

VML:MB
Vicki Lukritz
3810 6221

15 March 2018

Sir/Madam

Notice is hereby given that a Meeting of the **LIBRARIES AND TOURISM COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier** on **Monday, 19 March 2018**.

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

Yours faithfully

ACTING CHIEF EXECUTIVE OFFICER

LIBRARIES AND TOURISM COMMITTEE AGENDA

11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier on

Monday, 19 March 2018

Council Chambers

Item No.	Item Title	Officer
1	Annual Summer Reading Club – December 2017 to January 2018	LSM
2	Celebrate Series	LSM
3	Cocktail Hour with Magda Szubanski	LSM
4	2018 Discover Ipswich Magazine	TDM
5	Arts, Social Development and Community Engagement Department Quarterly Report – October to December 2017	ES&RO

** Item includes confidential papers

LIBRARIES AND TOURISM COMMITTEE NO. 2018(03)

19 MARCH 2018

AGENDA

1. ANNUAL SUMMER READING CLUB – DECEMBER 2017 TO JANUARY 2018

With reference to a report by the Library Services Manager dated 1 March 2018 concerning the Summer Reading Club held from 1 December 2017 until 31 January 2018.

RECOMMENDATION

That the report be received and the contents noted.

2. CELEBRATE SERIES

With reference to a report by the Library Services Manager dated 1 March 2018 concerning the Ipswich Libraries Celebrate series.

RECOMMENDATION

That the report be received and the contents noted.

3. COCKTAIL HOUR WITH MAGDA SZUBANSKI

With reference to a report by the Library Services Manager dated 28 February 2018 concerning the Ipswich Libraries Cocktail Hour with Magda Szubanski event.

RECOMMENDATION

That the Cocktail Hour Sponsorship Package, as detailed in Attachment B to the report by the Library Services Manager dated 1 March 2018, be endorsed.

4. 2018 DISCOVER IPSWICH MAGAZINE

With reference to a report by the Tourism Development Manager dated 8 March 2018 concerning the production and launch of the 2018 Discover Ipswich Magazine.

RECOMMENDATION

- A. That the report concerning the production and distribution of the Discover Ipswich Guide 2018 be received and the contents noted.

- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Chairperson of the Tourism and Libraries Committee, promote the positive benefits of this program to encourage the continued participation by local businesses and the community.
-

5. ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT DEPARTMENT
QUARTERLY REPORT – OCTOBER TO DECEMBER 2017

With reference to a report by the Executive Support and Research Officer dated 9 March 2018 concerning the Arts, Social Development and Community Engagement Departmental Quarterly Report for the Quarter ending December 2017.

RECOMMENDATION

That the report be received and the contents noted.

** Item includes confidential papers

and any other items as considered necessary.

Libraries and Tourism Committee	
Mtg Date: 19.03.2018	OAR: YES
Authorisation: Caroline McMahon	

1 March 2018

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: ANNUAL SUMMER READING CLUB – DECEMBER 2017 TO JANUARY 2018

INTRODUCTION:

This is a report by the Library Services Manager dated 1 March 2018 concerning the Summer Reading Club held from 1 December 2017 until 31 January 2018.

BACKGROUND:

The Summer Reading Club has been an annual Ipswich Libraries event since 1999. The program aims to encourage young people in the Ipswich community to continue reading over the Summer Holiday period.

In 2004, the State Library of Queensland (SLQ) introduced a state-wide Summer Reading program based on the model developed at Ipswich. Since 2011, the Summer Reading Club has been a National initiative coordinated by the State Library of Queensland in partnership with the Australian Library and Information Association, The Australian Public Library Alliance and the Queensland Government.

The theme for the 2017–2018 Summer Reading Club was *Game On* and the State Library of Queensland again developed a package of physical and online resources to support public libraries to deliver their own programs. As in previous years, these resources were adapted to support the Ipswich Libraries' Summer Reading Club.

To promote increased involvement in this year's program a number of strategies were implemented which focused on creating more opportunities for library program delivery and other staff to explain the program to families through regular, as well as, holiday program activities and an increased online presence.

Promotion strategies for the Summer Reading Cub 2017-2018 included:

- Creation of an online option for Reading Record entries as well as Registrations.
- Addition of age appropriate reading suggestions on the Ipswich Libraries Summer Reading Club web page linked to the catalogue enabling customers to easily request these titles.
- Creation of a Summer Reading Club 'station' at Ipswich Central Library which included an iPad for registrations, book display and entry box for registrations and reading records.
- Delivery of *Game On* themed holiday events at all Branches over the holiday period allowing time for programming staff to promote the program to families.
- Distribution of Summer Reading Club themed Collectors Cards at all children's programs from the start of December 2017 to the end of January 2018.
- Dissemination of the Summer Reading Club promotional material through the Discover Ipswich mobile trailer at the Orion Lagoon over the summer holidays.
- Introduction of a *School Participation Prize* encouraging schools to promote the program in December as a strategy to assist in minimising the 'Summer Slide' of reading levels over the holiday period.
- Communication to all library members at the beginning and towards the end of the program via MailChimp with a link to the Ipswich Libraries Summer Reading Club web page.

This year the *Game On* theme was used as a starting point to create a series of Reading Challenges. Participants were asked to select, read and record books from five different categories. These categories included: 'A book about a sport or game' and 'A book written by a celebrity'. Many participants recorded that they read many more than the required five books with the total number of 2,653 books read this year as part of this program. Overall, the number of young people who completed the challenge increased from last year as shown in the table below.

REGISTRATIONS			
Age	2015-2016	2016-2017	2017-2018
Pre-School (0 - 5 years)	63	62	128
Primary (6 - 11 years)	355	237	227
Secondary (12 + years)	44	59	42
Total	462	358	397

COMPLETIONS			
	2015-2016	2016-2017	2017-2018
Total	172	86	162
Percentage Completion	37%	24%	41%

The above figures show a significant increase in this year's completion rate, with 41% of young people who registered completing this year's reading challenge. This is the highest recorded completion rate to date. Feedback from families indicated that being able to enter their reading records online was an incentive and, made completing the challenge easier to achieve. Participation in the Pre-School category doubled reflecting increased promotion through the First 5 Forever program.

This year's Summer Reading Club concluded with a special celebratory event and the awarding of Participation Certificates and prizes to all young people who completed the program. This was held on Friday, 17 February 2018 and was attended by Chairperson of Libraries and Tourism, Councillor David Pahlke, as well as the Deputy Chairperson, Councillor Sheila Ireland.

Game On themed activities included learning how to hula hoop and juggle, make your own juggling balls and create your own board games. Despite the wet weather a total of 60 children and 39 adults enjoyed an hour of activities on the ground floor followed by the Awards Ceremony on The Mezzanine.

FINANCIAL IMPLICATIONS:

The Summer Reading Club is developed and delivered as part of the core annual Ipswich Libraries program of activities for the 0–17 year age group of Ipswich and is funded under the Public Programming service stream of Ipswich Libraries and funded in the 2017-2018 financial year allocation. The program relies heavily on support from our library supplier for prizes with this year's in-kind support valued at approximately \$2,500.00 in the form of books, CDs and DVDs for babies through to young adults.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Summer Reading Club has for many years, provided opportunities to promote the development of reading and literacy skills in the young people of Ipswich and promote the role of public libraries to families and schools in providing yearlong access to quality resources to support children of all ages in their literary journey. Feedback received from young people and their parents was positive with many families identifying the program as an important motivator for their children to continue reading over the long December / January holiday period.

The Library's Summer Reading Club contributes to the strategies and outcomes of Council's Advance Ipswich and Corporate Plan 2017-2022 in the following areas:

Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.

- Promote whole-of-life learning opportunities, particularly early learning and adult learning.
- Increased participation in learning opportunities across targeted community groups.

Create a city that values its past and embraces opportunities to work together for the betterment of the community.


- Greater engagement with targeted communities.
- Increased community access to learning.

CONCLUSION:

The Summer Reading Club has been a highly successful and rewarding part of the Library's program for children and young people, providing the Library service with a valuable opportunity to work in partnership with the State Library of Queensland, our library supplier, schools and other education / child care providers, parents and families and other parts of Council to encourage and promote library membership, engagement, reading and literature.

Ipswich Libraries is keen to continue to incorporate a reading incentive program across the extended summer holiday period. The success of this year's program indicates that many of the initiatives trialled this year were effective in increasing participation levels and so will be continued and refined in future iterations of the program.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A - Summer Reading Club 2017-2018 - Photographs	 Attachment A

RECOMMENDATIONS:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

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

Summer Reading Club 2017—2018



Libraries and Tourism Committee	
Mtg Date: 19.03.2018	OAR: Yes
Authorisation: Caroline McMahon	

1 March 2018

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: CELEBRATE SERIES

INTRODUCTION:

This is a report by the Library Services Manager dated 1 March 2018 concerning the Ipswich Libraries Celebrate series.

BACKGROUND:

Celebrate is an Ipswich Libraries' initiative organised and delivered in partnership with the Creche and Kindergarten Association (C&K) as part of C&K's *Transition to School* program funded by Mission Australia's Communities for Children (Inala to Ipswich).

The Celebrate series has been held quarterly since 2012 and acknowledges and honours language and literacy across cultures. Sessions are free and open to all members of the community, with a particular focus on children birth to six years, their families and carers.

Stories, music, song, dance, literacy related activities and the sharing of food are core elements of the program. Another key component is the C&K *Story Sack* program with every family with a child under 8 years of age in attendance receiving a free story sack containing a picture story book and take home resources relating to the story.

Cultures showcased in the *Celebrate* series included Africa, The Pacific Islands, Middle East, India and Sri Lanka, China and Taiwan, Korea and Fiji. The selection of the culture being featured is made by library staff in consultation with staff from Ipswich City Council's Community Engagement Branch and C&K representatives and is most often based around the demographics and usage of the library branch where the event is being held.

During 2017-2018, three Celebrate events have been held:

- Celebrate Japan – 15 August 2017
- Celebrate Thailand – 5 December 2017
- Celebrate First Nations – 21 February 2018

A total of 295 community members (165 children and 130 adults) have attended the above sessions. Table 1 below provides an overview of attendance by location for each of these events.

Table 1: Overview of Celebrate series attendance by location

Program	Date	Location	Total Children	Total Adults	Total
Celebrate Japan	15/08/2017	Ipswich Central	59	41	100
Celebrate Thailand	5/12/2017	Redbank Plaza	24	31	55
Celebrate First Nations	21/02/2018	Ipswich Central	82	58	140

For each *Celebrate* session, the event begins with a story or song followed by a cultural performance, storytelling, relevant activities at prepared stations and culturally appropriate food. All components of the event are enjoyed by those present, particularly the performances and the opportunities to taste the flavours of another culture.

Celebrate Japan was presented in close consultation with a local Japanese mothers group who proved invaluable in suggesting appropriate activities and garnering community interest via social media. The feature of the event was a performance by a Japanese drumming duo and a wonderful, highly interactive activity which allowed children to participate in their own drumming performance.

Celebrate Thailand, held at Redbank Plaza Library, established a connection with the local Thai restaurant business located at Redbank Plaza who provided the cultural catering. A Thai dance troupe from the Gold Coast travelled to Ipswich to perform then shared dance movements with the children.

Celebrate First Nations was opened by the Cultural Captains from Goodna State School who led their student group through wonderful indigenous instrumental and dance performances. The students also assisted with the reading of an indigenous story, *Big Rain Coming*, and local indigenous artist Muralappi (Jessica Skeen-McKinnon) led the children through a tile painting activity. Some of those present also had the opportunity to hear the story around the wrap on Muralappi's van. The First Food Co. (Aust) Pty Ltd provided bush tucker for the event and this was a huge hit with attendees of all ages.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Celebrate program attracts new and culturally and linguistically diverse (CALD) audiences to our libraries through an event which celebrates and showcases language and literacy across cultures. The series offers opportunities for all community members to visit library spaces and experience the sights, stories, sounds and tastes of a diversity of cultures, particularly those represented in Ipswich.

Celebrate, Story Sack and their associated activities and resources are established to stimulate and encourage early literacy development. The multicultural approach of this program embraces community diversity and emphasises inclusivity within the library space. The program also provides early literacy information and support for parents and carers of young children and, engages children in enjoyable and interactive experiential learning.

The Ipswich Libraries' *Celebrate series* contributes to the strategies and outcomes of Council's Advance Ipswich and Corporate Plan 2017-2022 as follows:

Advance Ipswich: Goal 1, Strategy 2

Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.

- Promote whole-of-life learning opportunities, particularly early learning and adult learning.
- Increased participation in learning opportunities across targeted community groups.

Community Identity (Corporate Plan – Goal 1 CSW 2.1.3)

- Encourage community activities that promote and celebrate a sense of belonging.


FINANCIAL IMPLICATIONS:

The costs associated with the Celebrate series are scoped as part of the Public Programming service stream of Ipswich Libraries and funded in the 2017-18 financial year.

CONCLUSIONS:

The *Celebrate* program is an engaging and interactive early literacy based event which highlights and indeed celebrates the cultural diversity of Ipswich. New and existing library users of all ages and from across all areas of the community are inspired to create and connect, reaffirming Ipswich Libraries' reputation as an inclusive provider of access to early literacy programs, services and opportunities.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A: Celebrate 2017-2018 photographs	 Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

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

Celebrate Series 2017-2018



Celebrate Japan, 15 August 2017, Ipswich Central Library



Celebrate Thailand, 5 December 2017, Redbank Plaza Library



Celebrate First Nations, 21 February 2018, Ipswich Central Library

Libraries and Tourism Committee	
Mtg Date: 19.03.2018	OAR: Yes
Authorisation: Caroline McMahon	

28 February 2018

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: COCKTAIL HOUR WITH MAGDA SZUBANSKI

INTRODUCTION:

This is a report by the Library Services Manager dated 28 February 2018 concerning the Ipswich Libraries Cocktail Hour with Magda Szubanski event.

BACKGROUND:

Cocktail Hour is a signature event series featuring high profile authors and media personalities held quarterly on The Mezzanine at Ipswich Central Library. On Friday, 23 February 2018 the guest speaker was Australia's multi-award winning comedian, actor and writer, Magda Szubanski.

Magda was a regular customer suggestion as a guest for Cocktail Hour. As one of Australia's most versatile, critically acclaimed and popular comedy performers, she has an extensive portfolio of appearances both home and abroad including the film *Babe* and television series *Kath & Kim*. Her multi-award winning autobiography *Reckoning: a memoir*, was released in 2015 and is an honest and poignant telling of her journey and self-discovery.

In question and answer style, Magda connected directly with the Cocktail Hour audience. She delivered charming, engaging and often humorous responses to a variety of questions and captured the attention of all present as she adopted accents, related anecdotes and shared personal experiences. Magda is a passionate advocate for lesbian, gay, bisexual, trans, intersex and other sexuality and gender diverse (LGBTI+) matters and, whilst it was a topic covered, it did not overshadow the many other facets of her story. Magda's presentation was skillfully translated by Auslan interpreter, Erin Drummond.

Due to Cocktail Hour's reputation, and in response to customer feedback, Ipswich Libraries has reviewed the current ticket registration and allocation process with the aims of providing a more equitable registration process, improving the registration experience for customers and to provide an opportunity to convert more registrations into library memberships. It will also provide additional data metrics for potential registrations and enhance the exposure of event sponsors.

For the next Cocktail Hour the proposed process to be trialled will include:

- An open registration and random ticket draw.
- An open registration period of one week to enable library members to register online, over the phone or in person at the branch and to allow non-members to join the library prior to registering.
- A minimum of 120 tickets available in the random draw to community members.
- A maximum of two tickets per ticket holder.
- Further draws from the remaining pool of names based on cancellations.
- A maximum of two non-transferable tickets to formalised library partners.
- The allocation of tickets to Cocktail Hour sponsors in accordance with a tiered sponsorship package (refer attachment B).

The Cocktail Hour premier series has rapidly become a very popular event and reflects the library's relevant strategic outcomes for community engagement. A total of 180 guests attended, and once again included a number of first time attendees.

This was the first Cocktail Hour event for 2018 and the series continues on Friday, 27 April 2018 with award winning actor, author and philanthropist Samuel Johnson. Samuel is widely respected for his inspirational advocacy and determination to "kick cancer to the kerb".

BENEFITS TO COMMUNITY AND CUSTOMERS:

Magda Szubanski continued the successful association between high profile special guests at Ipswich Libraries, following Saroo Brierley, Dr Karl Kruszelnicki, Amanda Keller and Andrew Winter in 2017. Securing this level of celebrity provides community members with the enviable opportunity to be entertained, inspired and informed by a diverse range of notable presenters.

Cocktail Hour has successfully raised the profile of Ipswich Libraries and the City of Ipswich and positioned Ipswich Libraries as a professional and proficient partner of choice. Cocktail Hour continues to attract community members new to the event and / or the Library's programs or services.

The Ipswich Libraries' Cocktail Hour series contributes to the strategies and outcomes of Council's Advance Ipswich and Corporate Plan 2017-2022 in the following areas:

Advance Ipswich: Goal 1, Strategy 2

Provide a full spectrum of life-long learning opportunities, from early learning through to schooling, vocational training and tertiary education that aligns skills and education with emerging employment opportunities.

- Promote whole-of-life learning opportunities, particularly early learning and adult learning.
- Increased participation in learning opportunities across targeted community groups.

Caring for Community (Corporate Plan – Goal 3, Strategy 5)

Plan and deliver a diverse range of cultural programs to engage the Ipswich community, celebrate Ipswich's cultural heritage and foster cultural development.



- Broad community participation in the arts.
- Increased cultural tourism.

FINANCIAL IMPLICATIONS:

Costs associated with the Cocktail Hour program are scoped as part of the Public Programming service stream of Ipswich Libraries and funded in the 2017-2018 financial year allocation.

Ipswich Libraries will continue to pursue sponsors for the event with a range of sponsorship options, thereby supplementing costs but continuing to provide equitable access to the event for all library members.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A - Cocktail Hour with Magda Szubanski Photographs	 Attachment A
Attachment B – Cocktail Hour Sponsorship	 Attachment B

CONCLUSION:

Cocktail Hour with Magda Szubanski was the first in the series for 2018. This event continues to reinforce the Library's burgeoning reputation as a dynamic, innovative and inclusive public space. This program continues to draw new audiences to the Library, to increase library membership and to showcases Ipswich Libraries as a partner of choice.

RECOMMENDATION:

That the Cocktail Hour Sponsorship Package, as detailed in Attachment B to the report by the Library Services Manager dated 1 March 2018, be endorsed.

Sylvia Swalling

LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon

CHIEF OPERATING OFFICER

(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

COCKTAIL HOUR WITH MAGDA SZUBANSKI

IPSWICH CENTRAL LIBRARY

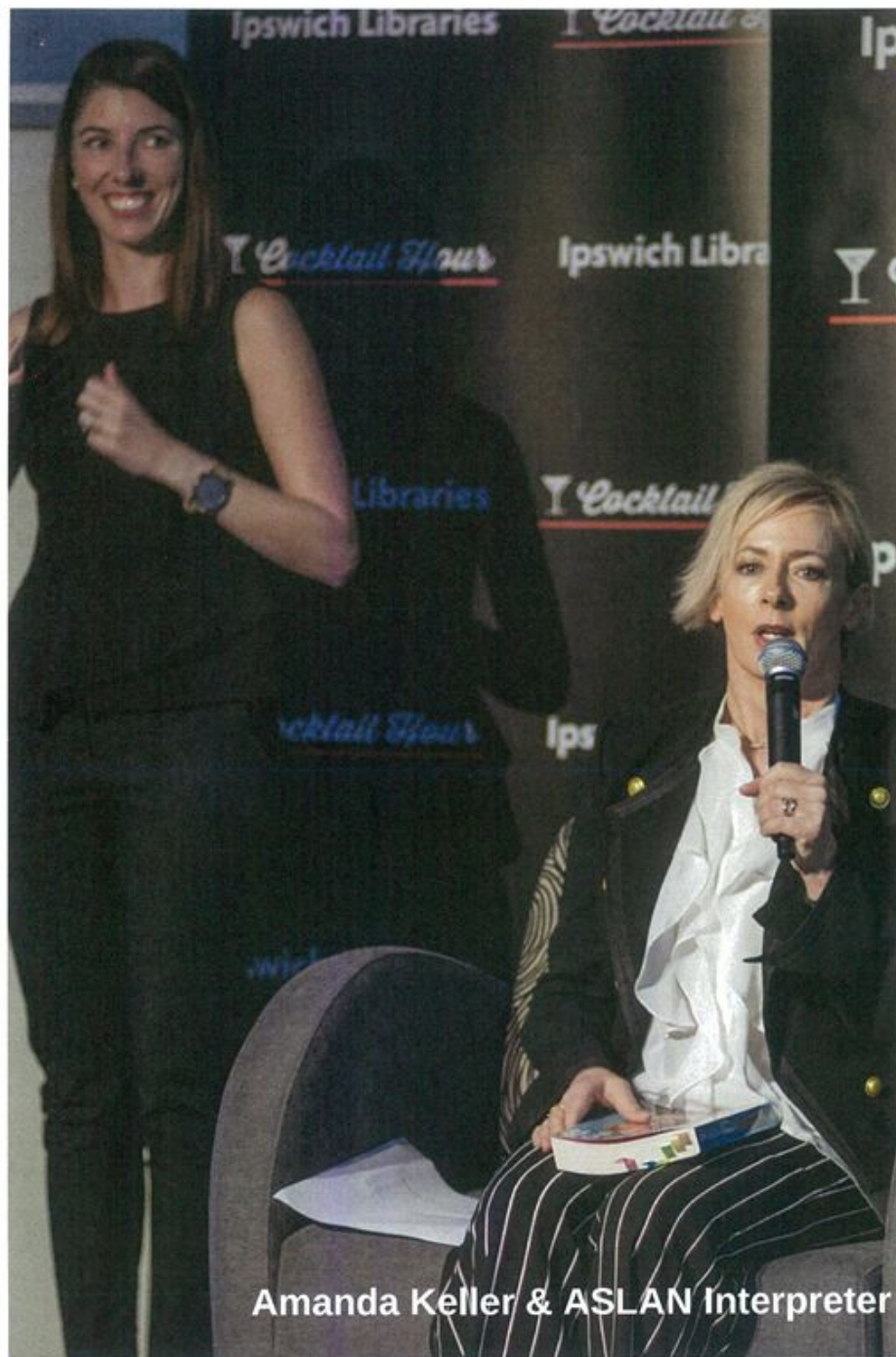
FRIDAY, 23 FEBRUARY 2018



IPSWICH LIBRARIES

Sharing inspirational stories that
aim to challenge our
preconceptions of the world.

COCKTAIL HOUR SPONSORSHIP



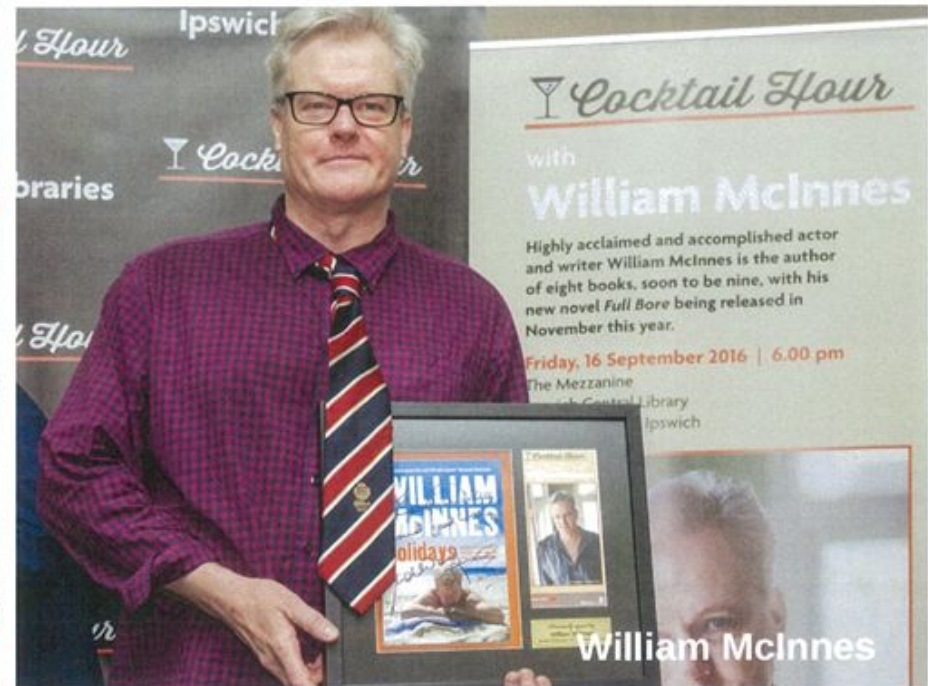
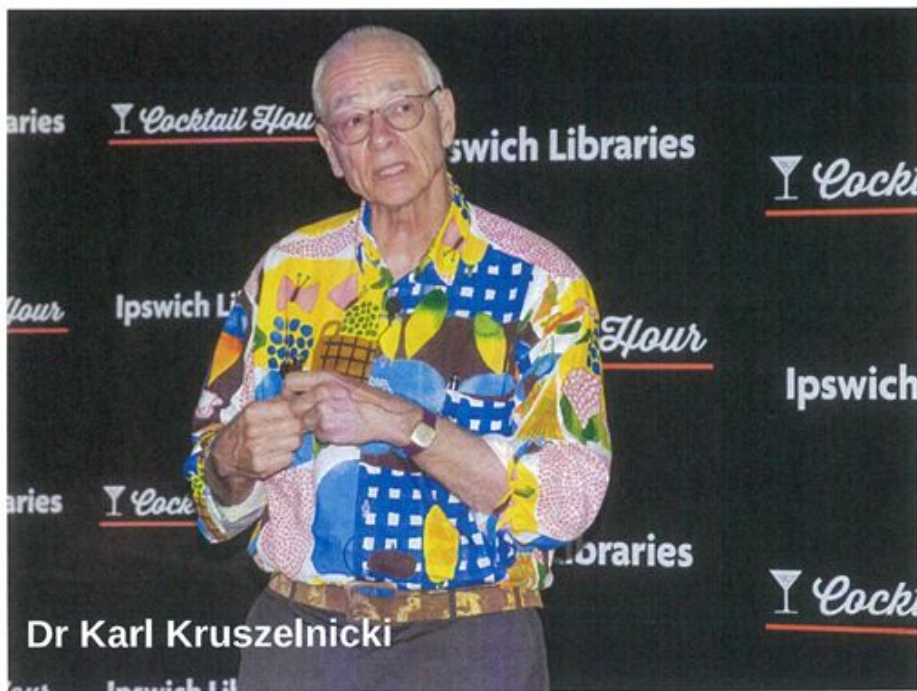
Amanda Keller & ASLAN Interpreter



Todd Sampson

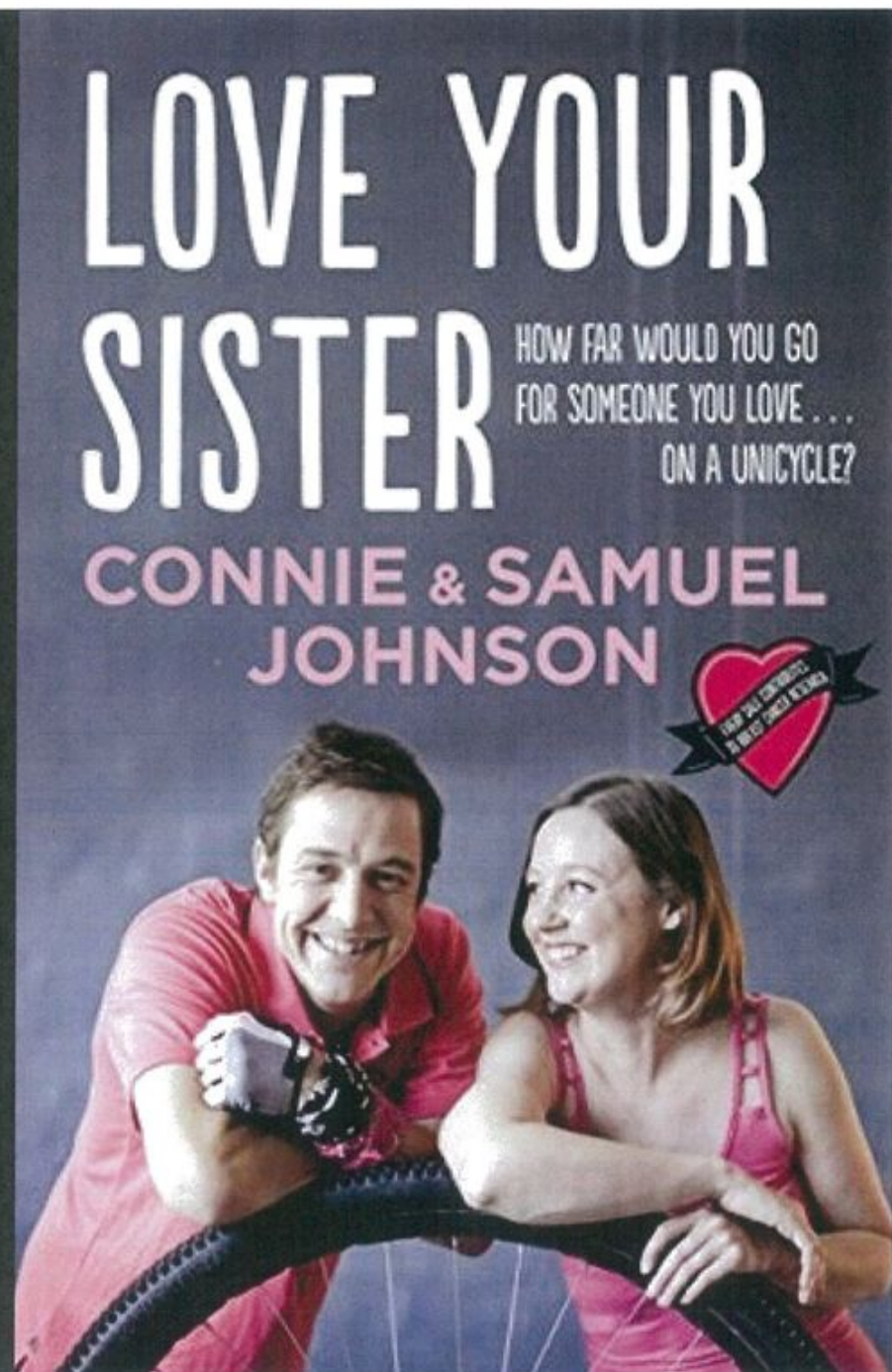


Andrew Winter at VIP function



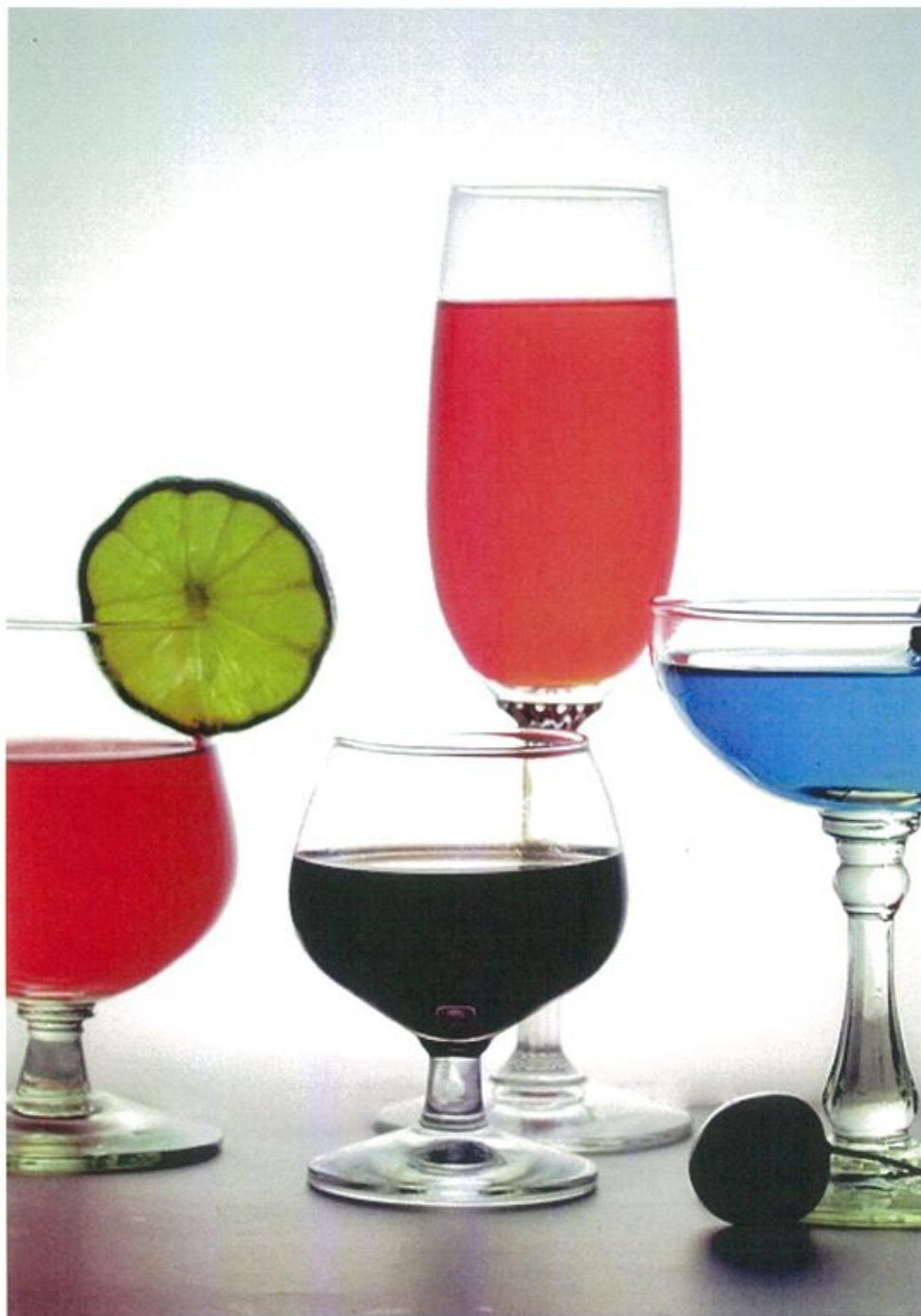
NEXT EVENT Samuel Johnson

Join Samuel for cocktails at the Ipswich Central Library as he shares his deeply personal and extraordinary story about the power of positive attitude, extraordinary resilience and the big picture approach to life.





SPONSORSHIP PACKAGES



Cocktails Sponsor

BENEFITS

- Logo on all collateral and advertising
- 6 x VIP tickets
- 6 x General Entry (second row seats)
- Guaranteed VIP and General Entry tickets to this sought after event
- No industry competitors will be a sponsor for that event
- Between 150 - 200 people attend per event
- Connecting with members that have an interest in that speaker

\$2,100

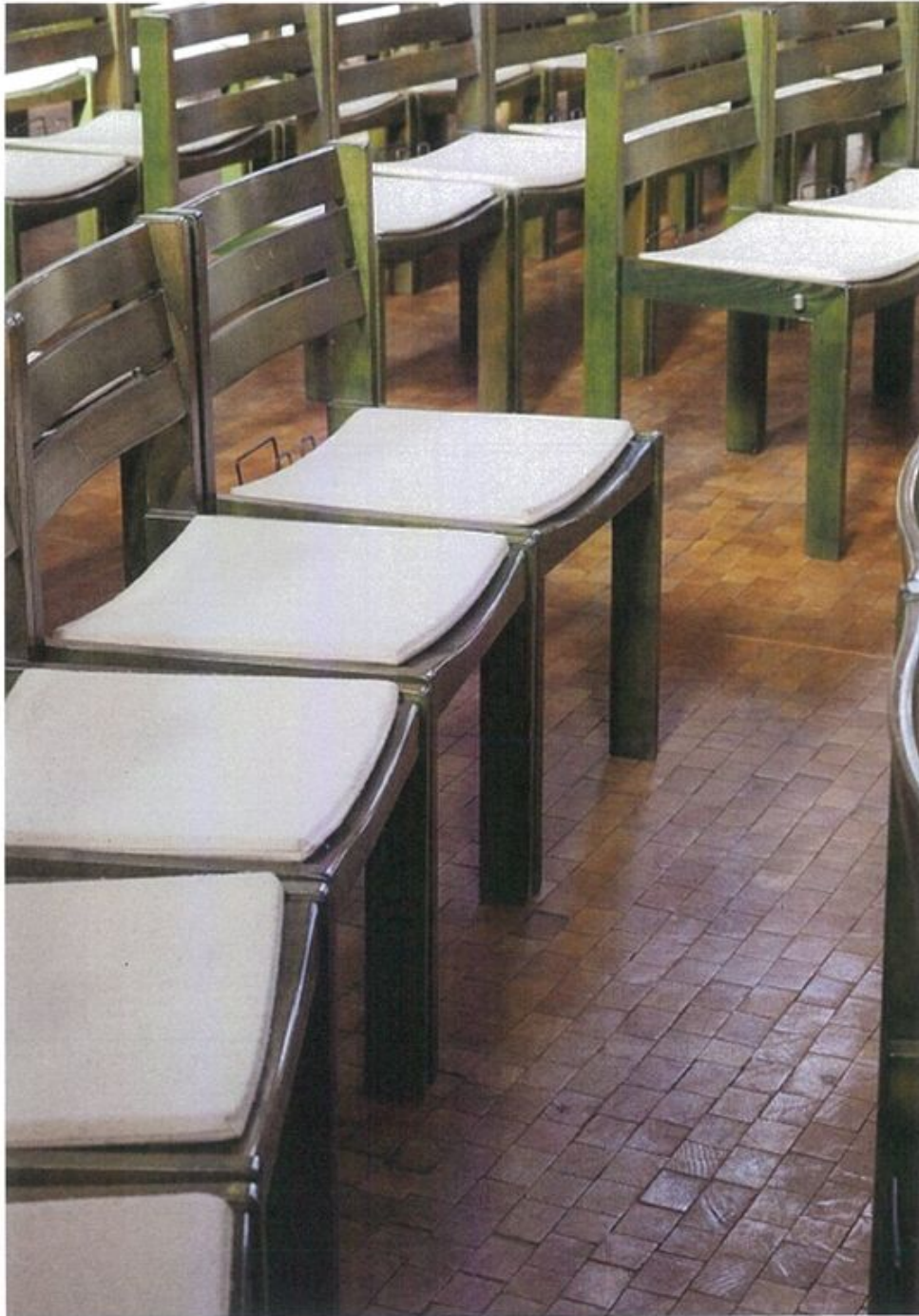


Food Sponsor

BENEFITS

- Logo on all collateral and advertising
- 4 x VIP tickets
- 6 x General Entry (second row seats)
- Guaranteed VIP and General Entry tickets to this sought after event
- No industry competitors will be a sponsor for that event
- Between 150 - 200 people attend per event
- Connecting with members that have an interest in that speaker

\$1,600

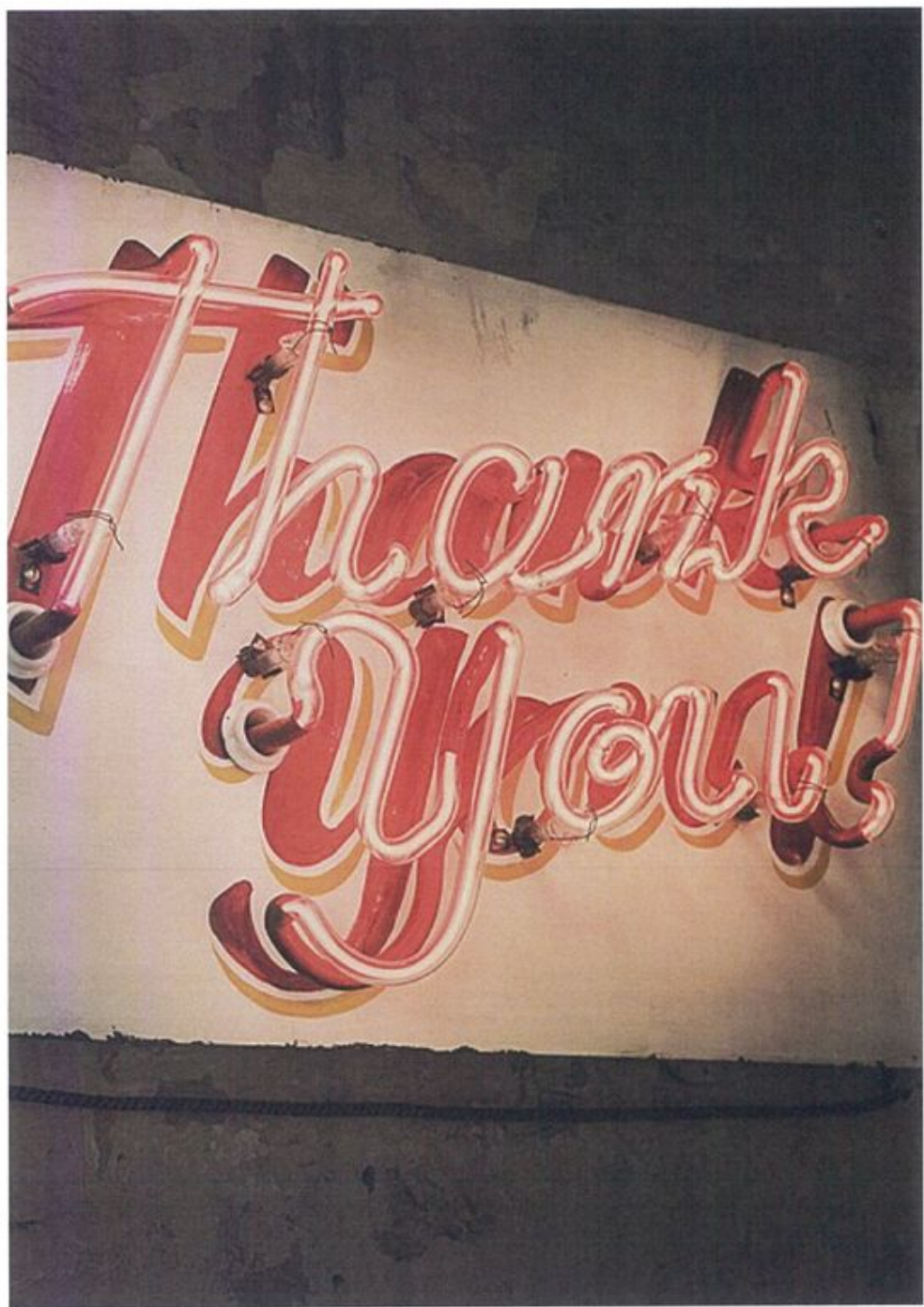


Second Row Seats

BENEFITS

- Logo on all collateral and advertising
- 6 x General Entry (second row seats)
- Guaranteed VIP and General Entry tickets to this sought after event
- No industry competitors will be a sponsor for that event
- Between 150 - 200 people attend per event
- Connecting with members that have an interest in that speaker

\$600



Tourism and Libraries Committee	
Mtg Date: 08.03.2019	OAR: YES
Authorisation: Ben Pole	

8 March 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: 2018 DISCOVER IPSWICH MAGAZINE

INTRODUCTION:

This is a report by the Tourism Development Manager dated 8 March 2018 concerning the production and launch of the 2018 Discover Ipswich Magazine

BACKGROUND:

An annual brochure promoting the tourism offerings in Ipswich has been produced since 1997. Prior to 2007, the production of the "Visitor Guide" was delivered through various collaborative arrangements between the Queensland Times, the Ipswich Visitors and Tourism Association (IVTA), external travel related companies and Ipswich City Council.

Between 2007 and 2013, information in the Guide was presented in sections which broadly aligned with the experience seeker segmentation identified by Tourism and Events Queensland i.e. Family Fun, Romance and Indulgence, The Great Outdoors, Adrenalin Charged, and Memories and Mementoes.

Throughout 2014, there were several workshops held with Tourism and Events Queensland, Brisbane Marketing and tourism operators to determine the key Ipswich hero experiences (hero experiences are what makes the destination unique and gives it a competitive advantage over other destinations).

Since 2017 the guide has moved towards a magazine approach developing stories produced by third-party writers and bloggers and collaborating with Trip Advisor, the largest travel review site in the world, to identify and showcase the best experiences in Ipswich. The change in approach supports showcasing the total sum of third-party endorsed experiences to build credibility for Ipswich as a destination of choice.

The 2018 Discover Ipswich Magazine follows the same format and showcases over 100 things to see and do in Ipswich. This year's content from recognised travel writers and Trip Advisor has been integrated into the guide creating a level of third-party endorsement for our products and experiences.

For the second year in a row the Discover Ipswich Magazine will be distributed direct to Ipswich residents and for the first time to Brisbane hotels.

The three main objectives of this distribution strategy are:

1. To increase local patronage
2. To encourage residents to promote Ipswich to potential visiting friends and relatives
3. To educate visitors to Brisbane about the variety of things to see and do in Ipswich

A supporting social media campaign will be run the week of 12 March 2018.

The 2018 Discover Ipswich Magazine received co-operative advertising support from over 29 local businesses. 104,000 copies will be printed and distributed to:

- Ipswich households
- All accredited Visitor Information Centres in Queensland
- Brisbane domestic and international airports
- Brisbane hotels
- Selected consumer travel shows
- Ipswich City Council events
- Ipswich accommodation operators
- Selected RACQ offices
- Satellite information centres (Ipswich region)
- In response to enquiries
- Discover Ipswich mobile trailer activations at key events and in
- Welcome Packs

An electronic version of the magazine available on the Discover Ipswich website at <http://discoveripswich.com.au/magazine/>

BENEFITS TO COMMUNITY AND CUSTOMERS:

The activities undertaken and services provided through the Tourism Branch align with the Advance Ipswich Plan and the Economic Development and Marketing Department Plan:

Goal 1 Strategy 6 Key Action 6.3 – Support economic activity based on retail and hospitality in the existing and proposed centres.

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

RECOMMENDATION:

- A. That the report concerning the production and distribution of the Discover Ipswich Guide 2018 be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Chairperson of the Tourism and Libraries Committee, promote the positive benefits of this program to encourage the continued participation by local businesses and the community.

Alistair Tavares

TOURISM DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Libraries and Tourism Committee	
Mtg Date: 19.03.2018	OAR: YES
Authorisation: Caroline McMahon	

9 March 2018

MEMORANDUM

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

FROM: EXECUTIVE SUPPORT AND RESEARCH OFFICER

RE: ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT DEPARTMENT
QUARTERLY REPORT – OCTOBER TO DECEMBER 2017

INTRODUCTION:

This is a report by the Executive Support and Research Officer dated 9 March 2018 concerning the Arts, Social Development and Community Engagement Departmental Quarterly Report for the Quarter ending December 2017.

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A - Arts, Social Development and Community Engagement Department – October to December 2017	Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Alisha Parker
EXECUTIVE SUPPORT AND RESEARCH OFFICER

I concur with the recommendation contained in this report.

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



Arts, Social Development and Community Engagement

Quarterly Activity Report
October - December 2017



lpswich.qld.gov.au



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Introduction

The primary objective of the Arts, Social Development and Community Engagement (ASDCE) department is to strengthen and contribute to the sense of community, and to enhance the lives of the City's residents and visitors through implementation and development of innovative programs and services.

This quarter's activity report focusses on the outcomes delivered in community development, the creative and performing arts, and library services.

Community Engagement

A core focus for the department is on strengthening local communities, connecting them and facilitating access to community services. We influence change in our communities in three ways:

- By working with community organisations
- By working directly with individuals
- By working with service providers

Library Services

Library Services provides a unique hub where the community can explore and share new ideas, learn and relax. Our programs reach out into the community to strengthen and build community capacity and social resilience.

Performing Arts

The Civic Centre and Studio 188! play an important role within our community, supporting a rich local history in performing arts and an increasing community commitment to participate in and support locally performed productions.

Visual Arts

The Art Gallery represents a cultural flagship that enhances civic pride and makes engaging with the creative arts accessible and enjoyable. It has helped position Ipswich as a premium regional destination for cultural tourists.

Data Challenges Our Thinking

Ipswich's diversity revealed

The 2016 Census data analysis revealed Ipswich's diversity, with residents born in 162 countries (outside of Australia) and speaking 152 languages (other than English). In depth analysis showed that sometimes the individual countries of birth doesn't reveal the breadth of representation from specific geographical regions or language groups.

Ipswich has 3,589 residents who were born in 28 different African countries, with around a quarter of these born in South Africa. Examination of the top 15 countries of birth shows South Africa at 7th place (967 residents) and South Sudan at 13th (481 residents) however further analysis shows Sudan in 17th position (368 residents). To examine the full picture of who was born in this region and appropriately plan for services for our residents requires a more holistic analysis of the data. The graph below shows diverse cultural mix we have within our African community in Ipswich.

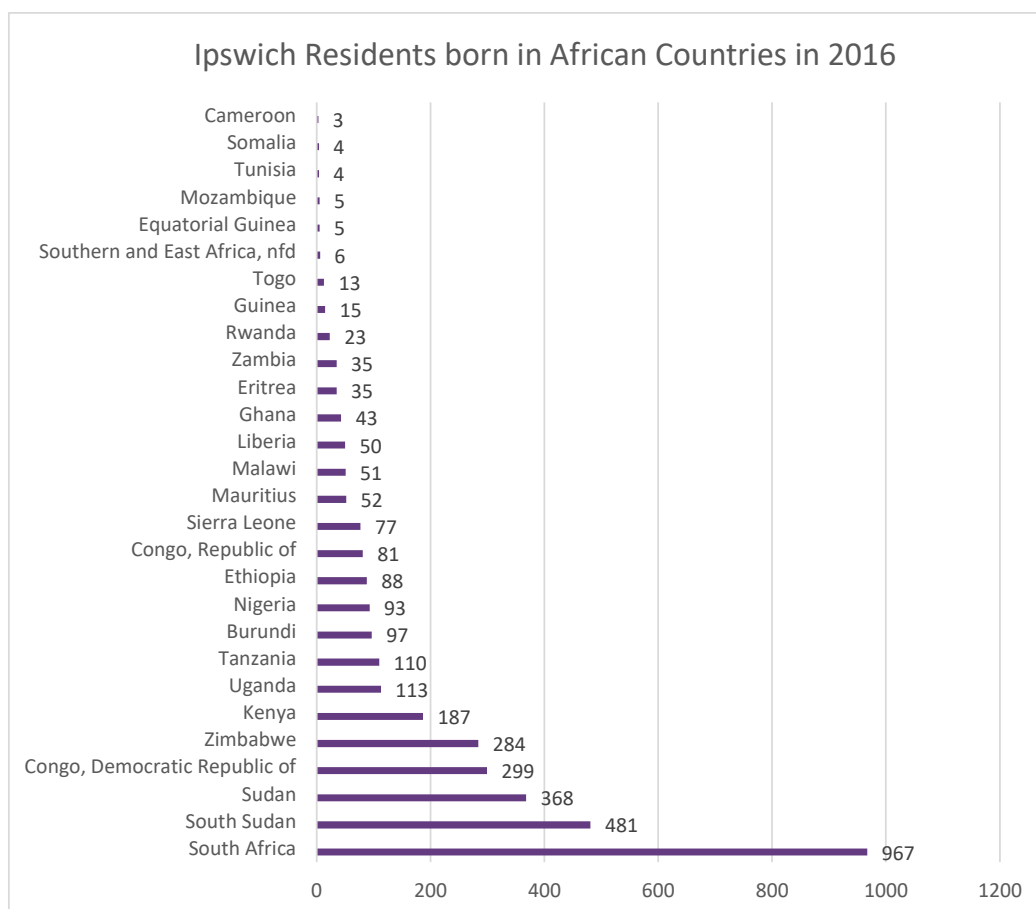


Figure 1

Community Engagement

Our Community Focus: Working with Organisations

A key focus area for the Community Engagement Branch is to shape the social and economic progress of the community by building the capacity of community organisations. This is achieved through the delivery of training and workshops, working directly with individual community groups, and through the provision of funding.

Funding

Between October and December ASDCE administered \$291,575 of funding to community organisations, delivered through Community and Citywide Donations, and Council's community grant programs. The majority of this funding was made available to local clubs and religious organisations for facility upgrades; events; and ongoing running costs.

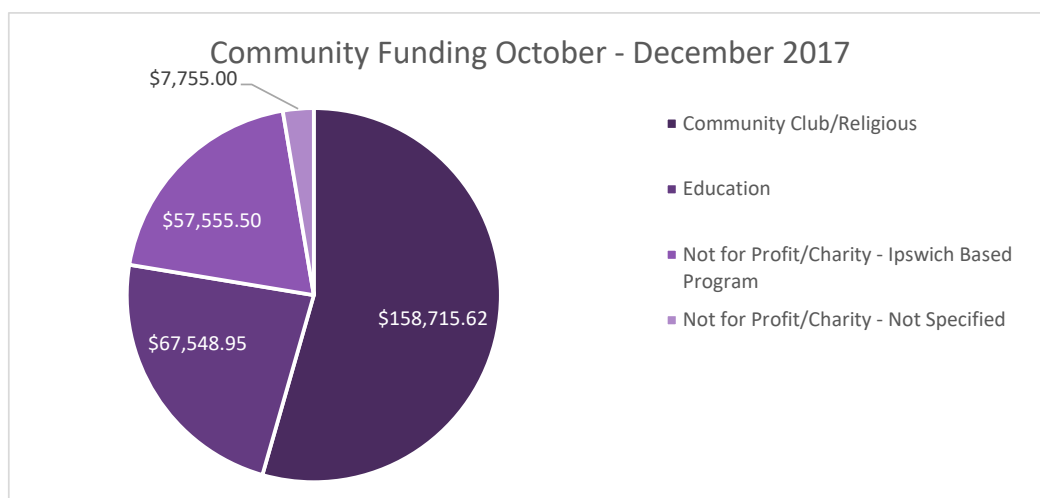


Figure 2

Arts Queensland provided funding of \$40,000.00 matched dollar for dollar to support the Regional Arts Development Funding (RADF) grants program and the development of an Ipswich Arts and Cultural Strategy.

Applications for Regional Arts Development Funding (RADF) closed on 31 December 2017. The Ipswich RADF Committee approved funding totaling \$18,440.00 to two (2) applicants.

Our Community Focus: Working with Individuals

In addition to working with community organisations, we have also worked to improve the individual wellbeing of target groups through specific community development programs and the Home Assist program.

Specific Community Development Programs

We have delivered various workshops and programs to address key social issues with identified community members:

Session name	Community benefit	Involvement	Partners
Riverview Community Assessment	Meetings and a survey were undertaken with members of the Riverview Community and business owners to develop an informed understanding of the aspirations and needs that exist within the community to enable the Community Development Team to work with the community and key stakeholders to strategically plan and deliver relevant and successful services.	>170	
Seniors Connect	These monthly sessions enable seniors to stay connected with their peers and informed on important topics. Three sessions were held during this period.	44	<ul style="list-style-type: none"> • QLD Health • Department of Human Services • UQ • Bolton Clarke • Beyond Blue
Redbank Plains Community Leaders Meet and Greet	A program aimed at developing and coordinating leadership at the community level.	34	
Redbank Plains Breaking the Cycle Program	<p>This program provides residents with increased employment opportunities, community connection and driver education.</p> <p>Since inception the braking the Cycle Program Redbank Plains has given over 225 hours of mentor driving with an extensive waiting list. In December 2017 we had one participant complete the program and successfully passed her provisional drivers licence examination.</p>	100	<ul style="list-style-type: none"> • PCYC • Redbank Plains Library
Carers Building Resilience Workshop	This was aimed at helping carers understand resilience; what it is and how they can build it into their own lives. It The workshop examined factors that contribute to stress and how to manage this. The focus was on developing and using a personal strategy for enhancing resilience.	18	<ul style="list-style-type: none"> • ALARA
Indigenous Business workshop	A business development workshop providing local Aboriginal and Torres Strait Islander peoples information and network opportunities to help them to establish or grow a business that can provide real economic outcomes.	26	<ul style="list-style-type: none"> • Indigenous Business Australia (IBA)



Session name	Community benefit	Involvement	Partners
Learn to Swim for CALD Communities	<p>Most adults and children from a multicultural background have not had the opportunity to learn to swim and had limited water safety awareness.</p> <p>During the months of December and January Goodna Aquatic Centre taught 1100 swimming lessons to young people and 144 lessons for parents. Council funded this program in collaboration with the Redbank Plains Community Hubs</p>	260	<ul style="list-style-type: none"> • Just sports and Fitness • Community Hubs • Access

Home Assist

Home Assist aims to remove some of the practical housing-related difficulties experienced by older people and people with a disability who wish to remain living in their home, by providing information and referrals regarding home maintenance. For members of our community that are unable to obtain alternative assistance, the program meets needs around home maintenance, repairs, modifications and security. A particular focus for this quarter has been providing advice to clients regarding changes to smoke alarm legislation and installing new alarms to meet the revised standards.

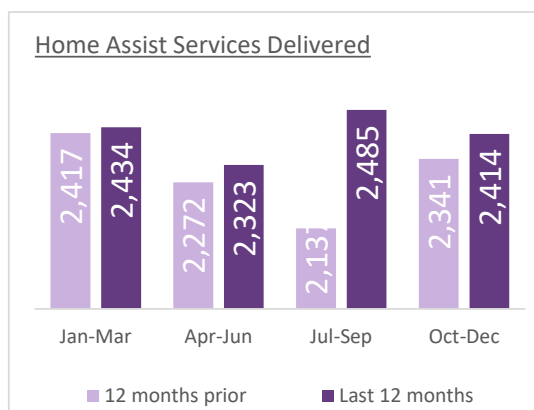


Figure 3

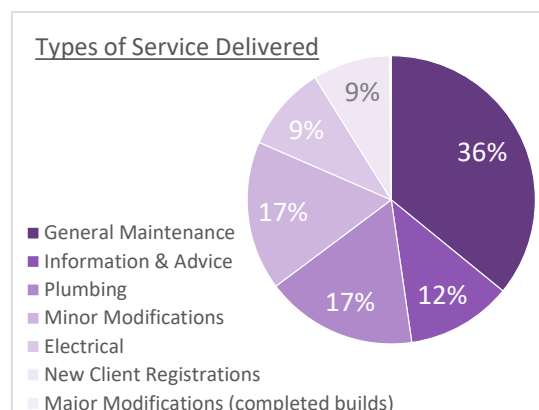


Figure 4


In addition to home maintenance and minor modifications, Home Assist also delivered the following major modification projects:


- Ramp installation for a 33 year old man who relies on prosthetic legs and a manual wheelchair for mobility.
- Stair lift installation for a 73 year old gentleman with chronic respiratory disease.
- Bathroom modifications for an 86 year old lady with significant mobility issues.
- Stair lift installation for an 84 year old lady with ongoing health concerns.

- Access modifications for a 94 year old lady to reduce falls risks, and improve confidence and independence at home.


Our Community Focus: Community Participation


In addition to working with community organisations and individuals, we have also been involved with developing community spirit, promoting social cohesion, and raising awareness of various social issues:

Seniors Concert – SOS Calling the Angels		
	Attendance	630
	Venue	Ipswich Civic Centre
	Partners	Seniors Concert Group
	Community Benefit	<p>This annual seniors concert and written, performed and directed by local Ipswich Seniors, most of whom are volunteers.</p> <p><i>Left: June Pidgeon is one of the performers. She has been volunteering for the past 13 years.</i></p>


Protégé Master Classes – Production Workshops		
Attendance	12	
Venue	Studio 188	
Partners	Ipswich Civic Centre & Community Engagement Branch	
Community Benefit	<p>The delivery of two (2) production workshops for students from Lowood State High School and local youth disability agency House with No Steps. Workshops provide an opportunity for young people to positively engage in activities that promote and focus on their ability and potential, build productive relationships with the city's schools to maximise their positive impact on the community, facilitates capacity building through a comprehensive community development training program, and encourages participation, attendance and creative production from the diverse communities of Ipswich</p>	



Protégé Master Classes – Music Industry Hookup	
	Attendance 33
	Venue Studio 188
	Partners QMusic & Ipswich City Council
	Community Benefit Music Industry Hookup is an opportunity for young local Ipswich artists to interact and network with fellow artists, managers, publicists, producers, booking agents and more from right across the region. The line-up features QMusic Executive Director, Joel Edmondson, QMusic Program Manager, Trina Massey, music performances from young Ipswich artists Sarah Hobson & Zvnder, plus more.

Sensory Cinema Day – International Day of People with Disability	
Attendance	240
Venue	Cineplex Cinemas Redbank Plaza
Partners	Cineplex Cinemas
Community Benefit	<p>A free event for local families to celebrate the talents and achievements of people with disabilities. Over 75% of attendees identified as either having a disability or attending with someone who does and 70% also stated that they came to the event with a carer or were a carer themselves.</p> 

2017 International Volunteer Day Community Breakfast	
	Attendance 220
	Venue Ipswich Civic Centre George Hogg Auditorium
	Partners Volunteering Services Australia
	Community Benefit A free annual community breakfast to acknowledge and show appreciation to all Ipswich City volunteers who dedicate their time and expertise to contribute to making our city a more liveable community.

Arts and Cultural Strategy – Community Consultation		
Attendance	60+	
Venue	Various	
Partners		
Community Benefit	Opportunity for the members of the community to provide input into the draft Arts and Cultural Strategy	

Service Development

Influencing and coordinating service delivery across Ipswich, we connect the community with service providers and maximise the value of community services to the Ipswich community. In the December quarter, we influenced service delivery for the community in the following ways:

Collaboration with Other Agencies

Agencies / Forum	Community focus
Ipswich Early Years Network Meeting	Collaborating with providers to ensure optimal service delivery for children in Ipswich.
Early Development Working Group Meetings x 5	Improving services available for children aged 0-8 years in the following areas: <ul style="list-style-type: none"> • Leichhardt / One Mile (AEDC¹) • Goodna / Gales / Camira (AEDC) • Riverview / Collingwood Park / Redbank regions (AEDC) • Redbank Plains (AEDC) • South Ripley (Providence Action Group)
Ipswich Disability Interagency Network Meeting	Monthly network meeting sharing information, project collaboration, partnership development and discussions on emerging needs of people with disabilities.
Ipswich & West Moreton Seniors Services Interagency Network	Local agencies who support seniors or carers come together to discuss concerns, share advice and information and work cooperatively.
Regional Youth Mental Health Forum	Fortnightly committee meetings between Ipswich City Council, Lockyer Valley Regional Council and West Moreton Health to deliver annual Youth Mental Health Forum designed for schools. This event aims to breakdown the stigma surrounding mental health and increase awareness about local services.
Ipswich & West Moreton Youth Interagency	Monthly network meeting sharing information, project collaboration, partnership development and discussions on emerging needs of young people.

¹ Australian Early Development Census working group meetings

Ipswich Libraries

The Changing Face of Ipswich Libraries

Self-Service Loans and Returns

Following the successful introduction of a concierge-model of customer service and RFID-enabled self-service for loans, returns and requests at Central Library, new equipment has been rolled out at all branches, including the installation of Smart Blade return units. Once new concierge counters are installed, all branches will conform to the new customer service model. Customers have embraced the changes and it is anticipated that the transition to future self-service options will be well received.

Understanding our Customers

Ipswich libraries recorded 136,498 interactions with customers between the beginning of October and the end of December. Understanding how our customers engaged with the library service is essential to providing excellent customer service. Figure 5 demonstrates the relative popularity of each of our key services in the quarter, with many of our customers using the library for multiple services in any one visit.

Borrowing is still the main reason customers visit libraries, with reference services and internet

accessed by many of the Libraries' users.

How do customers use the library?

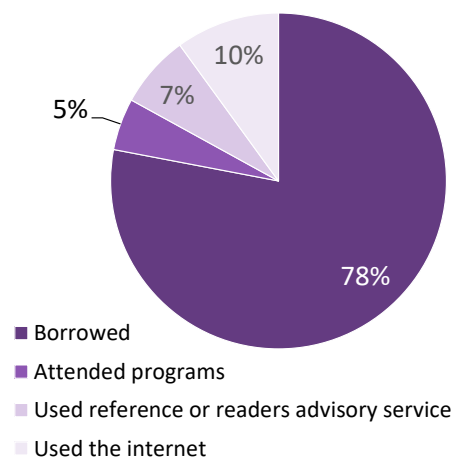


Figure 5

Membership

New Members

Ipswich Libraries attracted 1,597 new members this quarter, compared with 1,894 for the same period last year. Memberships have been trending up over the last twelve months, however the recent changes at all branches have impacted on operations in general, including a moderate impact to new memberships. See Figure 6.

New Memberships in the Quarter

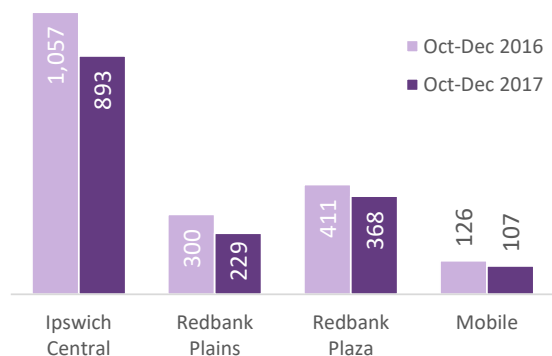


Figure 6

Loans

Overall loans continue their general upward trend as the library continues to use evidence-based techniques to ensure that each branch's collection is customised to suit the wants and needs of its users.

Figure 7 below shows 12 month rolling loan data, demonstrating strong growth over the last year. The general increase in average annual loans per item indicates that each item in the collection is being increasingly well-borrowed, as the collections are tailored to meet community needs and expectations.

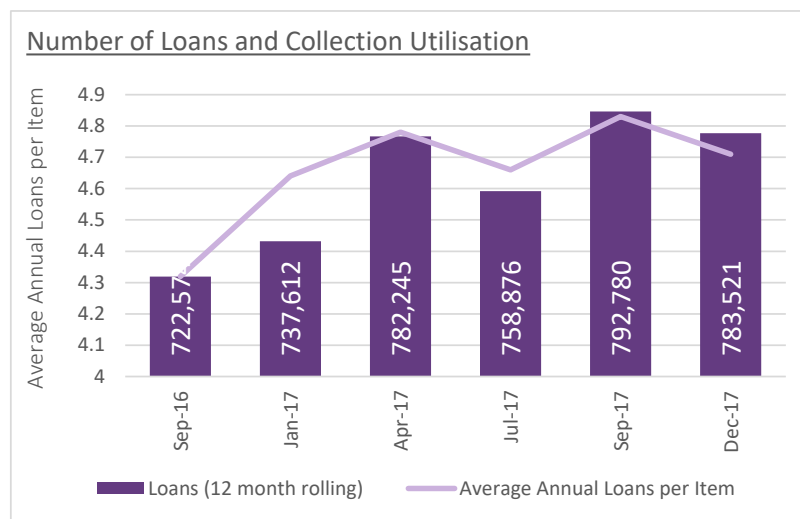


Figure 7

Library Collections

Marketplace

The Marketplace continues to build on its original success, as indicated by the increase of loans between October 2017 and December 2017, shown in Figure 8 below.

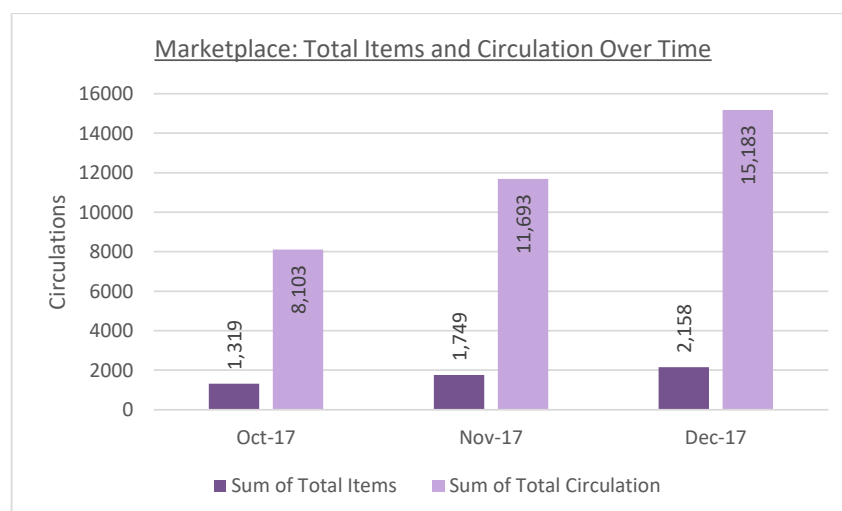


Figure 8



The unique fusion of a retail-style presentation with bespoke, curated collections and top ten titles has created a new and exciting way of exploring the Libraries' collections.

Ipswich Libraries will extend the success of the Marketplace by implementing two new marketplaces at Redbank Plains and Springfield Central libraries. This will continue to provide a high-quality and attractive service to our members, both new and old.

Public Programming

Between the beginning of October and the end of December, 195 programming sessions were delivered across the library service and the community with a total engagement of 5,418 participants.

Adult Digital Literacy Programming

Ipswich Libraries has a strong focus on digital literacy programming. With the aim of bridging the digital divide and maximising accessibility and inclusivity, the library offers a range of digital literacy skill development experiences freely available to all community members. Figure 9 shows the breakdown of digital literacy programs delivered to adults, both in-house and outreach, during this quarter. While 45% of programs are digital literacy focussed, attendance at these equates to only 16% of total adult program attendance as shown in Figure 10. Reasons for this include common adult fear of unfamiliar technology, customer availability during scheduled program times and the limited number of training computers available. Increased accessibility will be a focus in 2018 with additional programming and a greater number of computers at the new Springfield Library branch

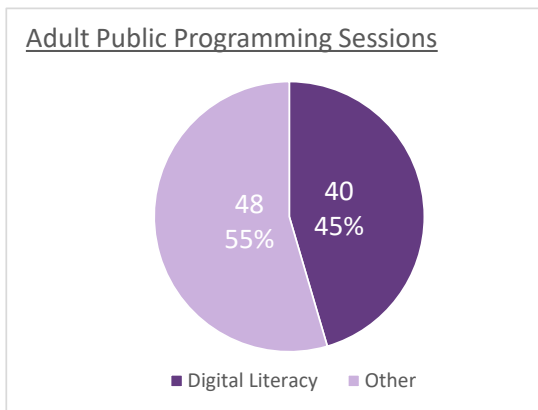


Figure 9

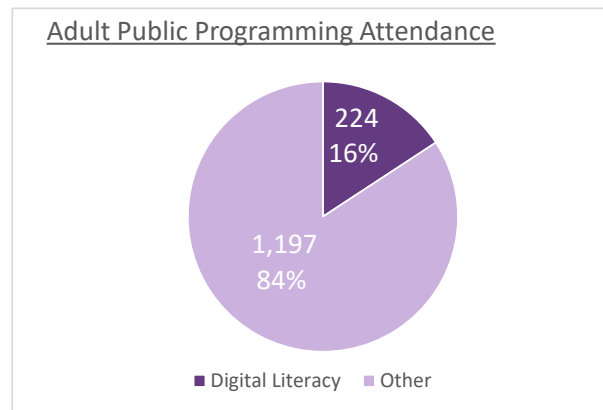


Figure 10

Cocktail Hour

Cocktail Hour is a signature event series featuring high profile authors and media personalities held quarterly on The Mezzanine at Ipswich Central Library. The series is highly anticipated by the community and bookings often exceed expectations.

Cocktail Hour has rapidly built the Library's reputation as a dynamic and innovative public space. This popular program continues to attract new audiences across diverse interests and ages and showcase Ipswich Libraries as a partner of choice.

Attendance at Cocktail Hour events

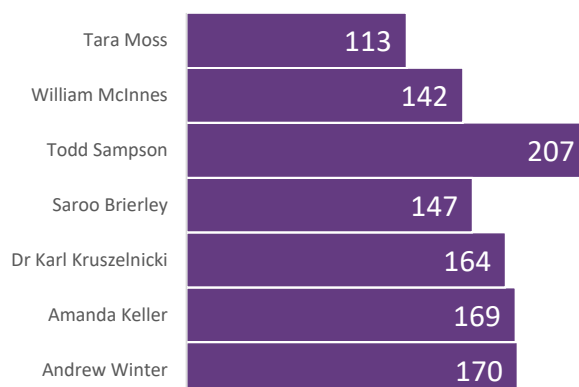




Figure 11


Cocktail Hour with Andrew Winter		
Target Audience	170 Adult community members	
Venue	Ipswich Central Library	
Partners	Ipswich Heritage Club sponsored the evening's drinks package	
Community Benefit	Andrew Winter, residential property expert, NewsCorp contributor and multiple award-winning television host, shared his journey to the top of the real estate and property television ladders, offered pieces of real estate wisdom and answered questions from a clearly engaged audience.	


An evening with Judy Nunn		
	Target Audience	100 Ipswich community members
	Venue	The Mezzanine, Ipswich Central Library
	Community Benefit	Famed best-selling Australian novelist and actor, Judy Nunn discussed her recently published novel. During this intimate evening event Judy shared her writing journey with the Ipswich community.



Read Local – Indie Author Expo		
Target Audience	40 community members	
Venue	The Mezzanine, Ipswich Central Library	
Community Benefit	The inaugural Indie Author Expo attracted a large audience of independently published authors and aspiring community members. Attendees had the opportunity to listen to several successful indie authors and have casual discussions with like-minded individuals in the expo environment.	

Ipswich Poetry Feast- Awards Presentation		
	Target Audience	173 competition prize winners, families and special guests
	Venue	Metro Ipswich International Hotel
	Partners	Ipswich Poetry Feast Committee (Ipswich Community), Sponsors and Partners
	Community Benefit	This celebration of the 1,319 competition entries was attended by more than 170 guests. The audience enjoyed recitations of winning poems and learned a bit of Ipswich history through the inaugural Picture Ipswich category where entries showcases the library's digital archive.

New – Story Sports Cup		
Target Audience	446 students, teachers and parents	
Venue	Ipswich Central Library, BJA	
Partners	Ipswich District Teacher Librarian Network	
Community Benefit	Primary schools from across the region entered teams in this fast-paced competitive writing competition for upper primary students. Children's author Brian Falkner set the challenges and provided commentary. Prizes included copies of Brian's books and the awarding of the Story Sport trophy. Now in its 6 th year this has become a fiercely contested competition.	

The Power of Positive Parenting Seminar		
 <p>Image courtesy of https://researchers.uq.edu.au/researcher/174</p>	Target Audience	46
	Venue	Ipswich Central library
	Partners	Triple P
	Community Benefit	This free parenting seminar was presented by Professor Matt Saunders, world-renowned psychologist and author of the Triple P – Positive Parenting Program. The 2 hour seminar was an opportunity for all parents to learn about the Triple P program and have questions answered by this highly regarded speaker who is frequently asked to comment on parenting issues by governments in Australia and internationally.

Picture Ipswich

Picture Ipswich continues to be a popular resource with 25,172 visitors in 2017. 70% of visitors accessed the website directly, with a further 30% accessing Picture Ipswich through the National Library of Australia's Trove website, as seen in Figure 12.

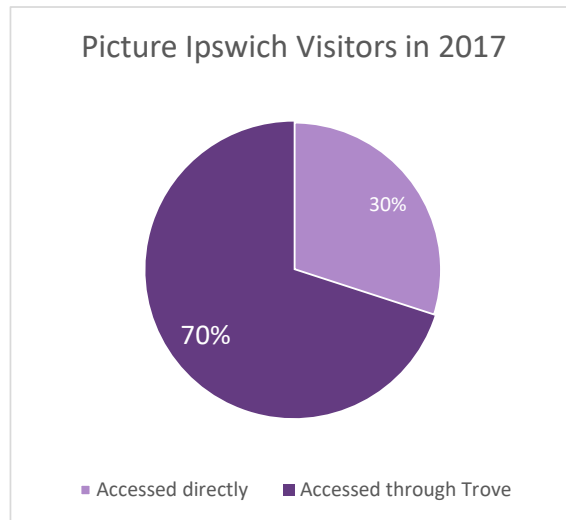


Figure 12

There are currently 14,659 images on the Picture Ipswich database, 9,697 of which are single images. The remaining 4,178 images are held in 410 MP4 records. Many of these images are very similar, but the Library's current Archivalware product is relatively unsophisticated and does not link like images to a single record. The library will be implementing a new Library Management System, part of which will include a new archives module. The new module offers the Library the ability to produce archive quality records, capable of linking like images to a single record, ensuring maximum discoverability by Library customers. The new product will allow the Library to create accurate records that conform to archival standards.

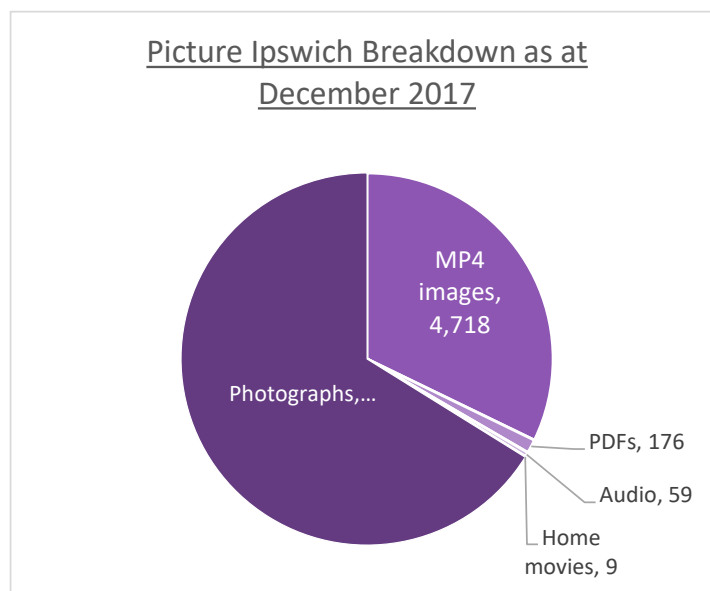


Figure 13

Often the images that are donated to Picture Ipswich come with a mystery. The image below was donated by a member of the Foote family, of the Department Store Cribbe & Foote. There is no further information about who the photo is of and where the photo was taken. The image has been added to Picture Ipswich.



Digital Engagement

Ipswich Libraries recognises the importance of social media in connecting with and influencing customers. The Library is active on social media, particularly on Facebook, with an upward trend in the number of people reached via social media. See Figure 14 below.

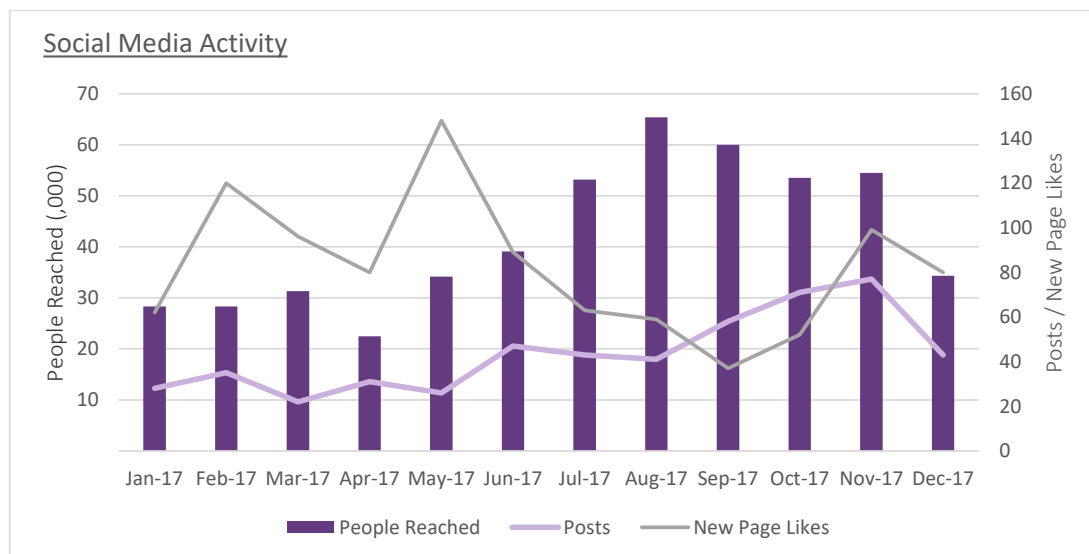


Figure 14

The Library provides customers with many and varied posts ranging from book recommendations, to the promotion of programs/events and engaging library memes. In

addition to this, the Ipswich City Council Facebook page features many photos from the Picture Ipswich collection under the banner of 'On This Day'.

Below are the top five performing posts from Ipswich City Council's Facebook Page – On This Day. As is often the case, the oldest photograph was of most interest, with the Silkstone State School Opening (See photo below) receiving most response.



Top 5 Performing Posts from the Ipswich City Council Facebook Page					
Date of Post	Year of Photo	Description	Reaction	Shares	Comments
16 Oct	2010	Bradfield Bridge opened	101	2	7
18 Oct	1958	Woolworth's Variety Store, Brisbane Street	72	2	0
04 Dec	1915	Silkstone State School Opening	212	43	46
16 Dec	1991	Xmas decorations on Fossey's Discount Dept. Store	150	17	35
26 Dec	1951	Sister Olive McAllister w/child @ Ipswich General Hospital	108	3	6

The top performing post from the Ipswich Libraries Facebook Page related to the highly anticipated next Cocktail Hour event which will feature Magda Szubanski.

Top 5 Performing Posts from the Ipswich Libraries Facebook Page			
Date of Post	Description	Reach	Engaged Users <i>(reaction, share, comments and post clicks)</i>
01 Oct	Promoting October What's On	5,651	120
02 Oct	'Funny' post about English Teachers and use of apostrophes	4,425	72
17 Nov	Cocktail Hour – Save the date for Magda Szubanski	10,680	1,019
22 Nov	Upcoming Book Sale	2,723	158
29 Dec	Picture Ipswich Photo 'On This Day' – Opening of the Hancock Bridge, Brassall	9,524	1,464

In-house digital advertising

The Ipswich Central Library has commenced trialling the use of in-house digital advertising. Freestanding screens stand in prominent locations within the Ipswich Central Library. Screens feature a mix of static and moving library advertising, promoting Library activities and events.

The Picture Ipswich collection is also being showcased with a dedicated screen continually playing through over 400 images from the collection during library opening hours.

X-box Gaming at Ipswich Central & Redbank Plaza



Both the Ipswich Central and Redbank Plaza Branches have installed Xbox gaming in their branches. Popular with teens, the gaming area sits in a high traffic area where children and young adults are encouraged to participate.

Xbox Gaming brings another dimension to libraries. As well as increasing self-confidence in players, it can also improve hand-eye coordination and increase social interaction in

Viva Cribb Bursary

Mid November, cheques totalling \$5,000 were handed over to the 2017 Viva Cribb Bursary winners; Kate Pitty to help her write her book about the history of Ipswich Grammar School old boys who served in the Great War (1914 – 1918) and to the Ipswich Hospital Museum to preserve the minutes of the Ipswich Hospital and Benevolent Asylum Committee from 1863 – 1875.

Libraries and Tourism Committee Chairperson Cr David Pahlke and Councillor Martin congratulated the winners at a special morning tea.



Customer Queries

During the period, **75%** of customers engaged with library staff to seek assistance with information and reference queries or reader's advisory queries as demonstrated in Figure 15.

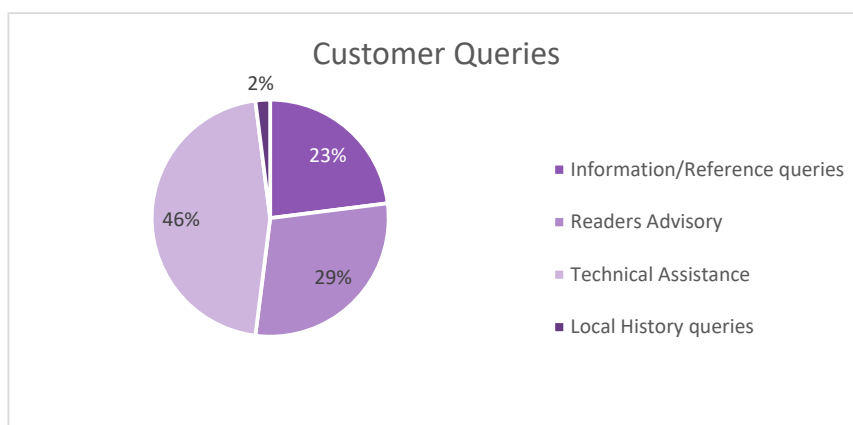




Figure 15

Information Queries		
Queries	13,860	
Accessed	At Ipswich Libraries	
	The Client Services team continued to provide assistance to customers for help with information, local history, technology and reader's advisory queries.	

Help Sessions		
Sessions provided	33	
Accessed	At Ipswich Libraries	
Community Benefit	Librarians engaged with 33 library customers to provide one on one help. Sessions cover how to use basic technology including iPads, laptops and other mobile devices to access library resources and services.	

Library Client Services		
Self-service Technology	During the quarter, staff in the Library Client Services team engaged with customers providing timely, point of need assistance with the new technology in the libraries. The loan kiosks are well utilised across all library locations with children and adults confidently using the self-issuing technology.	

Studiosity – free online tutoring for students

Ipswich Libraries provided free to real-life, on-demand experts who help students with assignment questions. Library members simply login to *Studiosity* at the Library webpage, to connect live using online chat. The tutor service continued to be popular with **186** tutorial sessions held from October to December 2017 utilising **4,931 minutes** of tutorial time. This is an increase on the same period last year.



Figure 176 demonstrates that **70%** of students sought tutor help for the subjects of English and Maths.

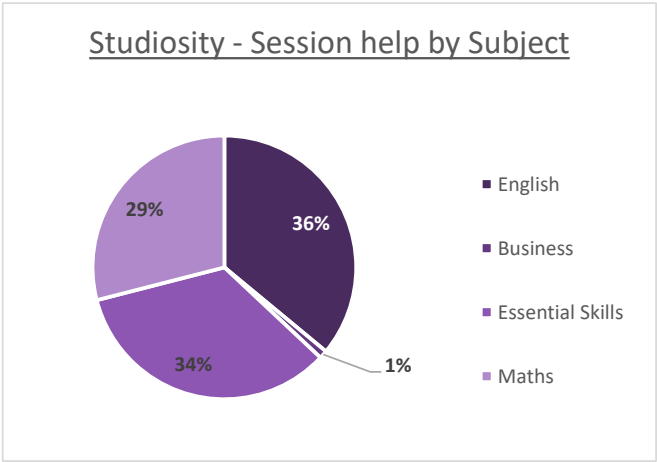


Figure 17

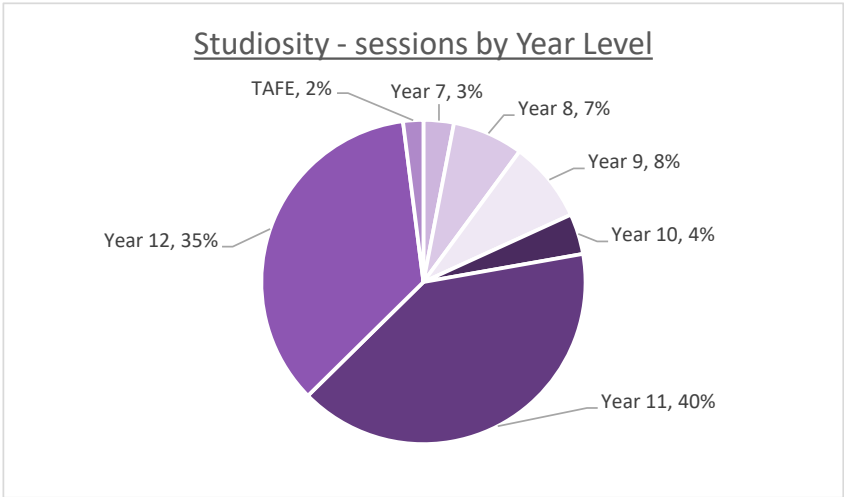



Figure 16

Year 11 students engaged in the most sessions (Figure 167) and students mostly accessed the service from home. Usage reflects two months of service, as students didn't access the service during the school holiday period in December.

Studiosity – Online Tutor Sessions		
Sessions provided	186	
Accessed	85% of students accessed the service from home	
Benefits	Free tutoring help for students at their time of need	
Student Comments	<p>Examples of student feedback include:</p> <p>“Very helpful tutor who explains everything with depth” [03.10.17]</p> <p>“I love biology and this session here I can easily say was just so helpful in helping me understand the knowledge that is involved in Biology. Thanks so much.” [10.10.17]</p> <p>“Great teacher.” [15.11.17]</p>	

Performing Arts

The Civic Centre plays an important role in connecting our community with the performing arts. Accommodating international touring productions, inter-state theatre and dance companies and local community theatre groups, the Civic Centre has developed into a quality regional performing arts facility, operating across two permanent venues and attracting over 41,000 theatre goers annually.

The Civic Centre aims to stimulate and increase community participation in the performing and creative arts. By delivering diverse performances across a broad range of genres we contribute to the cultural diversity of Ipswich. A primary indicator of our success in this area is the number of people engaging with the arts.

30 Productions, totalling 41 performances across both the Civic Centre and Studio 188 were delivered during the quarter, accounting for 14,491 tickets issued. Whilst attendance is marginally down (1,297) on the same period last year, it is important to note that this year's results were achieved on 20 fewer performances.

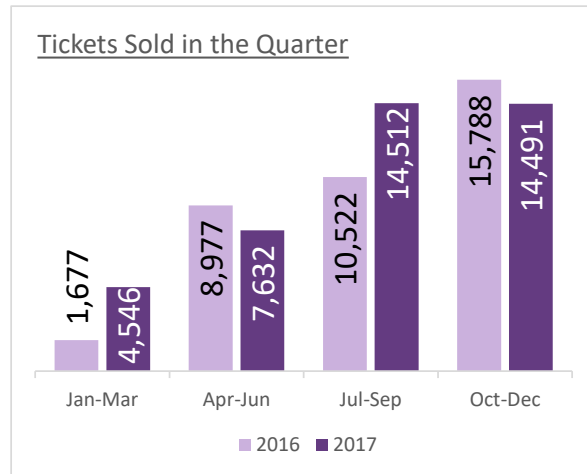


Figure 18

This significant reduction in performances over last year is a result of a number of influencing factors including:

1. A more strategic approach to programming that takes into consideration 7 key deliverables including:
 - a) the overall commerciality of the show;
 - b) its brand value (known stars and performers);
 - c) its popularity and relevance to the local market;
 - d) overall program balance;
 - e) additional revenue opportunities (F&B);
 - f) deal model (hire/buy/JV/split) and
 - g) community benefit
2. The domination of the available booking spaces by dance schools for rehearsals and performances restricting commercial buy/hire availability
3. A reduction in the number of commercial touring product available

Enhancing the Customer Experience

Programming

October –December 2017 was another successful quarter of programming with an average theatre occupancy of 75.14% achieved versus previous quarter of 71.91% and same period last year of 61.66%. The back end of the quarter was dominated by our annual Dance School presentations, however well supported by excellent attendances were the Morning Melodies series (for Seniors - Forever Everly), Rhythms of Ireland touring production, the Russian Ballet and Ipswich Orpheus Chorale's season of Beauty and the Beast.

With Dance School performances and the significant number of rehearsals held prior to their final night, the quarter is heavily dominated by community based productions, leaving little opportunity for commercial programming. Of the 41 performances, 19 were dance school related, representing 8,882 of the 14,491 tickets for the period.

The following table compares the key performance indicators for the 2017 vs 2016 quarters.

Ipswich Civic Centre & Studio 188	2017	2016	Variance
# of Productions	30	43	(13)
# of Performances	41	61	(20)
# Tickets	14,491	15,788	(1,297)
Capacity	19,286	25,605	(6,319)
Occupancy %	75.14%	61.66%	13.48%
Average Capacity per Performance	470	420	50
Average Audience per Performance	353	259	94
Ticket Revenue	\$376,766	\$411,703	(\$34,937)
Average Ticket Price	\$26.00	\$26.08	(\$0.08)

Observations:

1. Revenue per available seat is up \$3.47 on same period last year, indicating program mix (variety of shows), pricing matrix (depth of sales price points) and release strategy were well managed for the period. This has assisted in reducing the cost per ticket (after council subsidy) from \$16.22 to \$14.59.
2. Despite 20 fewer performances, average audience attendance is up 36.3% on same quarter last year.
3. The average capacity per performance increased 12% on same quarter last year – indicating that a greater number of performances were held in the Civic Centre and less in Studio 188.
4. Ticket revenue dropped as would be expected based on fewer performances, however ticket affordability remained consistent with last year



Food and Beverage

Commercial food and beverage revenues increased 55.4% over the previous quarter, and 6.2% over the same quarter last year. Such a large increase is not unexpected given the business mix and nature of performances scheduled this quarter over the previous one. Stars Café continues to perform solidly with consistent pre show dining numbers being generated. A mixture of price point, seasonal menu changes, and prompt and friendly service ensures a high level of patron advocacy for our food and beverage offering.

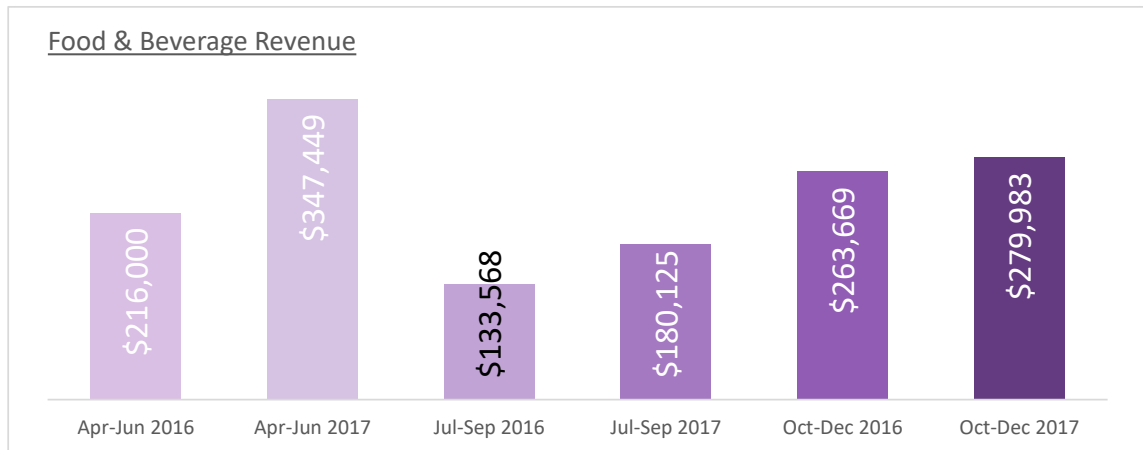


Figure 19

Our Community Focus

The Civic Centre team works to develop the capability of community groups and individual artists by making the Civic Centre and Studio 188 available at an attractive cost option for community organisations.

Community Use of the Civic Centre

By making the Civic Centre's facilities available for community organisations, we assist in the cultivation of creativity and engagement by our community and its artists. The December quarter was again dominated by community based organisations with their annual musical productions, dance schools, presentations and educational sessions.

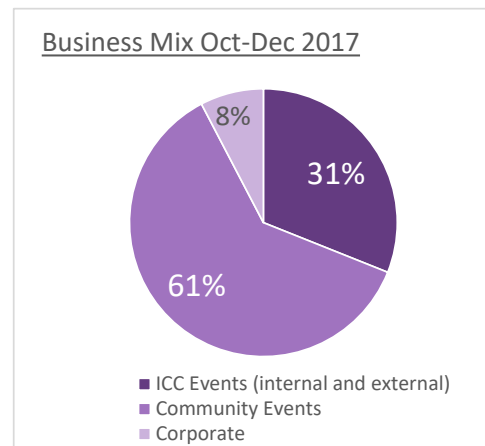


Figure 20

Organisation	Attendance
2017 Dance School Season (15 schools)	8,882
2017 Beauty and the Beast by Orpheus Productions	2,090
2017 SOS Calling The Angels	910
2017 Forever Everly	572
2017 Volunteers Breakfast	252
2017 Legacy Widows Luncheon	156
2017 Arts with Heart - Bremer State High School	37
Total Community Attendance	12,899

Ticketing and On Line Sales

Channelling and encouraging on line sales and distribution of tickets is a key requirement of our website. In the period since it was fully launched (May of 2016) positive online sales trends indicate that our on line purchasing environment delivers in the key areas of: ease of use; provision of information; acquisition focused (drives purchasing behaviours) and most importantly is a secure transaction environment.

Observations:

1. Print at Home demand up 8% on previous quarter and 5% on same period last year.
2. Immediate print (Services Queensland desk) represents 12% of total tickets issued during the quarter, down from 23% in the previous period and 20% on 2016. This decrease indicates a decrease of customers visiting the Customer Service Centre for the purchase of tickets.

Website and Social Media

The engagement and use of our web site and social media platforms is a critical tool in our ability to successfully promote and communicate the performances and activities held at the Civic Centre and Studio 188. The past 12 months has seen an increased emphasis from the team on driving the promotional activity and general communication via these channels. Not only is this a cost effective platform, it has also proven to have significantly greater reach and measurable cut through than the more traditional advertising and promotion mediums.

Unique Page Views by Title	QTR 1	QTR 2	QTR 3	QTR 4
	Unique Page views	Unique Page views	Unique Page views	Unique Page views
Ticketing - Ipswich Civic Centre	36,698	36,419	42,323	49,857
Whats On - Ipswich Civic Centre	11,349	10,018	7,769	11,725
Program 2017	9,853	5,863	7,728	24,716
Program 2018				8,394
Make Booking	1,673	1,992	2,099	2,309

Observations:

1. Unique page views† of the Ticketing page is up 17.8% on previous quarter.
2. The combined total page views for the 2017 and 2018 programs reflect their distribution dates and content (Dance Schools)
3. Make a Booking shows steady quarter on quarter growth, highlighting the shift towards on line purchasing.


† Unique page views provide a valuable alternative to basic page views. With unique page views, the factor of multiple views of the same page within a single session is eliminated. For this reason, unique views can be understood as user sessions per page, with each session potentially representing multiple views of the page but a minimum of one view per session.


Driving Visitation to Our City

By attracting visitors to the City, the Civic Centre builds the profile of Ipswich and contributes to the local economy. In the December quarter, the Civic Centre attracted 2,568 (17.72% of total ticket sales) customers from outside of the Ipswich region. This well down on the previous quarter of 26.55%, however given the programming and subsequent ticket sales period was heavily skewed towards local dance schools, this result is not surprising.

Cultural Flagship

By attracting high-profile performances, the Civic Centre builds a cultural profile for Ipswich that residents are proud of. Between October and December significant performances included:


Forever Everly		
	Target Audience	Seniors
	Attendance	572 (98.5%)
	Hailed as the best Everly Brothers tribute show in the world, this slick performance has audiences re-living a morning of nostalgia, with the wonderful music and soaring harmonies that made The Everly Brothers so famous. The show recreates the atmosphere, looks and soaring harmonies of The Everly Brothers and features just some of the 750 songs that they recorded.	


Imperial Russian Ballet	
Target Audience	Dance Schools, Music and Dance audiences
Attendance	431 (76.5%)
<p>Following their sell-out performances of Swan Lake and The Nutcracker, the Imperial Russian Ballet Company return to Australia with this diverse and stunning programme. The Imperial Russian Ballet Company has performed this three-hour ballet extravaganza all around the world, thrilling audiences and impressing critics. The exciting and varied programme comprises an eclectic mix ranging from the magnificent Don Quixote to the dramatic Bolero.</p>	
	

Acoustic Guitar Spectacular		
	Target Audience	Classical string audiences and concert goers
	Attendance	431 (76.5%)
	<p>East Frisian guitarist Soenke Meinen embarks on his first Australian tour as part of the 2017 Acoustic Guitar Spectacular. With Bruce Mathiske, arguably the finest all-round guitarist Australia has produced and Michael Fix, one of Australia's Top 25 Guitarists of All Time, Meinen will join forces to weave memorable musical magic. Showcasing a diverse range of guitar talent from across the globe, the Acoustic Guitar Spectacular has been touring Australia annually since 2012 to sell-out audiences and rave reviews. Concerts are structured so that each player features as solo artists, as well as performing as an ensemble, allowing plenty of opportunity for spontaneity and improvisation.</p>	



Rhythms of Ireland	
Target Audience	Dance and general appeal
Attendance	575 (98.3%)
<p>Ireland's most celebrated show, The Rhythms Of Ireland, returned to Australia in 2017 on their worldwide 10 Year Anniversary Tour. The Rhythms Of Ireland, return with their awe-inspiring and innovative production to Australia. The Rhythms Of Ireland has been seen by over two-million worldwide amassing an unsurpassed reputation of their stunning executed performances. The incomparable quality and pure unadulterated spectacle of their work perfectly blends the ancient traditions of Irish dance and music with the innovative and flawlessly choreographed production values of contemporary Irish excellence.</p>	



Beauty and the Beast		
	Target Audience	All ages
	Attendance	2,090 (4 performances - 96.2%)
	<p>Orpheus Productions is thrilled to announce, their production of Beauty And The Beast, staged at Ipswich Civic Centre. Step into the captivating world of this modern Broadway classic! Based on the Academy-Award winning animated feature, Disney's Beauty And The Beast is a musical to be enjoyed by the whole family. This stage version features all the wonderful songs you'll remember from the original Disney classic, as well as amazing scenery and costumes that will keep you spell bound to the very end.</p>	

Visual Arts

By providing a diverse and high-quality program of exhibitions and public programs over each 12 month period, the Art Gallery has helped position Ipswich as a premium regional destination for cultural tourists. For the residents of Ipswich, the Art Gallery represents a cultural flagship that enhances civic pride and makes engaging with the creative arts accessible and enjoyable.

Cultural Development

The Art Gallery aims to increase participation in the visual and creative arts. By making the arts accessible and interesting, we contribute to the cultural development of Ipswich.

A primary indicator of our success in this area is the number of people engaging with the Arts. The high numbers of visitors in the October to December quarter can be mainly attributed to the popular *Built for Speed* exhibition.

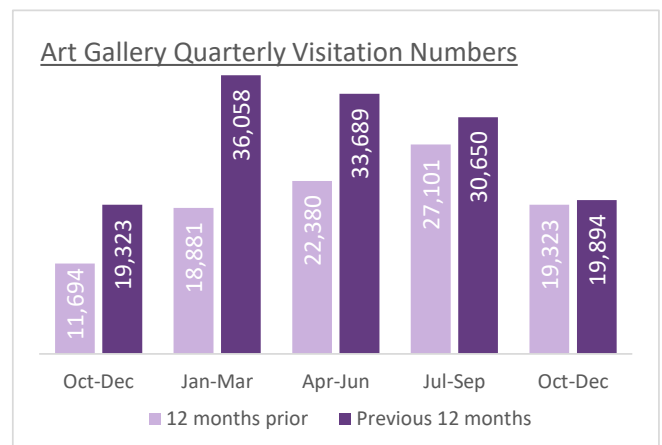


Figure 21

Where are our visitors from?

A survey taken in the quarter indicated that, while local community interest in the Gallery's exhibitions was slightly less, the Ipswich Art Gallery attracted significantly more visitors from outside of the Ipswich region (other than Brisbane). This is evidence of the Gallery's strong presence regionally.

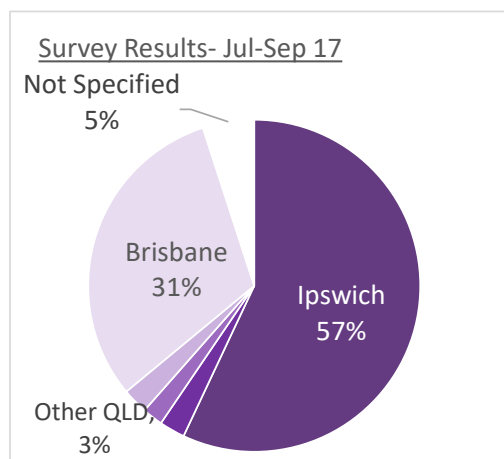


Figure 22

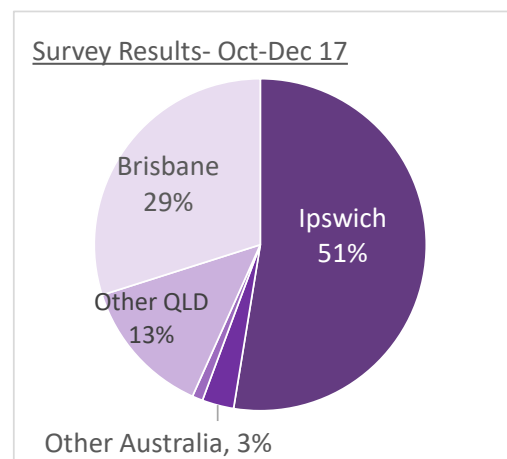



Figure 23

Attracting Visitors to the City

By attracting cultural tourists, day trippers, family and school groups to visit, the Gallery builds the profile of Ipswich and contributes to the local economy. Applying the survey results to total visitation suggests the Art Gallery attracted approximately 9,500 visitors to Ipswich between October and the end of December.

Cultural Flagship

By consistently presenting high-calibre exhibitions, the Art Gallery has positioned itself as a destination Ipswich residents are proud of. Between October and December 2017, the Gallery's most significant exhibitions were:

The Curtain Breathed Deeply		
Target Audience	Local arts community, General Public	
Attendance	2951	
Cultural Value	<i>The Curtain Breathed Deeply</i> presented a large-scale contemporary art installation by artist Justene Williams. Comprising painting, sculpture, video, performance and more, the exhibition presented a post-modern blending of media that explored issues pertinent to contemporary practice.	

Built for Speed		
	Target Audience	Children and Families, Primary Schools, General Public and Cultural tourists
	Attendance	18,455 up to 31 December, with a \$5 ticket fee per person or \$15 per family from 17 November
	Cultural Value	<i>Built for Speed</i> is an interactive exhibition for children and families presented over the Summer holiday period. The exhibition invites visitors to design and build a racing car from LEGO, and then race it on the ramps and tracks provided.

Our Community Focus

Education Programs

A total of 1,256 students participated in 36 education sessions presented during the October - December quarter, including primary school and vacation care groups visiting the range of learning opportunities provided by *Built for Speed*.

Events and Membership Programs

The Ipswich Arts Foundation Annual Fundraising Dinner was held in October attended by Foundation members, prominent community members and professionals who jointly contributed the highest donation to date towards the purchase of artworks for the Collection. The Friends of the Gallery held Kanzashi Flower Making Workshops in November which were fully booked by 30 enthusiastic Friends, members and community crafters. Additionally, the Gallery Boardroom hosted monthly meetings for local ArtsConnect members.

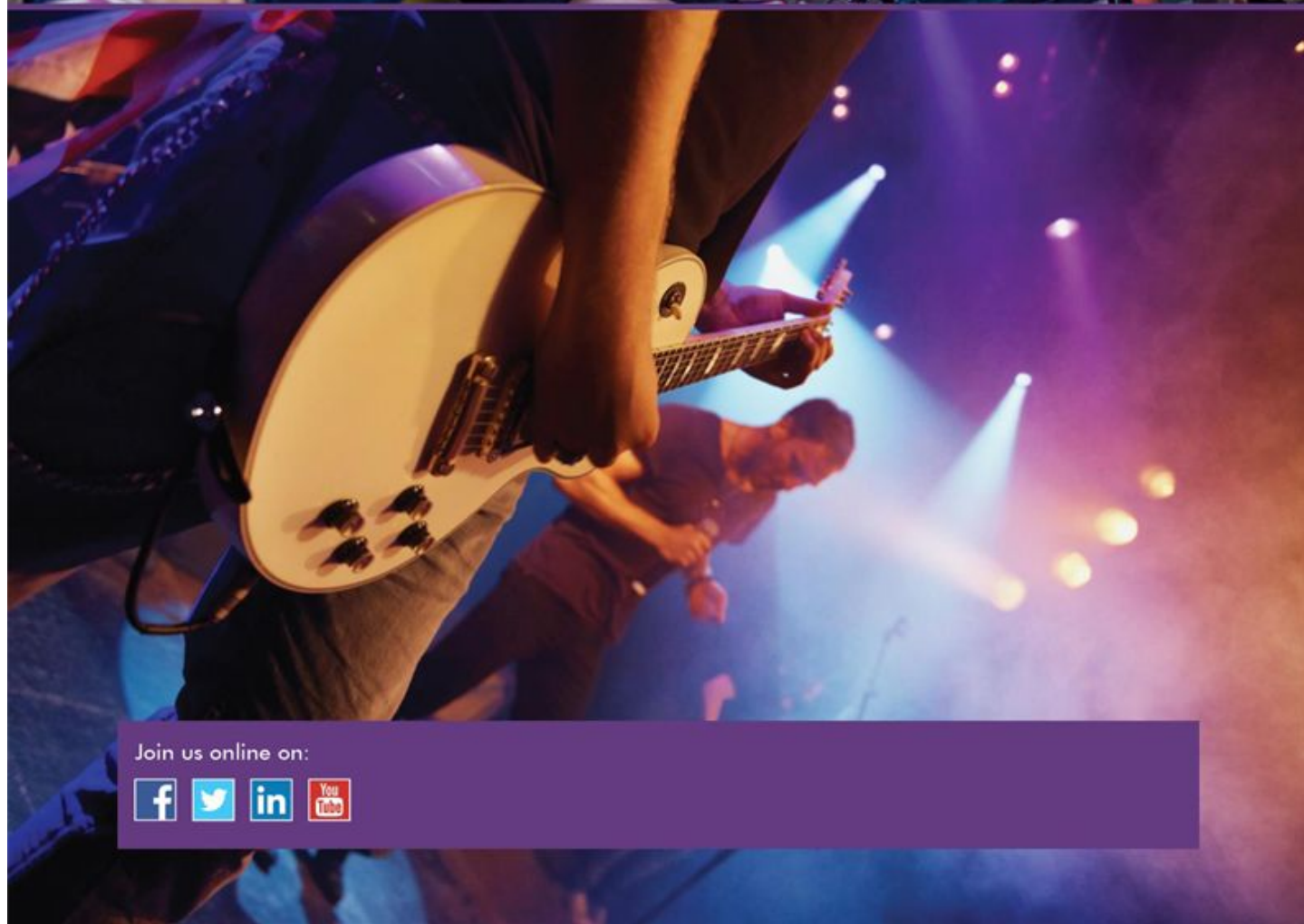
Workshops/ Art Activities

The Gallery conducted *Wonderful Weaving Workshop* on the Student Free Day in October which attracted 256 participants. The Gallery hosted an event for the International *Big Draw* festival for the second year attracting 164 participants, a significant increase from 112 participants the previous year. In addition, the Gallery hosted a Professional Development session for the region's Crèche and Kindergarten Association members with an address by the Gallery Director.



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