VML:MB Vicki Lukritz 3810 6221

12 April 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** is to be held in the <u>Council Chambers</u> 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 <u>Tuesday</u>, **17** April **2018**.

MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE			
Councillor Tully (Chairperson)	Councillor Antoniolli (Mayor)		
Councillor Wendt (Deputy Mayor) (Deputy Councillor Morrison			
Chairperson) Councillor Martin			
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**,

17 April 2018

### Council Chambers

Item No.	. Item Title	
1	Event Sponsorship of the 2018 Rosewood Show	EEO
2	Council Representation at the 2018 Ipswich Show	SEEO
3	Transfer of Management of Key Ipswich Events	COO(EDM)
4	National Broadband Network Update	CDO
5	Innovation MOU with Queensland Urban Utilities	SCPM
6	Economic Development and Marketing Department March 2018 Quarter	COO(EDM)

<sup>\*\*</sup> Item includes confidential papers

#### **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(04)**

#### **17 APRIL 2018**

#### **AGENDA**

#### 1. <u>EVENT SPONSORSHIP OF THE 2018 ROSEWOOD SHOW</u>

With reference to a report by the Events and Engagement Officer dated 3 April 2018 concerning an application for event sponsorship by the Rosewood Agricultural and Horticultural Association Inc for the 2018 Rosewood Show to be held on 29 and 30 June 2018.

#### RECOMMENDATION

That Council allocate event sponsorship of \$2,000.00 to The Rosewood Agricultural and Horticultural Association Inc for the 2018 Rosewood Show from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

#### 2. <u>COUNCIL REPRESENTATION AT THE 2018 IPSWICH SHOW</u>

With reference to a report by the Senior Events and Engagement Officer dated 5 April 2018 concerning Council's representation at the 2018 Ipswich Show.

#### RECOMMENDATION

- A. That the report concerning Council's representation at the 2018 Ipswich Show be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, ensure that the opportunity for Council and Councillors to engage with the community at the 2018 Ipswich Show is maximised.

#### 3. TRANSFER OF MANAGEMENT OF KEY IPSWICH EVENTS

With reference to a report by the Chief Operating Officer (Economic Development and Marketing) dated 3 April 2018 concerning the transfer of management of key Ipswich events.

#### **RECOMMENDATION**

That the report be received and the contents noted.

#### 4. <u>NATIONAL BROADBAND NETWORK UPDATE</u>

With reference to a report by the City Digital Officer dated 5 April 2018 providing an update of the National Broadband Network rollout in Ipswich.

#### RECOMMENDATION

- A. That the report providing an update of the National Broadband Network rollout in Ipswich be received and the contents noted.
- B. That the City Digital Officer, in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue to actively engage with NBN Co advocating for Ipswich businesses and residents to have access to high speed broadband at the earliest opportunity.

#### 5. <u>INNOVATION MOU WITH QUEENSLAND URBAN UTILITIES</u>

With reference to a report by the Smart City Project Manager dated 5 April 2018 concerning the Innovation Memorandum of Understanding between Council and Queensland Urban Utilities.

#### **RECOMMENDATION**

- A. That the report concerning the Memorandum of Understanding between Council and Queensland Urban Utilities be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue progressing the Memorandum of Understanding between Council and Queensland Urban Utilities to facilitate and promote cooperation and collaboration between the two organisations.

## 6. <u>ECONOMIC DEVELOPMENT AND MARKETING DEPARTMENT MARCH 2018 QUARTER REPORT</u>

With reference to a report by the Chief Operating Officer (Economic Development and Marketing) dated 6 April 2018 concerning the Economic Development and Marketing Department March 2018 Quarter Report.

#### **RECOMMENDATION**

A. That the report concerning the Economic Development and Marketing Department March 2018 Quarter Report be received and the contents noted.

B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue to support the Economic Development and Marketing Department to deliver quality corporate services and measureable development of new economic, social and profile growth for the City of Ipswich.

and any other items as considered necessary.

<sup>\*\*</sup> Item includes confidential papers

**Economic Development and Digital City Committee** 

Mtg Date: 17/04/18 | OAR:

Yes

**Authorisation: Ben Pole** 

3 April 2018

#### MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 ROSEWOOD SHOW

#### **INTRODUCTION:**

This is a report by the Events and Engagement Officer dated 3 April 2018 concerning an application for event sponsorship by the Rosewood Agricultural and Horticultural Association Inc for the 2018 Rosewood Show held on 29 and 30 June 2018.

#### **BACKGROUND:**

The first Rosewood Show was held in 1877 and has been very well supported by the local community over the years.

The Rosewood Show highlights the many local community groups and what the region has to offer, with displays including local produce and craft, cattle and poultry. The Show is an opportunity for local performers and dance groups to perform in front of a large audience. With non-stop action in the show ring, large crowds are drawn to watch amazing horsemanship with riders competing for top honors.

The Rosewood Show has an estimated attendance of 3,000 people.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Rosewood Show is \$150,000.

#### **SPONSORSHIP REQUEST:**

The Rosewood Agricultural and Horticultural Association Inc has submitted an Event Sponsorship Application for \$6,315.45 to assist with the costs of additional entertainment. It is anticipated that this additional entertainment will encourage community participation during the Show. The organising committee have identified suitable entertainment that will appeal to a variety of visitors, in the hope that this will increase patronage and bring visitors to the region.

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 \$2,000.00 financial support to The Rosewood Agricultural and Horticultural Association Inc for the 2018 Rosewood Show.

The show may also be eligible for a Community Assistance Grant for rubbish bins and toilets.

#### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The 2018 Rosewood Show 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 Rosewood Show	Attachment A.pdf

#### **RECOMMENDATION:**

That Council allocate event sponsorship of \$2,000.00 to The Rosewood Agricultural and Horticultural Association Inc for the 2018 Rosewood Show from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

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 March 2018 Event Sponsorship Form**

Application ES00094 From Rosewood Agricultural and Horticultural Association Inc.

#### **Organisation Details**

\* indicates a required field

**Organisation Name \*** Rosewood Agricultural and Horticultural Association Inc.

**Contact Person \*** Ms Kate Lenihan

Street Address \*

Postal Address \*

incorporated? \*

Email \*

**Phone Number \*** 

tralian phone number

Is your organisation

Is your organisation o Yes registered for GST? \* No

Does your organisation have an ABN? \* o No

Yes

Yes

o No

Please add ABN below

ABN 94 908 138 503

Information from the Australian Business Register

ABN 94 908 138 503

Entity name Rosewood Agricultural & Horticultural

Association Inc **ABN** status

Entity type Other Incorporated Entity

Goods & Services Tax (GST) No **DGR Endorsed** No

ATO Charity Type Not endorsed More information

**ACNC** Registration Nο

Tax Concessions No tax concessions

Main business location 4340 QLD Information current as at 12:00am yesterday

Must be an ABN

**Attach copy of Public Liability Insurance \*** 

Filename: Public Liability Insurance.pdf

File size: 141.0 kB

#### 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). \*

Ipswich City Council has previously provided funding for this show in June 2016, through Division 10 Councillor, Mr David Pahlke, for the amount of \$1,750.

#### **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: \* Rosewood Show

**Start Date: \*** 29/06/2018

What is the expected start date of the event?

End Date: \* 30/06/2018

What is the expected completion date of the event?

Provide a brief description of the event:

<u>\*</u>

This event showcases the many local community groups and what the region has to offer, with displays including local produce and craft, cattle and poultry. it is also an opportunity for local performers and dance groups to perform in front of a large audience. With non-stop action in the show ring, large crowds are drawn to watch amazing horsemanship with riders competing for top honours.

Must be no more than 150 words

## Event Sponsorship March 2018 Event Sponsorship Form Application ES00094 From Rosewood

Application ES00094 From Rosewood Agricultural and Horticultural Association Inc.

Proposed Venue/ Location \* Rosewood Showgrounds

Estimated Attendance \*

3000

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

The first Rosewood Show was held in 1877 and has been very well supported by the local community over the years. It is privileged to have Cr David Pahlke as its Patron and has tremendous support from the many

local businesses to ensure it continues for generations to come. Ipswich City Council has used this Show as an opportunity to promote its own services offered to ratepayers and has invested many public dollars into improving the

facilities and buildings in which the Show is held. This enables many community groups to use these facilities throughout the year and has become a great asset to the local community, as well as the City of Ipswich.

Which sponsorship category are you seeking funding from?

- Category 1 \$10,000+
- Category 2 \$5,000 to \$9,999
- O Category 3 \$4,999 and below

What is the amount of funding you are seeking from Ipswich City Council? \*

\$6.315.45

What other support are you seeking from Ipswich City Council in products, services, time and other resources? \* Council has previously provided support by way of providing rubbish bins and portable toilets and it is hoped this support will continue into the future.

Have you approached any other areas of Council with this request, if yes, where? \* No requests lodged for this event

What are the goals and objectives of the event?

With the recent demise or downsizing of many community events within Division 10, Rosewood Show continues to grow and meet the needs of the many community groups who use the Show as an opportunity to promote their goods and services to the wider community. It is the hope of the committee that the Show will fill the gap created by the loss of other events, however the Show will need to cater for the changing needs of the community by sourcing entertainment that will draw families and ensure its ongoing success.

Who is your target audience? (Provide

Whilst the majority of support comes from the local community, many exhibitors travel some distance to

Page 3 of 9

demographic information and research to support if possible). \*

attend and support local shows, particularly through exhibiting poultry and participating in horse events. Families are encouraged to attend and many of the events are for the enjoyment of children.

List the key benefits this event will bring to the City of Ipswich and the Ipswich community. \* Many visitors to the Show travel and participate in the Dog Show and Poultry Exhibiting, and require accommodation for the duration of the Show. This also includes shopping locally and many will visit other attractions within the City of Ipswich during their stay. Word of mouth from these visitors may result in positive advertising amongst their friends which will see more people visit the area in the long term.

List the benefits you propose to return to Ipswich City Council. (Describe levels of sponsorship offered, their costs and benefits). \* Ipswich City Council will be acknowledged as a major supporter of the event through announcements, promotional material and advertising.

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

The committee hope to be able to record the number of visitors who pass through the gates and to compare these numbers with previous years, where this sponsorship funds have not been previously accessed, and which may identify an increase in visitors.

Outline the involvement of all other sponsors and government bodies assisting with this event. \* There are currently no other sponsors or bodies providing financial support for this event.

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) \* These events are run with the sole purpose of promoting the region and providing both local residents and visitors alike with an opportunity to see what is on offer on our rural doorstep.

How does this event allow for a high level of community engagement through participation? \* Community groups are offered the chance to be involved and raise much needed funds for their group. This may be by way of catering for the many visitors to the show, assisting with the gate and vehicle movement or holding a stall showcasing the services provided by these groups.

How will this event deliver economic benefit, either in short, medium or long term, to the City of Ipswich? \* Many visitors to the Show will also shop locally, have meals at local hotels and restaurants, book accommodation and utilise public transport, with the showgrounds ideally located within walking distance of the train station.

Outline how will this event attract visitors to Ipswich? \*

Many of the Show judges travel from outside the Ipswich region to attend the event, with the campdrafting and showjumping fielding competitors from many locations. School cattle competitions attract schools from outside the Ipswich boundaries and all these visitors will bring families or friends on the day.

How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorugh engagement with community and business networks? \* Media coverage will be achieved through live broadcasts from River 94.9 and ABC Radio as well as extensive print media coverage through Queensland Times, Moreton Border News and Gatton Star, which covers a vast area of readership.

Detail the extent to which the event is unique regionally, nationally and internationally. \* Whilst country shows are often the backbone of the rural community calendar, Rosewood Show is the only Show known to have a campdraft affiliated with the Show, rather than being held at a different date and quite often by another organiser. This campdraft continues to draw large crowds due to its reputation of being a very well run 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 slow demise of many other community events within the boundaries of Division 10, the Show is the highlight on the rural community's calendar of events. The Rosewood Festival has now considerably lessened in size and the focus is ensuring the communities surrounding Rosewood support the annual Show to ensure it continues to remain viable for future generations to come. This year's Show is held in the middle weekend of the June/July school holidays and organisers know they have to promote the Show well and offer quality attractions to draw crowds to ensure a successful event.

How will funding by lpswich City Council develolp/enhance this event? \* The funding sought by the Committee will allow the engagement of additional entertainment which encourages community participation during the Show. The Committee have identified suitable entertainment that will appeal to a variety of visitors, in the hope that this will increase patronage and bring visitors to the region.

Detail the extent to which your event has the potential to grow into a significant regional event. \* By planning ahead, the Committee is hoping to build up the Show to fill a void in the region and ensure it remains suitable for visitors of all ages. Steps are continually being taken to seek suitable exhibitors to expand the Show and cover the many interests and hobbies which in turn will draw higher numbers.

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

By introducing a wider variety of entertainment and interactive displays with funds from the Council, it is anticipated that patronage will increase and promote the event in a positive way. This will allow for the Show to continue to remain sustainable for many years ahead.

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

The planning of this event has been undertaken by a volunteer committee with President (Craig Christensen), Secretary (Kate Lenihan), Treasurer (Renea Lenihan) and Vice Presidents (Pat Lenihan and Eddie Branch) all having been involved in rural Shows for many years, going back to childhood involvement where previous generations of their respective families have been involved in the same Show.

Provide evidence that the event budget and resources are viable and that the event will be delivered as planned. \* The budget has been prepared based on previous years with gate takings and attendance reflected from last year's figures. Reviews of Show performances and functions are undertaken at the completion of each Show to seek to improve for the following year.

#### **Attachments**

\* indicates a required field

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

Filename: Timeline.pdf File size: 108.6 kB

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

Filename: Projected Budget 2018.pdf

File size: 224.8 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

No files have been uploaded

Compulsory information required for funding \$10,000+

### Event Sponsorship March 2018 Event Sponsorship Form

Application ES00094 From Rosewood Agricultural and Horticultural Association.

and management structure

#### **Budget Details**

\* indicates a required field

**Budget: Income and Expenditure** 

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Site Fees *	\$3,636.00 *	Advertising *	\$5,513.00 *
Gate Taking Entries	\$22,727.00	Judges Fees	\$1,346.00
Nomination Entries	\$18,182.00	Hest Paramedical	\$520.00
		Entertainment	\$5,795.45
		First Aid	\$1,846.00
		Transportation	\$3,581.00
		Prize Money	\$9,091.00
		Show Ribbons	\$3,586.00
		PA System	\$2,545.00
		Catering Expenses	\$2,415.00
	Total: \$44,545.00		Total: \$36,238.45

**Total Amount** \$6,315.45

**Requested: \*** GST Exclusive. What is the total financial support you are

requesting in this application?

Total Project Cost: \* \$36,238.45

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: \*

Our request is to receive funding for the paramedical and entertainment component of this event. This includes providing family entertainment such as farm animals and magic shows as well as professional paramedical services

for the duration 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

#### **Certification Details**

\* indicates a required field

#### Certification:

- I herebey 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: \* Miss Kate Lenihan

**Position in Organisation:** Secretary

**Date: \*** 01/03/2018

Submitting the Application:

You will not be able to submit your application until all of the compulsory questions (marked \*) are completed.

NOTE: Please ensure that you have finished your application before you submit. Once you have submitted it, it can no longer be accessed.

#### **Privacy Statement:**

Ipswich City Council is collecting your personal information so that we can process your request for a Event Sponsorship. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent. However, in order to perform the above functions, we may need to disclose your personal information to relevant Council Committees. By completing and signing this form and returning it to Council, we will consider that you have given us your consent to manage your personal information in the manner described in Council's Privacy Statement, Personal Information Digest and this collection notice.

Economic Development and Digital City

Committee

Mtg Date: 17.04.18 OAR: YES

Authorisation: Ben Pole

5 April 2018

#### <u>MEMORANDUM</u>

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR EVENTS AND ENGAGEMENT OFFICER

RE: COUNCIL REPRESENTATION AT THE 2018 IPSWICH SHOW

#### **INTRODUCTION:**

This is a report by the Senior Events and Engagement Officer dated 5 April 2018 concerning Council's representation at the 2018 Ipswich Show.

#### **BACKGROUND:**

The 2018 Ipswich Show will be held 18, 19 and 20 May at the Ipswich Showgrounds. This will be the 145<sup>th</sup> annual show and organisers expect around 25,000 people, primarily Ipswich residents, to attend over the three days.

As part of its sponsorship of the Ipswich Show, Council has secured an improved exhibitor presence at the Ipswich Show Society for 2018 including:

- Main Pavilion Discover Ipswich Mobile Kiosk (12m x 5m)
- Main Pavilion Ipswich Waste Services (6m x 3m)
- Main Pavilion Ipswich City Council (6m x 3m) or (2 x 3m x 3m)

The Senior Events and Engagement Officer is facilitating Council's representation at the 2018 Ipswich Show. There is an opportunity for all Council Departments and Councillors to contribute to the exhibition through the provision of collateral or attendance.

The Discover Ipswich Mobile Kiosk will be staffed by Visitor Information Centre staff and volunteers promoting the variety of things to see and do around the region.

The Ipswich Waste staff will operate their exhibit and will focus on promoting their environmental education program.

The additional Council exhibit is available for general use and the Senior Events and Engagement Officer open to receiving expressions of interest for its utilisation and activation. The opportunity to attend the 2018 Ipswich Show and represent Council and community matters is open to Council and Councillors.

#### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

Council's attendance at the 2018 Ipswich Show provides local residents with the opportunity to learn more about Council services and express feedback direct to Councillors.

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

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

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

Goal 5 Strategy 1 Key Action 1.1 – The accessibility to and the visibility of the Mayor and Councillors are maintained

Goal 5 Strategy 1 Key Action 1.2 – The Mayor and Councillors continue to promote and advocate on behalf of the city and community

Goal 5 Strategy 2 Key Actions 2.1 – Council decisions are better informed through meaningful engagement with the community

Goal 5 Strategy 2 Key Actions 2.3 – Council maintains a key focus on customer service and meeting the needs of the community

#### **ATTACHMENT:**

Name of Attachment	Attachment
2018 Ipswich Show – Main Pavilion	Attachment A

#### **RECOMMENDATION:**

- A. That the report concerning Council's representation at the 2018 Ipswich Show be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, ensure that the opportunity for Council and Councillors to engage with the community at the 2018 Ipswich Show is maximised.

## Rachel Drill SENIOR EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendation contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)



Economic Development and Digital City

Committee

Mtg Date: 17.04.18 OAR: YES

**Authorisation:** Ben Pole

3 April 2018

#### MEMORANDUM

TO: CHIEF EXECUTIVE OFFICER

FROM: CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

RE: TRANSFER OF MANAGEMENT OF KEY IPSWICH EVENTS

#### **INTRODUCTION:**

This is a report by the Chief Operating Officer (Economic Development and Marketing) dated 3 April 2018 concerning the transfer of management of key Ipswich events.

#### **BACKGROUND:**

It is well researched and often stated that events are key drivers of economic development, social inclusion and community well-being.

Events deliver immediate economic impact by bringing new money into the economy. They have a significant impact on a city and its image as a cost-effective means of promotion. They offer short term benefits of making the city more vibrant and bringing people and communities together. They build legacy benefits when focused on city priorities, influencing infrastructure or developing business and trade connections.

Since 1992, Ipswich Events Corporation has operated as a not-for-profit organisation chartered to initiate, cultivate and produce major events and promotions within the Ipswich region under arrangement with Council. The agreement between Council and Ipswich Events Corporation has focused on the following services:

- Ipswich central events
- Ipswich central events support
- One major annual event in Ipswich central
- Event equipment
- Ipswich central promotion
- Ipswich central trader management

Ipswich Events Corporation has primarily been responsible for activities within the Ipswich central area and principally for three main events, the Ipswich Festival, Mayor's Carols and New Year's Eve.

Over the past 12 months, Council has been discussing with Ipswich Events Corporation management and Board the potential for a whole-of-city event strategy and management structure that may take on increased medium to major event attraction and maximisation.

The consensus has been that Council's evolving requirements are out of the scope of Ipswich Events Corporation and major structural and capability transformation would be required to meet the significantly increased output and outcome expectations.

The more efficient model proposed by both Ipswich Events Corporation and Council is to transfer the management of key Ipswich events – being the Ipswich Festival, Mayor's Carols and New Year's Eve – over to Council directly rather than continuing to outsource. This maximises Council's investment and resources in the delivery of these key events and allows the events to be potentially scaled to more parts of the city.

Ipswich Events Corporation has confirmed that it would voluntarily cease to operate following the transfer and would hand over all relevant assets and properties to Council to ensure the successful continuation of the events.

Council and Ipswich Events Corporation suggest active planning and transition for the transfer of management of key Ipswich events begin immediately with a view that full conveyance be in place and operating as of 1 July 2018.

#### **RECOMMENDATION:**

That the report be received and the contents noted.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

I concur with the recommendations contained in this report.

Gary Kellar

ACTING CHIEF EXECUTIVE OFFICER

Economic Development and Digital City		
Committee		
Mtg Date: 10.04.18	OAR:	NO
Authorisation: Ben Pole	,	•

5 April 2018

#### **MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: CITY DIGITAL OFFICER

RE: NATIONAL BROADBAND NETWORK UPDATE

#### **INTRODUCTION:**

This is a report by the City Digital Officer dated 5 April 2018 providing an update of the National Broadband Network rollout in Ipswich.

#### **BACKGROUND:**

Since 2010 Council has focused on proactively working with NBN Co to streamline and accelerate the National Broadband Network (NBN) roll out and connection process, ensuring our businesses and residents have access to high speed broadband at the earliest opportunity. NBN Co has been progressively rolling out Fibre to the Premise network infrastructure in the Ipswich City Council area since October 2012.

As at December 2017, approximately 39,000 premises can now connect to the NBN fixed line high speed broadband network, and approximately 30,000 premises are in build-commencement for Fibre to the Curb, Fibre to the Node, Hybrid Fibre Coaxial and Fixed Wireless connections. NBN Co reports that 52% of Ipswich premises with access to a NBN fibre connection have opted to take up the service, this is well above the state average of 41% and the national average of 43%.

As of December 2017, Ipswich is home to the greatest amount of NBN continuing build activity in a single council area within Queensland. The projected whole-of-city completion date is 2020. In greenfield areas, Ipswich has approximately 174 completed development stages with activated NBN Fibre to the Premise covering approximately 4,465 new premises. Another 135 new development stages covering 4,700 new premises will have Fibre to the Premises in 2018\_2019.

NBN has finished NBN network construction with service now available in Bundamba, New Chum, North Booval, Dinmore, Riverview, Goodna, Redbank, Bellbird Park, Collingwood Park (part), Redbank Plains, Augustine Heights, Gailes, Carole Park (extending into Brisbane), Ipswich CBD, Woodend, Sadliers Crossing, Coalfalls, West Ipswich, Churchill, Yamanto, Rosewood, Walloon, Thagoona, Brookwater, Springfield Central, Springfield Lakes (part), Springfield (part), Camira (part), Brassall (part), Blacksoil and Muirlea.

NBN Co and their delivery partners are continuing multi-technology mix network construction in the following areas:

Suburbs Served	NBN Access Technology
Ebenezer South	Fixed Wireless Tower Sites
Haigslea	
Grandchester	
Borallon	
Purga	
Kholo South	
Chuwar West	
Walloon North	
Rosewood	
Peak Crossing North	
Wulkuraka	Fibre to the Distribution Point
Leichardt	
Eastern Heights	Fibre to the Distribution Point
Newtown	
Raceview	
East Ipswich	Fibre to the Distribution Point
Basin Pocket	
Booval	
North Booval	
Silkstone	
Blackstone	
New Chum	
Swanbank	
Ripley	Fibre to the Node
Deebing Heights	Fibre to the Node
Karalee	Fibre to the Node
Chuwar	
Barrellan Point	
North Tivoli	

NBN and their delivery partners are commencing multi-technology mix network design scoping in the following areas:

Suburb	NBN Access Technology
Moores Pocket	Fibre to the Distribution Point
North Ipswich	
Tivoli	
Brassall	
Amberley	Fibre to the Node
One Mile	
Willowbank	
Flinders View	Fibre to the Distribution Point
Raceview (part)	
Yamanto (part)	

It is estimated that the entire NBN Co infrastructure investment in Ipswich City Council, once eventually implemented, will be approximately \$300 million.

#### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

Council's coordinated support of the NBN rollout supports the Advance Ipswich Plan, the Ipswich Smart City Program and the Information Communications Technology Strategy:

Goal 1 Strategy 1 Key Action 1.1 – Promote a major investment pathway within Council that supports investment attraction in key sectors.

Goal 1 Strategy 3 Key Action 3.6 – Ensure the Ipswich City Centre is well served with appropriate infrastructure, including digital infrastructure.

Goal 1 Strategy 4 Key Action 4.1 - Review critical success factors and develop a plan, including a digital infrastructure plan, to support the development of a vibrant local digital economy.

Goal 1 Strategy 6 Key Action 6.1 - Support the development of education and research facilities and technology and knowledge-based industries.

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

#### **RECOMMENDATIONS:**

- A. That the report providing an update of the National Broadband Network rollout in Ipswich be received and the contents noted.
- B. That the City Digital Officer, in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue to actively engage with NBN Co advocating for Ipswich businesses and residents to have access to high speed broadband at the earliest opportunity.

Matthew Schultz

#### **CITY DIGITAL OFFICER**

I concur with the recommendations contained in this report.

Tim Allen

**ICT MANAGER** 

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

**Economic Development and Digital City** 

Committee

Mtg Date: 17.04.18

OAR: YES

**Authorisation:** Ben Pole

5 April 2018

#### MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SMART CITY PROJECT MANAGER

RE: INNOVATION MOU WITH QUEENSLAND URBAN UTILITIES

#### **INTRODUCTION:**

This is a report by the Smart City Project Manager dated 5 April 2018 concerning the Innovation Memorandum of Understanding between Council and Queensland Urban Utilities.

#### **OVERVIEW:**

The Ipswich Smart City Program aims to test and develop opportunities for industry advancement, skills development, community prosperity and liveability.

There are a number of initiatives currently active across Council as part of the Smart City Program involving a range of partners and service providers.

Recently, Council signed an Innovation Memorandum of Understanding (MOU) with Queensland Urban Utilities (QUU) to facilitate and promote cooperation and collaboration between the two organisations.

In 2015 QUU was named in BRW's Top 10 Most Innovative Companies and they have an active Innovation Program and Research and Development Program.

The MOU focuses both parties on utilising their innovation agendas on a number of key projects which may provide community or commercial value. Initial discussions have occurred with the following themes to be further investigated:

- Linkages between Council's Data Platform and QUU's Intelligent Water Network which could result in technology trials and data sharing arrangements
- A smart display home located in Ipswich demonstrating real world innovation and sustainability in lifestyle and utility technology
- A research project to assess the future workforce requirements of Council and QUU, helping to map the skills and technology transition for staff

 An Artificial Intelligence Centre of Excellence based in Ipswich with a particular focus on providing high volume customer information services to large audiences

The MOU with QUU will be included as a project in the Ipswich Smart City Program and be actively progressed and reported on.

#### **BENEFITS TO COMMUNITY AND CUSTOMERS:**

The signing of the MOU with QUU supports the Advance Ipswich Plan and the Ipswich Smart City Program:

Goal 1 Strategy 1 Key Action 2.2 – Implement the Skilling Ipswich Program which covers community skilling, industry sector skills strategies and Indigenous employment, and expands the education and training sector in the city.

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 2 Key Action 2.4 – Establish collaborative agreements for the co-operative development and sharing of socioeconomic data across the region

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

#### **RECOMMENDATION:**

- A. That the report concerning the Memorandum of Understanding between Council and Queensland Urban Utilities be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue progressing the Memorandum of Understanding between Council and Queensland Urban Utilities to facilitate and promote cooperation and collaboration between the two organisations.

Zubair Khatree
SMART CITY PROJECT MANAGER

I concur with the recommendation contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City

Committee

Mtg Date: 17.04.18 OAR: YES

**Authorisation:** Ben Pole

06 April 2018

#### MEMORANDUM

TO: CHIEF EXECUTIVE OFFICER

FROM: CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

RE: ECONOMIC DEVELOPMENT AND MARKETING DEPARTMENT MARCH 2018

**QUARTER REPORT** 

#### **INTRODUCTION:**

This is a report by the Chief Operating Officer (Economic Development and Marketing) dated 6 April 2018 concerning the Economic Development and Marketing Department March 2018 Quarter Report.

#### **BACKGROUND:**

The consolidation of Economic Development, Tourism, Smart City Program, Marketing Services Branch and Communications and Media Branch under one department and vision aims to deliver quality corporate services and measureable development of new economic, social and profile growth for the City of Ipswich.

The Economic Development and Marketing Department March 2018 Quarter Report captures the main activities and outcomes of each branch over the period 01 January to 31 March 2018. Some of the highlights summarised in the report are:

- The Ipswich Economic and Workforce Development Plan providing a revised framework of priorities, principals, actions and measures for Council's Office of Economic Development and its work in the sustainable development of employment and industry in Ipswich.
- The establishment of the Ipswich Region Education Consortium and drafting of a Feasibility Study providing a collaborative approach to the growth of the international education and training sector in Ipswich.
- Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 26.3% or 575,782 visitors to a total 2.76 million visitors in the 12 months ending December 2017.
- The delivery of free entrepreneurship and digital skilling workshops for 150 lpswich students aged between 8 and 14 years in partnership with Australia's largest science, technology, engineering and mathematics and entrepreneurship workshop provider.

- The finalisation of installation at North Ipswich Reserve and Rosewood Showgrounds Smart City Pilot Precincts.
- The EasyMile Autonomous Shuttle demonstration engaging approximately 110 passengers per day over six days on autonomous, electric, connected public transport.
- The development and completed delivery of 164 marketing services projects for 37 branches across Council.
- Discover Ipswich Magazine design, content, print management and distribution to over 61,000 households by direct mailbox delivery.
- Delivery of 15 civic, corporate and community events with a total estimated attendance of approximately 3,198 people.
- Production and distribution of 87 articles for internal communications and 79 releases for external communications.

#### **ATTACHMENT:**

Name of Attachment	Attachment
Economic Development and Marketing Department March 2018 Quarter Report	Attachment A

#### **RECOMMENDATION:**

- A. That the report concerning the Economic Development and Marketing Department March 2018 Quarter Report be received and the contents noted.
- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue to support the Economic Development and Marketing Department to deliver quality corporate services and measureable development of new economic, social and profile growth for the City of Ipswich.

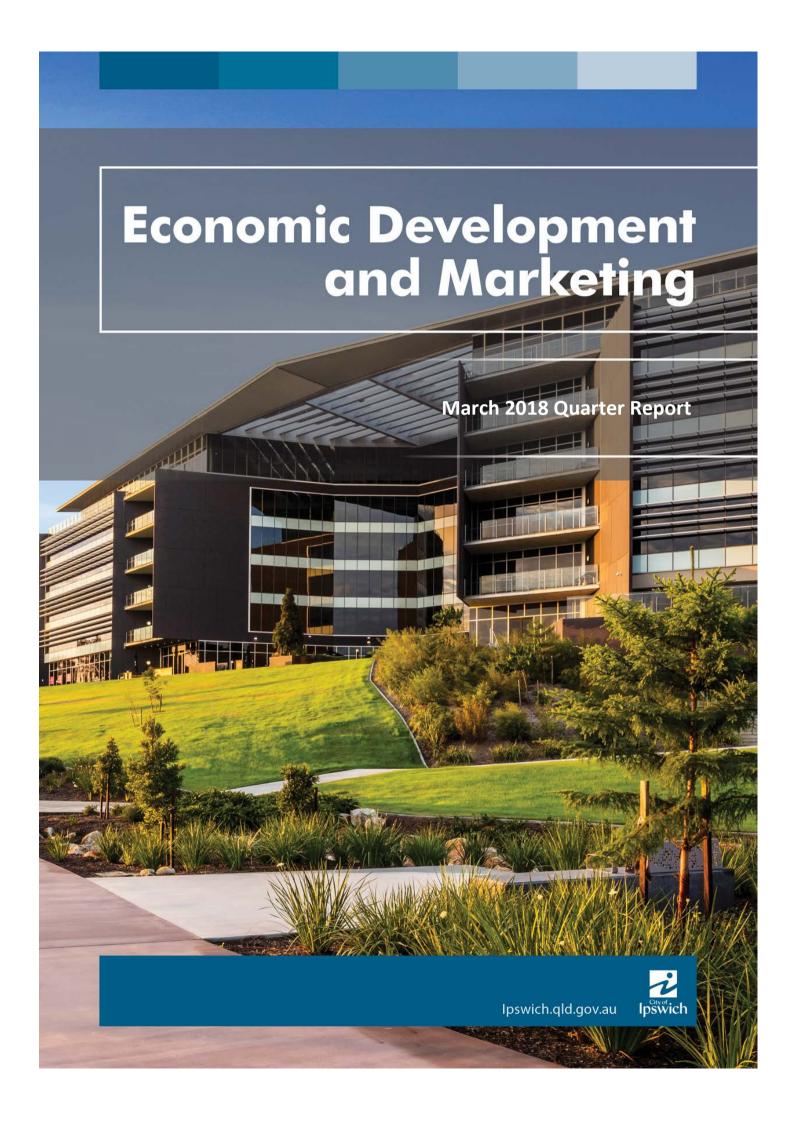
Ben Pole

CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

I concur with the recommendations contained in this report.

Gary Kellar

**ACTING CHIEF EXECUTIVE OFFICER** 



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### Introduction

The consolidation of Economic Development, Tourism, Smart City Program, Marketing Services Branch and Communications and Media Branch under one department and vision aims to deliver quality corporate services and measureable development of new economic, social, and profile growth for the City of Ipswich.

The overarching Economic Development and Marketing plan prescribes the path to serve this vision by achieving the following outcomes:

- Delivery of Vital Marketing and Communications Services to Council
- Best Practice Government Interface with Residents and Businesses
- Lead Digital Technology and Knowledge Economy Progress
- Accelerate and Promote Priority Economic Growth Sectors
- Increase Overnight Visitor Demand, Arrivals, and Expenditure
- Mass Improvement of Ipswich Positioning in Key Markets

The Marketing Services and Communications and Media branches provide core marketing, communications, media, and events service responsibility responding to the business needs and requests across all Council departments and staff. This area facilitates an average 275 marketing, communications, media, and events service requests every month or 3,300 service requests per annum.

The Office of Economic Development provides support and improvement services to local industry while facilitating opportunities for new business and investment across the city. This area is committed to generating economic progress, sustainable industry, and a skilled workforce.

The Smart City Program leads Council's ambitious economic and social transformation agenda. With a focus on technology, data, connectivity, liveability and prosperity this innovative unit drives priority initiatives and partnerships across Council and the community.

The Tourism Branch assists the region's tourism industry in the positive promotion of the destination to target audiences in an effort to increase visitor demand, visitor arrivals, and visitor expenditure. This area also focuses on improving the visitor experience through an award winning Visitor Information Centre which manages an average 1,800 visitor enquiries each month.

Through the measureable and successful delivery of these areas, the Economic Development and Marketing Department delivers vital corporate services and generates new growth for the City of Ipswich.

### Office of Economic Development

#### Introduction

The Office of Economic Development provides support and improvement services to local industry while facilitating opportunities for new business and investment across the city. This area is committed to generating economic progress, sustainable industry, employment and a skilled workforce.

#### **Activity Summary**

#### **Ipswich Economic and Workforce Development Plan**

A revised framework of priorities, principals, actions and measures for Council's Office of Economic Development and its work in the sustainable development of employment and industry in Ipswich. The Ipswich Economic and Workforce Development Plan sets a clear platform of data and evidence aligned with the State Government's *South East Queensland Regional Plan*. It prioritises the resources of Council towards the industries and activities which have the greatest potential to generate increased employment, export or value added economic impact.

#### **2018 Ipswich Business Development Program**

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.

#### **City of Ipswich Defence Industry Attraction Committee**

The City of Ipswich Defence Industry Attraction Committee (CIDIAC) convened for its eighth meeting on 22 February led by Council's Office of Economic Development. CIDIAC includes representatives from Council, State Government, Australian Defence Force, Universities and Industry cooperating on strategic and tactical initiatives to generate increased employment, export or value added economic impact from the Ipswich defence industry.

#### **City of Ipswich Defence Industry Summit**

The inaugural City of Ipswich Defence Industry Summit is being planned for 31 August 2018. The one day Summit will be of national significance and focus on bringing all levels of government and industry to Ipswich in dialogue on Defence industry strategies, projects and opportunities. The Summit will feature keynote addresses, presentations and panel sessions from industry leaders and government. The agenda will also highlight supply chain and workforce opportunities providing Ipswich Defence stakeholders with unparalleled profiling and access to business development prospects.

#### **Ipswich Region Education Consortium Feasibility Study**

To drive the growth of the international education and training (IET) sector in Ipswich, a group of highly motivated organisations, including Council, education and training providers and industry, formed an alliance as the Ipswich Region Education Consortium (IREC). IREC received support from Queensland Government's International Education and Training (IET) Partnership Fund to initiate a feasibility study validating the propositions of a regional study cluster to accelerate growth of IET sector through international students participation. As a result of the feasibility study, through a series of research, analysis of current status, industry consultation, and stocktake of relevant industry based economy in and around the region, the findings strongly suggest that Study Ipswich is not only feasible, but would be an asset to the South East Queensland economy.

#### **Region Skills Investment Strategy Funding**

The Regional Skills Investment Strategy is an investment of \$9 million over four years that will support the Department of Employment, Small Business and Training to partner with selected regional communities to identify current and emerging jobs and ensure a supply of skilled local people to meet this demand. Council has applied for \$350,000 funding over two years to enable the region to identify skills gaps and way forward to equip the workforce with priority in the industries of Defence, Advanced Manufacturing and Food Processing.

#### **Key Meetings and Activities**

Council's Office of Economic Development maintains productive relationships with a network of government, industry groups and private sector stakeholders. The purpose of these connections is to represent the interests of the city and proactively or reactively generate opportunities which advance the priorities and objectives of the region. Over the March quarter, some of the more significant engagements were:

- Austrade
- Australian Defence Congress 2018
- Department of State Development, Manufacturing, Infrastructure and Planning
- Department of Innovation and Tourism Industry Development
- Department of Education, Training and Employment
- Office of the Minister for Innovation and Tourism Industry Development
- Office of the Assistant Minister for Trade, Tourism and Investment
- Trade and Investment Queensland
- Biofutures Queensland
- Jobs Queensland
- Queensland Urban Utilities
- South East Queensland Council of Mayors
- RAAF Base Amberley
- Sumitomo Group Companies
- Springfield City Group
- Sekisui House
- Sunny Queen Farms
- Telstra
- Ipswich Chamber of Commerce

### **Tourism Development Branch**

#### Introduction

The Tourism Development Branch assists the region's tourism industry in the positive promotion of the destination to target audiences in an effort to increase visitor demand, visitor arrivals and visitor expenditure.

#### **Activity Summary**

The Discover Ipswich SEQ Campaign commenced in July 2017 and will run through to June 2018. The campaign targets day-trippers and short break visitation from Brisbane and south east Queensland with print, television and digital advertising along with publicity via media and influencers.

A leading indicator for the success of the campaign is measurable consumer engagement across the Discover Ipswich platforms. For example, during the January to March 2018 quarter the DiscoverIpswich.com.au website generated 204,107 unique visitors (a 5% increase on the previous quarter) and the social media channels have generated 106,611 consumer engagements over the same period (approximately 8,500 per week).

#### **Key Asset Performance Indicators**

Platform	Metric	FY18 Target	Current	% of Target	
		Website			
Website	Unique Visitors	730,000	562,575	77%	
Email Database	Total Subscribers	12,184	8,438	69%	
Leads	Leads to Operators	85,000	30,328	36%	
	Social Media				
Social Consumer	Total number of	480,000	264 694	76%	
Engagement	consumer engagements	480,000	364,684	70%	
Media + Social	Equivalent Value	\$1,542,769	\$1,417,391	92%	

#### **Key Industry Performance Indicators**

Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 26.3% or 575,782 visitors to a total 2.76 million visitors in the 12 months ending December 2017.

A worthy note is that domestic day trips have increased 33% or 528,000 visitors to a total 2.14 million and domestic overnight visitors have increased 9% or 48,000 visitors to a total of 595,000 in the 12 months ending December 2017.

Market	YE December 2016	YE December 2017	Variance
Domestic Overnight Arrivals	547,000	595,000	+8.8%
Domestic Day Trips	1,607,000	2,135,000	+32.9%
International Overnight Arrivals	33,187	32,969	-0.7%
Total Arrivals	2,187,187	2,762,969	+26.3%

Source: Tourism Research Australia, National and International Visitor Survey

# **Content Development and Distribution**

The following destination content was created and distributed over January to March 2018.

- Blades, Balloons and Berms Get Lost Magazine
- Ipswich Produce The Great Day Out
- MasterChef runner-up Ben Ungermann opens Ipswich ice-cream parlour Good Food
- Hot scoop! Ungermann Brothers opens The Weekend Edition
- Incredible Hikes You Had No Idea Were So Close <u>The Urban List</u>
- Crispy Puff Donuts The Urban List
- Ipswich Cafés MustDoBrisbane
- Murder Mystery Train Qld Pioneer Steam Railway MustDoBrisbane
- Ungermann Brothers Ice-Cream Parlour MustDoBrisbane
- Crispy Puff Donuts MustDoBrisbane
- Explore Ipswich Lifestyle Queensland
- RV Friendly Town status a boon for Rosewood Moreton Border News
- · Sunday Mail What's On (Insectarium; Robelle Domain and Splash 'n' Play) Sunday Mail
- A purist's view of dining <u>Illawarra Mercury</u>
- Through the lens: Willowbank Raceway Discover Ipswich
- Seven Ipswich picnic spots for autumn Discover Ipswich
- Avoid the Gold Coast traffic and come to Ipswich Discover Ipswich
- Ipswich: One city, many beers Discover Ipswich
- Charlie's big day out at The Workshops Rail Museum Discover Ipswich
- 11 dishes putting Ipswich on the food map <u>Discover Ipswich</u>
- The ultimate birdwatcher's guide to Ipswich Discover Ipswich
- Extreme sport blazing a trail in Ipswich Discover Ipswich
- Lady Brisbane explores the heritage city next door <u>Discover Ipswich</u>
- A festival of champagne is on its way <u>Discover Ipswich</u>
- Urbane Markets a new night event for Ipswich Discover Ipswich
- Last chance for MUD World tickets Discover Ipswich
- Amazing Ipswich breakfasts Discover Ipswich
- World Science Festival is coming to Ipswich <u>Discover Ipswich</u>
- A 19th century manse resurrected in Ipswich <u>Discover Ipswich</u>
- Pumpyard Bar & Brewery is celebrating <u>Discover Ipswich</u>
- Earth Frequency releases super early tickets <u>Discover Ipswich</u>
- Cactus Espresso serves up some cool sounds Discover Ipswich
- The Suited Hippie brings pop-up picnics to Ipswich Discover Ipswich
- Future is here: Take a driverless ride Discover Ipswich
- All aboard for new steam train experiences Discover Ipswich
- Six Ipswich heritage stunners for sale right now <u>Discover Ipswich</u>
- What's new at the Visitor Information Centre <u>Discover Ipswich</u>
- Vintage and eclectic: Ipswich's new CRAVE trail <u>Discover Ipswich</u>
- Heritage city exploring lpswich's rich past <u>Discover lpswich</u>
- Ben Ungermann icecream melting hearts <u>Discover Ipswich</u>
- Plants and coffee in Ipswich Discover Ipswich
- Australia Day has never looked so good in Ipswich <u>Discover Ipswich</u>
- Crispy Puff Donuts only in Ipswich <u>Discover Ipswich</u>
- Earth Frequency bringing thousands to Ipswich Discover Ipswich
- Circus Ipswich launches with summer classes Discover Ipswich

# **Smart City Program**

# Introduction

The Ipswich Smart City Program progresses a series of priority initiatives focused on liveability and prosperity across the city.

In October 2016 Council established the Smart City Program with responsibility to transition the Smart City Blueprint and Implementation Plan into an ongoing program of work.

Progress of the Smart City Program is reviewed at fortnightly updates to the Smart City Program Control Group which consists of all Council Department Heads. Reporting and key governance issues are also overseen at monthly meetings of the Digital Innovations Steering Committee and on to the Economic Development and Digital City Committee.

# **Activity Summary**

# **Digital Skilling Workshops**

Council had partnered with Fiftysix Creations to deliver six free entrepreneurship and digital skilling workshops for students aged between 8 and 14 years from 09 to 13 January 2018.

Each workshop ran for two hours hosting 25 students. Ipswich students were given an opportunity to learn how to build a virtual reality headset and pitch a business idea to a panel of judges including the Mayor and 2017 Young Queenslander of the Year, Taj Pabari.

Fiftysix Creations is Australia's largest science, technology, engineering and mathematics (STEM) and entrepreneurship workshop provider, offering business and technology workshops for primary and secondary school students.





# **EasyMile EZ10 Autonomous Transport Demonstration**

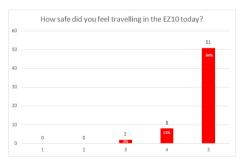
The EasyMile Autonomous Shuttle demonstration was held from 26 February to 03 March 2018 transporting approximately 110 passengers per day between the entrance of John Nugent Way and the entrance of the University of Southern Queensland. Partners involved with ICC on this demonstration include EasyMile, TransDev, Telstra, Springfield City Group, University of Southern Queensland, Department of Transport and Main Roads and SEQ Council of Mayors.

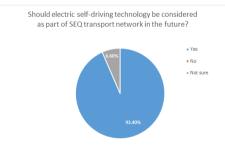
The purpose of the demonstration was to present the driverless vehicle to the public and stakeholders raising the profile of smart transport solutions and generating tangible community interaction with the Ipswich Smart City Program.

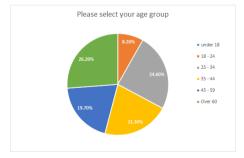


During the six day demonstration Council and TransDev conducted a random survey of participants to gain some insight into their experience and perceptions of connected and autonomous transport, below are the results:









#### **Memorandum of Understanding with Queensland Urban Utilities**

Ipswich City Council and Queensland Urban Utilities have signed a Memorandum of Understanding earlier this year with the intent of facilitating co-operation and collaboration relating to Smart City Initiatives.

Initial discussions have occurred with the following themes to be further investigated:

- Linkages between Council's Data Platform and QUU's Intelligent Water Network which could result in technology trials and data sharing arrangements
- A smart display home located in Ipswich demonstrating real world innovation and sustainability in lifestyle and utility technology
- A research project to assess the future workforce requirements of Council and QUU, helping to map the skills and technology transition for staff
- An Artificial Intelligence Centre of Excellence based in Ipswich with a particular focus on providing high volume customer information services to large audiences

#### **Panel of Service Providers for Unmanned Aerial Vehicles**

Further to the tender process, 12 Service Provider have been appointed onto the Panel for service provision to Council. A skills matrix has been completed highlighting areas of expertise for each service provider and a procedure is currently being finalised on how internal departments can utilises these services.

# **Pilot Precincts**

The Smart City pilot projects at North Ipswich Reserve and Rosewood Showgrounds are now completed with all smart infrastructure being installed, testing and handed over to Council. The data is currently being ingested into the data platform and workshops are being held to discuss the lessons learnt from these pilot projects and subsequent next steps.

Smart City Infrastructure	North Ipswich Reserve	Rosewood Showgrounds
Smart Lighting	✓	✓
Smart Waste (Waste Sensors)	✓	✓
Smart poles	✓	
Autonomous Mower	✓	
Smart Bench	✓	
Environmental Monitoring	✓	✓
Caravan bay monitoring		✓
Keyless building access (hall)		✓
People & car counting	✓	✓
Solar power		✓

# **Marketing Services Branch**

# Introduction

The Marketing Services Branch is responsible for developing and implementing marketing strategies that position the City of Ipswich and Ipswich City Council at the forefront of community and key stakeholder relations.

We support the various departments and branches within Council by delivering targeted marketing, digital and event services with sustainable, measurable outcomes. Operating from a sound strategic bedrock that identifies opportunities, leverages areas of overlap and maximises all available channels, our branch facilitates upwards of 3,500 marketing requests per year from across Council.

# **Activity Summary**

The March quarter saw the Marketing Services Branch completed 164 projects across all departments, some of the more notable work included:

#### **Ipswich in Autumn Guide**

Produced the 16 page seasonal guide promoting the Queen's Baton Relay, Civic Centre Program and ANZAC Day Dawn Service. Distribution was to over 61,000 households by direct mailbox delivery, local schools and Ipswich City Council contact points.

## **Discover Ipswich Magazine**

A 7 month long project, accumulating over 320 hours to develop, this year's Discover Ipswich Magazine showcases the regions finest attractions. With input from the Tourism and Media Branches, Marketing Services developed the design, content, print management and distribution to over 61,000 households by direct mailbox delivery.

# **Arts and Cultural Strategy**

An ASDCE project presenting a road map for developing the liveability of the city, for investing in creative endeavour, and for celebrating and respecting the diverse communities in Ipswich. Marketing Services assisted in the design and digital assets.

## **Active and Healthy Program**

Active and Healthy Ipswich is a program that seeks to motivate the public to lead a healthy lifestyle and connect the community with free and low cost physical activities through a digital portal. Marketing Services led the digital campaign by creating a digital platform in the form of a dynamic events calendar that tracks registration data to assist in measuring project performance. An acquisition and retention campaign was launched in late 2017 targeting low cost active health providers using a combination of EDM journeys, follow up phone calls, single link ads and posters distributed to local gyms. The calendar events have received over 15,247 event views and 362 event registrations to date.

# **Waterways Health Strategy**

In collaboration with WPR, Marketing Services supported the 115 page strategy document with design, print and digital asset creation.

#### **School Safe**

With the aim to encourage parents to park responsibly and obey parking/road rules when dropping off and picking up school children. Marketing Services assisted HSRS to develop a range of promotional items including vests, banners, signage and downloadable resource kit for schools.

#### **Water Safety Facebook Campaign**

Targeting pool owners, this facebook campaign was designed to influence compliance in regards to current pool safety laws and advise of applicable fines. Marketing services created and managed the carousel ad with a reach of over 35,000 residents.

# **Event Services Team**

The Events Branch provides civic, corporate and community event management and delivery services to fulfil Council objectives and requirements.

The main events delivered or actively supported by the Events Units throughout the year include Citizenships Ceremonies (6), Movies in the Park (6), Australia Day Awards (1), ANZAC Day Ceremonies (53), Service Excellence Awards (1), Ipswich Sports Awards (1), External Ordinary Council Meetings (2), Christmas Parade (1), Coates Hire Ipswich Supersprint (1), CMC Rocks (1) and multiple corporate networking functions.

Over the March Quarter the Events Unit delivered or actively supported 15 civic, corporate and community events with a total estimated attendance of approximately 3,198 people, they were:

#### Saturday 13 January

Movies in the Park – Division 3

The Events Unit was responsible for the management and delivery of Movies in the Park at Banjo Paterson Park, Collingwood Park. Estimated total attendance is 80 guests.

# Saturday 20 January

Citizenship Ceremony

The Events Unit was responsible for the management and delivery of this event held at the Ipswich Civic Centre in the George Hogg Auditorium.

There were 105 candidates originating from 26 countries and an estimated total attendance of 227 guests.

# Saturday 20 January

Australia Day Awards Ceremony

The Events Unit was responsible for the management and delivery of this event held at the Ipswich Civic Centre in the George Hogg Auditorium.

There were 61 recipients and an estimated total attendance of 432 guests.

# Friday 26 January

Movies in the Park – Division 5

The Events Unit was responsible for the management and delivery of Movies in the Park at Colleges Crossing. Estimated total attendance is 400 guests.

# Friday 26 January

Australia Day Pool Events

The Events Unit was responsible for the management and delivery of this event at the following locations; Bundamba Swim Centre, Georgie Conway Leichhardt Community Swim Centre, Goodna Aquatic Centre and Rosewood Aquatic Centre. Estimated total attendance combined over four locations is 1250 guests.

# Wednesday 7 February

Quarterly Update Meeting

The Events Unit was responsible for the management and delivery of this event on behalf of the Economic Development and Marketing Department. Event was held at Education Centre, Queens Park. Estimated attendance was 45 guests.

# Saturday 10 February

Movies in the Park – Division 10

The Events Unit was responsible for the management and delivery of Movies in the Park at Tom Lenihan Park, Rosewood. Estimated total attendance is 150 guests.

#### Friday 16 February

Cannon Collective

The Events Unit was responsible for the management and delivery of this event at Earth Frequency. There were a total of 10 participants.

#### Wednesday 28 February

Autonomous Vehicle VIP Breakfast

The Events Unit was responsible for the management and delivery of this event at Robelle Domain. Estimated total attendance 39 guests.

## Sunday 11 March

Ipswich Cycle Park Opening

The Events Unit was responsible for the management and delivery of this event at Ipswich Cycle Park. Estimated total attendance of 250 guests.

# Sunday 18 March

CMC Rocks VIP Event

The Events Unit was responsible for the management and delivery of this event at Willowbank, Ipswich. Estimated total attendance of 80 guests.

#### **Thursday 22 March**

Citizenship Ceremony

The Events Unit was responsible for the management and delivery of this event held at the Ipswich Civic Centre in the George Hogg Auditorium. There were 70 candidates originating from 21 countries and an estimated total attendance of 165 guests.

## Monday 26 March

Indigenous Business - Networking Breakfast

The Events Unit was responsible for the management and delivery of this event held at Fire Station 101. Estimated total attendance of 70 guests.

# **Thursday 29 March**

Queens Baton Relay

### **Thursday 29 March**

Movies in the Park - Division 7

#### **Functions Various**

The Events Branch coordinated the attendance by Council representatives and nominated guests at the following functions over the period:

- Greater Springfield Chamber of Commerce Business Afterhours x 2 guests
- Greater Springfield Chamber of Commerce Business Breakfast x 6 guests
- Ipswich Chamber of Commerce Networking (x2) x 12 guests
- St Edmund's Foundation Dinner x 4 guests
- Greater Springfield Zonta x 4 guests
- Ipswich Zonta x 4 guests
- Ipswich Chamber of Commerce Luncheon x 4 guests

Combined attendance at the 7 events was 36 guests.

## Plaque, Gift and Floral Requests

A total of 7 crests and 2 personalised gift requests were processed during this period.

A total of 19 floral requests (including wreaths, were received and ordered during this period.

The Events Unit is currently working on the management and delivery of the following civic, corporate and community events for the June Quarter:

- Anzac Day
- Opening of new Redbank Plains Community Centre
- Industry Briefing
- Citizenship Ceremony
- Council Meeting External

# **Communications and Media Branch**

# Introduction

The Communications and Media Branch provides support and services to Council and Councillors. This includes internal communications, collateral development, proactive and reactive management services such as providing strategic media advice, media relations management, reputation management, publicity, content management, development of media releases and other materials. The unit also oversees the Ipswich City Council branded social media assets.

# **Activity Summary**

#### **Internal Communications**

Over the quarter the team produced 87 articles for Council's internal communications channels The Wire and Wired. These articles covered, corporate matters, staff recognition, team wins, current events, important updates and general interest. Some articles on The Wire are attracting more than 700 unique page views which is a 500% improvement on the previous Council intranet.

#### **Ipswich Connect**

Ipswich Connect was completed in March. The publication was completed on time and distributed to 64,500 Ipswich households by direct mail in the same month. The next edition of Ipswich Connect is scheduled for September 2017.

#### **Improved Service Procedure**

The Communications and Media Branch aligned its internal service procedure with the Marketing Services Branch utilising the corporate CES system. Work requests are now raised, tracked and managed using the guided interview and logged workflow process.

# **Asset Audit**

The Branch is currently auditing all of Council's internal and external communications channels such as websites, social media profiles, newsletter databases and regular publications. The purpose of this audit is to collate a clear view on the efficiency and effectiveness of all assets based on factors such as business need, target audience, community benefit and return on investment.

#### **Media Exposure**

Over the period 01 January to 31 March 2018 there were 79 media releases produced and distributed and a total 591 media reports relating to Ipswich City Council and its associated people, products and services.

Local topics prominent in the media during the quarter included:

- The Council and State Government's position on waste facilities
- The announcement of major defence project for Ipswich
- The approval to start construction on Costco
- Regular updates on Ipswich Central
- Recruitment of a new CEO

#### **Ipswich First**

A proactive approach to social media and direct mail audience has continued to grow audience and engagement for Council. At the end of March, the opt-in update database contained 4,700 active subscribers. Over the quarter 141,775 page views were generated including a record 62,178 page views in March. Council's Facebook audience increased to 34,000 and generated 60% of the traffic to Ipswich First content.

The most engaging posts for the quarter have been:

- 1. The announcement of a green light for Costco (8,235 views)
- 2. A historical story about the Ipswich Showground Gates (6,188 views)
- 3. Norman Street Bridge one step closer as planning continues (2,600 views)
- 4. Who will carry the Queen's Baton Relay in Ipswich (2,252 views)
- 5. Park named in the honour of the Tucker family in Goodna (2,000 views)
- 6. The announcement of Rhienmettal defence contract (1,984 views)
- 7. Human wanted campaign for Google Trekker (1,943 views)
- 8. Motorists warned of fines around school zones (1,673 views)
- 9. An update on Ripley shopping centre (1,639 views)
- 10. 10 things you need to know about our new cycle park (1,624 views)

#### **Queen's Baton Relay**

A plotted coverage plan allowed for ongoing promotion of the Queen's Baton Relay in the lead up and during the event. This resulted in just under 9,000 page views across articles published on Council's channels.

Standout articles were a profile piece on Ipswich icon Tom Edwards (1,097 page views) and five top spots to view the Baton (1,000 page views). A large amount of traffic was also driven to existing

articles detailing the QBR route (2,407 page views) and an overview on who would carry the Baton in Ipswich (2,297 page views).

Throughout the plan, \$78,981 worth of unpaid media coverage was obtained with published items reaching a cumulative audience of 309,289. This result is positive as the main target for most media coverage was a local audience, predominantly via the Queensland Times.

Posts on Facebook also proved successful with most obtaining solid reach. Standouts were photos from the day of the relay (12,900 reach), promotion of the Tom Edwards profile (6,900 reach) and promotion of the profile on sisters Pauline and Bernadette (6,000 reach). In total, Facebook posts related to the Queen's Baton Relay totalled more than 61,000 reach.

An already existing positive relationship with Channel 7 News was strengthened through the preparation of comprehensive route notes to assist with the network's broadcast of the relay. Positive feedback was received about the quality of the notes from producer Peter Doherty.

#### **Media and Influencer Program**

Familiarisation visits continue to be a key driver of awareness and coverage with targeted media and influencer channels. Hosting relevant content specialists and having them experience first-hand the variety of things to see and do in the region is a proven approach to generating quality exposure. In the March quarter Council brought RACQ Magazine, Fairfax Digital, Brisbane Times, Courier-Mail, Good Food, The Weekend Edition, Indulge Magazine, Must Do Brisbane and Brisbane Marketing to the region for themed experiences.

