* The minimum amount of funding to run the Ipswich Art awards in its current format is, in round figures, \$40,000. Some of this money is recouped by charging entrants an entry fee to enter their art works and charging people to attend the official opening night and awards presentation.

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

Convenor: Wayne McDonnell. Wayne has been the convenor of the Ipswich Art awards since inception and was one of the local people to initiate the event. He has been involved in Community Arts Administration as a volunteer for over 20 years as well as being involved in other community organisations. He chaired the recent inaugural and successful FUSED, Celebrating the Arts, Ipswich in 2017 and is a keen photographer holding a number of exhibitions of his photographic work.

Committee Member: Kate Roberts. Kate owns a small arts supply business in the Top of Town precinct of Ipswich. She has developed and runs a very successful small art gallery - Drawing Point Gallery and has, within the past couple of years developed Goelby's Basement, a venue for small performances and artists studios. Kate is a practicing Artisan and Silversmith in her own right and has won a number of awards for her art works.

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700001 From Ipswich Art Awards

Committee Member: Glen Smith: Glen runs a small business - ;Vintage Advantage' in the Top of Town precinct in Ipswich. He is a practising visual artist and constantly wins awards at exhibitions through out South-East Queensland. He is the president of Arts Connect Ipswich, a local arts collective and runs many exhibitions and workshops on behalf of that group.

Curator: Lorraine Kitching. Lorraine previously was an Arts Teacher and Ipswich TAFE. She has curated the Ipswich Art awards every year since it began. She currently teaches art to children and adults at a private art school in Ipswich.

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

The budget items listed in the attached 2017 final budget and reconciliation demonstrate the minimum funds required to hold the Ipswich Art awards.

These items are standard requirements that reflect accurate operating income and expenditure.

Attachments

* indicates a required field

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

Filename	Time Line for application.docx
File size	11.7 kB

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

Filename	Copy of Art Awards Budget 2017.xlsx
File size	34.5 kB

Category 1 Applications- Attach high level project plan

Filename	Project plan 2018.xls
File size	36.5 kB

Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename	Orgtanisational Structure.docx
File size	38.8 kB

Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700001 From Ipswich Art Awards

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
Art Awards Committee	In-Kind administration	\$1,000.00
Art Awards Committee	In-Kind set-up of exhibition	\$1,500.00
Ipswich Events Corporation	In-Kind accounting	\$3,500.00
		Total: \$6,000.00

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: * Mr Wayne McDonnell

Position in Organisation: * Convenor, Ipswich Art Awards

Date: * 03/10/2017

Event Sponsorship October 2017
Event Sponsorship Form
Application ESOct201700001 From Ipswich Art Awards

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.

Economic Development and Digital City Committee	
Mtg Date: 23.01.18	OAR: Yes
Authorisation: Ben Pole	

5 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 TAMIL NEW YEAR CELEBRATIONS

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 5 January 2018 concerning an application for event sponsorship by Varnam Cultural Society (QLD) Inc for the 2018 Tamil New Year Celebrations (Chithirai Kalai Vizha) held on 28 April 2018.

BACKGROUND:

Varnam Cultural Society has successfully completed five (5) Chithirai Kalai Vizha (New Year) Programs. The project is an opportunity to create a bond between various cultures and this project has always served as a platform to showcase new, upcoming and existing talents within the community.

The event will include an official opening, children's rides (Train, Jumping Castle etc), Stalls, cultural performances (over 150 performers) and Fireworks.

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

The goals and objectives of the event include:

- Promote Multiculturalism and the Tamil language, its culture and significance to the wider community
- Identify, support, encourage and provide opportunities to up skill new and hidden talents within the community
- To encourage young people to participate in music, dance and other activities
- To introduce young people to a broad spectrum of creative and hands on experience.

In the past this event has been an indoor ticketed event with over 650 attendees. This year's event will be free and will be held in Robelle Domain. The estimated attendance is 5,000-6,000 people spending \$40 per person.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Tamil New Year's Celebration is \$265,000.

SPONSORSHIP REQUEST:

Varnam Cultural Society (QLD) Inc has submitted an Event Sponsorship Application for \$11,750 to assist with the marketing costs of the event. They have also requested promotional items and technical assistance for the use of the audio/visual equipment at Robelle Domain.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support at the event
- Invitation to Mayor (or representative) and Councillors to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$2,500 financial support to Varnam Cultural Society (QLD) Inc for the 2018 Tamil New Year's Celebrations.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Tamil New Year's Celebrations aligns with 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 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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2018 Tamil New Year’s Celebrations	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$2,500.00 to Varnam Cultural Society (LQD) Inc for the 2018 Tamil New Year’s Celebrations from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

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 October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

Organisation Details

* indicates a required field

Organisation Name * Varnam Cultural Society (QLD) Inc.

Contact Person * Mr Rajarajan Thennavan

Street Address *

Postal Address *

Phone Number * Must be an Australian phone number

Email * varnamqld@gmail.com

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 27 598 406 552

Information from the Australian Business Register	
ABN	27 598 406 552
Entity name	Varnam Cultural Society (QLD)
ABN status	Active
Entity type	Other Incorporated Entity
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	4032 QLD
Information current as at 12:00am today	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename Certificate00000025696.pdf
File size 63.8 kB

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) 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). * No

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: * Tamil New Year Celebrations (Chithirai Kalai Vizha)

Start Date: * 28/04/2018
What is the expected start date of the event?

End Date: * 28/04/2018
What is the expected completion date of the event?

Provide a brief description of the event: * Tamil New Year Celebrations incorporating Telugu, Malayalam & Kannada New Years and including people from India, SriLanka, Malaysia, Singapore, Fiji etc.
Promote various Indian cultures and Languages among all
Provide a platform to showcase talents
Unite the community, promote Multi culturalism and make everyone happy & entertained
Must be no more than 150 words

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

**Proposed Venue/
Location ***

Robelle Domain Parklands, Springfield Central

Estimated Attendance *

2000+

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

Varnam Cultural Society has successfully completed 5 Chithirai Kalai Vizha (New Year) Programs so far and all our programs had a crowd over 400, with record housefull shows of over 650+ people in the Last 3 years

The program brings a joy into the face of the kids and parents within the community and they are usually excited and willing to be a part of it every year.

This project will be an opportunity to create a bond between various cultures and this project has always served as a platform to showcase new, upcoming and existing talents within the community.

Though we are based within the Ipswich City Council areas, Our Projects have been regularly funded by the Logan City Council & Brisbane City Council since it was only held within those City Council Areas due to lack of suitable Indoor venues within the Ipswich City Council area, however this time we are going outdoor to involve even more people including refugees and unlike the previous years we are not going to charge them entry fees which is why we need more funding from the council this year

**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? ***

11750

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

We are hiring the Robelle Domain Parklands and we would also like to provide some free items to Kids, Example when we did the event in Logan they provided us with some balloons and goodies bags for the kids with Logan City Council Logo on them, something similar would be good, also we are going to use the Big Projector Screen at the venue and any assistance with that would be greatly appreciated

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

No, Cr. David Morrison suggested to apply through the council and he will support the application

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

What are the goals and objectives of the event?

*

Promote Multiculturalism and the Tamil language, its culture & significance to the wider community

Identify, support, encourage and provide opportunities to up skill new and hidden talents within the community

To encourage young people to participate in music, Dance & other activities

To introduce young people to a broad spectrum of creative and hands on experience

To provide training support so that every young person has a chance to discover and make the most of their potential

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

*

Tamils from India, Sri Lanka, Fiji, Singapore, Malaysia etc.

Telugu Community

Malayalam Community

Kannada Community

Kids from all Backgrounds

Other Ethnic Communities

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

*

SPRINGFIELD suburbs continue to bring major benefits to the city of Ipswich, One of the major benefits to the city comes in the form of rate revenues, a Lot of South Indian People (Tamil, Telugu, Malayalam & Kannada) People have already moved to the city and this event being the most leading Tamil Event in QLD will encourage even more people to move in & around Springfield Lakes to make ease of access to events like our New Year Celebrations

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

*

If we can get the sponsorship amount requested then we can offer the below

All our Advertising Flyers will have Ipswich City Council as the joint host of this Event

Our Flyers will also be delivered to around 10,000 house In & Around Springfield

We will allocate a seperate page on our Newsletter for Ipswich City Council & the Mayor of Ipswich

We would be able to allocate a small stall space exclusively for Ipswich City Council to promote the council and its plans to the audience attending the event

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

*

We carry out after event surveys with our community and try to improvise on what we lacked the previous years which is the major reason for the growth and reach of our organisation within the community since it is considered as one of the leading events within the Multicultural Communities in QLD

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

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

We have a few regular sponsors assisting us each year and we would be able to raise approx. around \$4000 from them and so far we haven't got confirmation on any grants or sponsorships from other government bodies

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) *

Strengthening Our Local Economy and Building Prosperity (Jobs) - This event will create a casual work Opportunity for Locals to volunteer as well as do paid jobs at the event, also there will be a lot of local stall holders

Caring for Our Community - Involving everyone to take part in it and appreciate their presence

Promote Advance Ipswich's Shared Community Vision

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

We are one of the largest in QLD in terms of people participating and performing and there has been a steady increase in the number of audience every year, this year we are expecting a bit more since we are going outdoor to a bigger venue and making it a free event for everyone to participate, we are also going to inform all the locals in & around springfield about the event via flyers and signs

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

SPRINGFIELD suburbs continue to bring major benefits to the city of Ipswich, One of the major benefits to the city comes in the form of rate revenues, a Lot of South Indian People (Tamil, Telugu, Malayalam & Kannada) People have already moved to the city and this event being the most leading Tamil Event in QLD will encourage even more people to move in & around Springfield Lakes to make ease of access to events like our New Year Celebrations

Outline how will this event attract visitors to Ipswich? *

A lot of South Indian people are already looking at moving in & around Springfield since a lot of our community people live around here, events like this would encourage them even more to consider Ipswich as their option, also with more land and development yet to be released around Springfield this is definitely going to attract and increase the number of visitors to 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? *

We have a lot of media coverage for our event regardless of where it is held, Brisbane Indian Times, Indian New QLd, ABC, SBS Tamil, Australian Indian Radio, Tamil Australian etc. are our past media partners and they are sure to join hands with us once again this year to make it even bigger than before which is sure to provide a positive exposure to the City of Ipswich

Also we have one of the highest number of facebook & email group members and we would be promoting the event among them all

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

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

It is one of the very unique events in Australia since there is not a lot of organisations that uses an event to provide opportunities for new talents within the community, also our events are followed by a lot of people around the country with organisations like Indian Tamil Association of Victoria, Sydney Tamil Manram etc. have previously borrowing ideas and performers from us to execute their events, we have also assisted and provided advise to a lot of other local organisations in QLD

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

We have in the past performers coming from New Zealand, NSW, Victoria, Central & North QLD coming all the way to perform at our event, since it comes around the time as Ipswich Festival it is sure to draw the attention of the Ipswich Festival and other events coming up around the same time around the city of Ipswich

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

We need a lot of funding to make this event a success since it is one unique event in QLD, more the funding is the more we can assist the community and promote this to wider audience

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

It is already the leading tamil event in QLD, we would like to make it the largest event combining the Indians, Srilankans, Fiji Indians, Singaporeans, Malaysians and Ipswich Locals and we would be entering into the Signature events category next year

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

We have sustained for over 5 years already, if we get more funding this year we are sure to make a mark and grab the attention of more sponsors to make it more sustainable and make it one of the signature events in QLD

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

Rajarajan Thennavan - President/ Founder of Varnam Cultural Society - has been the driving force of this event since it was first started in 2013, Rajarajan also has a wealth of experience organising similar events for other groups in QLD and even bigger events overseas

Other Supporters include Mr.Umesh Chandra - CEO, Brisbane Indian Times who will be a media partner in taking this event across QLD

Sathish Rajendran - Brisbane Super Kings Cricket Club is also an active supporter and member of Varnam Cultural Society

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

We have submitted the project implementation & expenditure reports to the previous government bodies that supported us in the form of Grants or Sponsorships and we can surely provide on for the council too

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

There will be no doubt that the event will be delivered as planned as we promise on only what we can deliver

Attachments

* indicates a required field

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

Filename Event Timeline.pdf
File size 492.6 kB

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

Filename Chithirai Budget.xlsx
File size 9.7 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
Rides *	\$1,000.00 *	Venue Expenses *	\$1,000.00 *
Sponsorship	\$4,800.00	Sound	\$2,000.00
Stalls	\$2,000.00	Photo & Video	\$1,000.00
Raffles	\$200.00	Chairs & Marquee	\$3,000.00
		Insurance	\$250.00
		Trophies & Mementos	\$500.00

Event Sponsorship October 2017
 Event Sponsorship Form
 Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

		Stage Background	\$1,000.00
		Stalls	\$1,000.00
		Magic Show	\$500.00
		Miscellaneous	\$1,500.00
		Fireworks & Rides	\$6,000.00
		Advertising	\$1,500.00
		VIP'S Mementos	\$500.00
	Total: \$8,000.00		Total: \$19,750.00

Total Amount Requested: * \$11,750.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: * \$19,750.00
 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: * Rides & Fireworks, Venue Expenses, Insurance, Trophies & Memento's, Magic Show, Advertising, VIP's Memento's & Miscellaneous Expenses

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

Event Sponsorship October 2017

Event Sponsorship Form

Application ESOct201700003 From Varnam Cultural Society (QLD) Inc.

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 Rajarajan Thennavan

Position in Organisation: * Varnam Cultural Society (QLD) Inc.

Date: * 15/10/2017

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.

Economic Development and Digital City Committee	
Mtg Date: 23.01.18	OAR: YES
Authorisation: Bryce Hines	

SLB:SLB

H:\Departmental\Committee Reports\1801SLB Connected City Lighting and Smart Nodes.docx

11 January 2018

MEMORANDUM

TO: ACTING CHIEF OPERATING OFFICER (WORKS, PARKS AND RECREATION)

FROM: EXECUTIVE RESEARCH OFFICER

RE: CONNECTED CITY LIGHTING PROJECT – A SMART CITY PROJECT

INTRODUCTION:

This is a report by the Executive Research Officer dated 11 January 2018 concerning the Connected City Lighting project. The purpose is to provide an update on the progress of Connected City Lighting, one of the projects within the Smart City Program.

BACKGROUND:

Worldwide there is a growing recognition of the role LED street lights can play in the implementation of Smart City initiatives. These technologies are relatively new and many projects involve the testing and deployment of new and emerging technologies, particularly those involving the communication (or connectivity) aspects of Smart City Management.

The context of this project is that Council owns less than 4% (455) of the 24,500 street lights across the city with Energex owning the balance. Approximately 10% of the City's street lights are LED and the remaining 90% have older and less efficient technologies.

PROJECT UPDATE:

Connected City Lighting project comprises two sub-projects, both are based around LED street lights and the contribution these assets can make towards Smart city management.

The first sub-project has focused on the acquisition of LED street lights through an amendment of the Planning Scheme which has been in operation since February 2017. The communications or connectivity necessary for Smart City functions is achieved through Smart nodes also known as NEMA 7 pin, using radio frequencies or WIFI. The LED street lights specified in the Planning Scheme can be easily fitted with Smart Nodes and this will eventually provide the backbone for Smart City.

The second sub-project, Greenfields 'First Releases' has focussed on developing strategies to address the hurdles which currently prevent wide spread implementation of Smart City. The role of Australian Electricity Market Operator (AEMO) is to ensure that tariffs are being correctly administered and consumption accurately measured. The tariff for Local government street lights is usually unmetered or an agreed value of consumption on a per light basis. Under current AEMO rules Smart nodes cannot be used where street lights are invoiced on an unmetered or agreed value tariff. Approval by AEMO of Smart nodes is dependent on accurate measurement of rate of power consumption. An innovative way forward is for trials to be set up on metered circuits which operate under a metered tariff.

Greenfields 'First Releases' project has the potential to make a significant contribution towards the rollout of Smart City initiatives across the country and has been warmly welcomed by AEMO. It has been carefully designed so that the metered circuit, Smart nodes and the additional hardware, will provide a live test bed for;

- measuring the power consumption of Smart Nodes to AEMO's rigorous standards
- one or more connectivity technologies for Smart City
- costs associated with metered and controlled LED street lights.

To implement the Greenfields 'First Releases' project Council has sought tenders for the supply, installation, guaranteed after-sales service and training for the hardware and software including Smart nodes. A highly technical specification was prepared and released to test this relatively immature market. The Request for Tender required that the vendor systems and hardware must be able to communicate with and form part of Council's Federated Smart City Architecture, conformance with the guiding principles of the Council's Open Data Policy was also required.

Currently, Council spends nearly \$4 million per annum on street lights and this is on an unmetered or agreed value tariff. Under this tariff energy costs are approximately 12-15% of the total annual costs with the maintenance costs forming the most significant portion.

The outcome of the Greenfields 'First Releases' tender process is the recommendation that supplier arrangements are established with two firms. The financial implications of the two shortlisted bids has been assessed on the basis of the supply of 25 Smart nodes and the other hardware required as well as the software. Both capital expenditure and operating expenditure have been assessed. For this project it should be noted that price was a relatively minor consideration as this is an immature market with rapidly reducing costs and ensuring the compatibility with Council's Smart City architecture was key criteria. The total anticipated budget for the installation of Smart nodes across a minimum of two sites is less than \$100,000.

OPTIONS:

The recommended scale of the project is approximately twenty-five street lights across two locations with potential to expand to up to 3 sites.

The locations are preferably where the design requirements have resulted in a metered circuit. If there are not sufficient already metered circuits available, Council has the option to install a circuit, preferably at the same time as the street light initial installation. This option could be delivered through existing electrical contractors. Flexibility was emphasised in all tender documentation and this included timing of decisions, the scale and exact locations for these installations.

BENEFITS TO COMMUNITY AND CUSTOMERS:

This is a project with the potential of national importance and will demonstrate Council's commitment to efficient city management through the investment and potential application of Smart City technologies.

CONCLUSION:

The Greenfields First Releases project has the potential to provide a live test bed for; one or more connectivity technologies for Smart City and a means of assessing the financial implications of the costs associated with metered and controlled LED street lights.

The project has been designed to provide accurate measurements of the power consumption of Smart Nodes to the rigorous standards required by the national market regulator AEMO. These results will contribute towards a timely roll out of Smart city initiatives across the country.

RECOMMENDATION:

That the report be received and the contents noted.

Sharon Boyle
EXECUTIVE RESEARCH OFFICER

I concur with the recommendation contained in this report.

Bryce Hines
ACTING CHIEF OPERATING OFFICER (WORKS, PARKS AND RECREATION)