

VML:MB
Vicki Lukritz
3810 6221

9 August 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **10.30 am or 10 minutes after the conclusion of the Planning Development and Heritage Committee, whichever is the earlier** on **Tuesday, 14 August 2018**.

<u>MEMBERS OF THE ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE</u>	
Councillor Tully (Chairperson) Councillor Wendt (Acting Mayor) (Deputy Chairperson)	Councillor Morrison Councillor Martin Councillor Pahlke

Yours faithfully

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,***

14 August 2018

Council Chambers

Item No.	Item Title	Officer
1	City of Ipswich Defence Industry Summit 2018	EDM
2	Fire Station 101 Transfer of Ownership and Operations	EDM
3	Events Sponsorship of the 2018 Jacaranda Festival	EEO

** Item includes confidential papers

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(08)

14 AUGUST 2018

AGENDA

1. **CITY OF IPSWICH DEFENCE INDUSTRY SUMMIT 2018**

With reference to a report by the Economic Development Manager dated 3 August 2018 concerning the City of Ipswich Defence Industry Summit 2018.

RECOMMENDATION

- A. That the report concerning the City of Ipswich Defence Industry Summit 2018 be received and the contents noted.
 - B. That the Office of Economic Development, in consultation with the Chairperson of the Economic Development and Digital City Committee, continue in the delivery of the City of Ipswich Defence Industry Summit 2018.
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2. **FIRE STATION 101 TRANSFER OF OWNERSHIP AND OPERATIONS**

With reference to a report by the Economic Development Manager dated 3 August 2018 concerning the transfer of ownership and operations from Ipswich City Developments and Ipswich City Enterprises to Ipswich City Council.

RECOMMENDATION

- A. That the report concerning the transfer of ownership and operations from Ipswich City Developments and Ipswich City Enterprises to Ipswich City Council be received and the contents noted.
 - B. That the Office of Economic Development, in consultation with the Chairperson of the Economic Development and Digital City Committee, proceed with maximising Council's investment and resources in the delivery of innovation, business accelerator, technology partnerships and smart city activities delivering increased economic, workforce and community outcomes via Fire Station 101.
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3. **EVENT SPONSORSHIP OF THE 2018 JACARANDA FESTIVAL**

With reference to a report by the Events and Engagement Officer dated 3 August 2018 concerning an application for event sponsorship by Goodna Community Association Inc for the 2018 Jacaranda Festival being held 26-28 October 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$8,000.00 to support to the Goodna Community Association for the 2018 Jacaranda Festival from the 2018-2019 Event Sponsorship Budget and that the associated economic, social and promotional opportunities are maximised.

** Item includes confidential papers

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 14.08.2018	OAR: YES
Authorisation: Ben Pole	

3 August 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: CITY OF IPSWICH DEFENCE INDUSTRY SUMMIT 2018

INTRODUCTION:

This is a report by the Economic Development Manager dated 3 August 2018 concerning the City of Ipswich Defence Industry Summit 2018.

OVERVIEW:

In March this year Council endorsed planning and development of the City of Ipswich Defence Industry Summit 2018.

Since then progress has been made by the Office of Economic Development (OED) in consulting with stakeholders and the City of Ipswich Defence Industry Advisory Committee (CIDIAC) to finalise the Summit plans.

The City of Ipswich Defence Industry Summit 2018 will be held on 20 November 2018 as a one-day ticketed business event attracting around 250 to 300 delegates from all levels of the regional and national government and defence sector.

The Summit aligns with the key objectives of the Economic and Workforce Development Plan to:

- provide leadership in advancing the key industries of the region
- be recognised as a national hub for Defence with enhanced capabilities, infrastructure, and opportunities for global value and supply chains,
- support key industry forums creating national awareness and engagement, and
- support the establishment of key industry centres of excellence

Supported by CIDIAC, Council is implementing key initiatives to accelerate defence industry growth with a focus on:

- Supporting the RAAF expansion, encouraging the growth of Primes and facilitating the attraction of new Defence projects to the region

- Strategically positioning the region as an advocate for Defence, related industries and communities
- Providing a platform to facilitate the capability development of regional small and medium enterprises (SMEs) targeted at Defence opportunities, contracts in Australia and expansion to export markets
- Enabling an environment that supports job creation through industry lead partnerships

Summit Partner

Council sought expressions of interest from defence sector event partners and received two initial responses however negotiations with the preferred partner broke down in June. Shortly after that the Queensland Chapter of the Australian Industry Defence Network (AIDN) expressed an interest in partnering with Council on the Summit. Following consultation, CIDIAC recommended Council negotiate terms with AIDN as a partner in the delivery and maximisation of the Summit. AIDN is a national defence industry peak body with a combined membership of around 600 defence industry related companies and is a strategic stakeholder and contributor to Council's defence agenda. In collaboration with OED, AIDN's responsibilities as an event partner would be to ensure the successful delivery of the Summit by engaging and securing speakers, delegates, sponsors and tactical event promotion and marketing.

Summit Venue

Council has assessed a number of potential Summit venues around the city. Following evaluation of these venues against key summit requirements the University of Southern Queensland (USQ) – Springfield Campus has been identified as the preferred summit venue. USQ have also indicated their interest to participate as an event sponsor.

Summit Sponsorship

As a cost recovery, Council will be seeking sponsorships from industry to offset the cost of the summit. Research has been conducted on similar industry events and advice sought from the Queensland Government in the development of the draft summit sponsorship packages.

Summit Program

An example Summit program has been developed and is attached, OED will work with AIDN and CIDIAC to finalise all elements of the event program.

Summit Promotion

Promotion and communication of the Summit will commence Monday 13 August with information on the website and early ticket sales being distributed via industry networks including AIDN and CIDIAC. Once key speakers are confirmed in coming weeks the broader industry advertising and publicity of the Summit will increase driving awareness of Ipswich as a national leader in the defence sector and converting Summit ticket sales.

CIDIAC

The City of Ipswich Defence Industry Advisory Committee is Chaired by Council's CEO and features representatives from Council, State Government, Australian Defence Force, Universities and Industry including TAE Aerospace, Rheinmetall, Boeing, Northrop Grumman University of Southern Queensland, Queensland University of Technology, RAAF Amberley, Department of State Development and Springfield Land Corporation.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The City of Ipswich Defence Industry Summit 2018 align with the Advance Ipswich Plan and Economic Development Plan:


Goal 1 Strategy 1 Key Action 1.2: Develop export links to support long term competitiveness in the Ipswich economy.

Goal 1 Strategy 5: Support the growth and operation of RAAF Base Amberley and related aerospace and defence industries.

Goal 1 Strategy 6 Key Action 6.8: Research, monitor and review market and investment trends to identify opportunities for new business activities.

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

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Example City of Ipswich Defence Industry Summit 2018 Program	 Attachment A

RECOMMENDATION:

- A. That the report concerning the City of Ipswich Defence Industry Summit 2018 be received and the contents noted.
- B. That the Office of Economic Development, in consultation with the Chairperson of the Economic Development and Digital City Committee, continue in the delivery of the City of Ipswich Defence Industry Summit 2018.

Paul Massingham

MANAGER – OFFICE OF ECONOMIC DEVELOPMENT

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)



**Draft Summit Program
Defence Ipswich 2018
Integrated Logistics & Sustainment Summit
Hosted by
The City of Ipswich**

**Summit Program – Draft & all TBC
Tuesday 20 November 2018
Venue tbc: University of Southern Queensland Springfield Campus
37 Sinnathamby Blvd, Springfield Central QLD 4300**

08:15 Summit Registration & Refreshment

09:00 Welcome from the City of Ipswich – Chair of CIDIAC

SESSION 1: OVERVIEW OF DEFENCE

09:10 MINISTERIAL ADDRESS | Federal | State
Ministers relevant to Defence / Industry (based on availability)

09:20 Defence Integrated Logistics Requirements / Procurement Process
Australian Defence Force

SESSION 2: BEST SUSTAINMENT PRACTICES

09:30 Queensland Perspective (Address by Premier of Queensland)

Industry Insight into Integrated Logistics & Sustainment (from Air and Land)

09:40 Rheinmetall on MILVECOE

10:00 Boeing

10:15 Cost effectiveness and benefit to local economy of large-scale, labour-intensive sustainment projects
Department of Defence – NSP or South Australian MP related to NSP and future sustainment activities

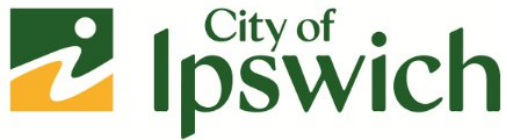
10:30-11:00 MORNING TEA & NETWORKING

SESSION 3: CREATING COHESION – STATE & REGIONAL PERSPECTIVE

11:00 Collaboration & Cooperation: Considering the role of all sectors

The Hon. Cameron Dick, *Minister for State Development, Manufacturing, Infrastructure and Planning, (tbc)*
Queensland Government

Building Regional Defence economy – CIDIAC and Defence Industry Regional



Queensland Success Stories

- Success story from Qld
- Success story from Ipswich

12:30 – 13:30: LUNCH & NETWORKING

SESSION 4: DEFENCE INNOVATION & TECHNOLOGIES

13:30 - 14:00 Defence Research Drivers
Excellence centres presentation
University research and collaboration

SESSION 5: MASTER CLASS ON MEET THE PRIMES & MEET THE MSP

14:00 – 14:30 Primes to provide mentoring to SMEs & Opportunities to access supply chains
Two Primes
SMEs
CDIC

14:30 – 15:15 Meet the MSPs to gain insight on Above the Lines
Major Service Provider Network
SMEs Q&A

15:15 – 15:45: AFTERNOON TEA

SESSION 6: DEFENCE EXPORT

15:45 – 16:30 Defence Export Strategy – Defence Export Advocate (TBC)
Company: Creating opportunities to access global projects
Company: Benchmarking – Defence Export Success Story

SESSION 7: CONCLUSION AND NETWORKING

16:30 – 16:40 Concluding Remarks: Defence and Industry

16:40 - 18:30 Networking and Closing

Economic Development and Digital City Committee	
Mtg Date: 14.08.2018	OAR: Yes
Authorisation: Ben Pole	

3 August 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: FIRE STATION 101 TRANSFER OF OWNERSHIP AND OPERATIONS

INTRODUCTION:

This is a report by the Economic Development Manager dated 3 August 2018 concerning the transfer of ownership and operations from Ipswich City Developments and Ipswich City Enterprises to Ipswich City Council.

OVERVIEW:

Since opening in March 2016 Fire Station 101 (FS101) has operated as a membership based start-up incubator, co-working space and events facility. FS101 has worked with over 180 start-up businesses who have secured over \$600,000 in initial investment, the hub has attracted \$190,000 in new public-private investment and hosted over 150 events.

After two years of successful operation Council aims for FS101 to become even more commercially viable and deliver increased economic, workforce or community outcomes. Furthermore, Council will consolidate FS101 into the Office of Economic Development (OED) where it can more effectively integrate with the Ipswich Economic and Workforce Development Plan. This integration will maximise Council's investment and resources in the delivery of innovation, business accelerator, technology partnerships and smart city activities delivering increased economic, workforce and community outcomes.

Currently, Ipswich City Developments (ICD) owns the 101 Limestone Street property and Ipswich City Enterprises (ICE) leases the facility for the operation of FS101. The winding-up of both ICE and ICD facilitates the express transfer of ownership and operations to Council in August 2018.

To facilitate the transfer OED is working with Council's legal and finance teams actioning a task list of over 60 items which need to be completed across dozens of policies, procedures and systems. OED has already included in its 2018-2019 Budget the operation expenses for staff and incidentals to run the FS101 activities.

Under OED management FS101 has the opportunity to be reinvigorated by diversifying its service offering and establishing strategic partnerships. Already OED is negotiating with a large state-wide agency to establish a technology led workshop and research centre operating seven days and utilising the currently untenanted lower level of the building. With this major anchor tenant, further opportunity exists to develop an industry cluster and attract tenancies into the two-story building on the east side of the site advancing FS101 as an industry led research and development centre of excellence.

The transfer of ownership of FS101 to Council and the re-visioning for FS101's strategic future is critical to ensure that the success achieved over the past two years is not lost. Closer management, sound planning and the securing and leveraging of new strategic partners are the priority and will ensure FS101 future success aligned with key economic priorities.

RECOMMENDATION:

- A. That the report concerning the transfer of ownership and operations from Ipswich City Developments and Ipswich City Enterprises to Ipswich City Council be received and the contents noted.
- B. That the Office of Economic Development, in consultation with the Chairperson of the Economic Development and Digital City Committee, proceed with maximising Council's investment and resources in the delivery of innovation, business accelerator, technology partnerships and smart city activities delivering increased economic, workforce and community outcomes via Fire Station 101.

Paul Massingham
(MANAGER – OFFICE OF ECONOMIC DEVELOPMENT)

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development and Digital City Committee	
Mtg Date: 14.08.18	OAR: Yes
Authorisation: Ben Pole	

3 August 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 JACARANDA FESTIVAL

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 3 August 2018 concerning an application for event sponsorship by Goodna Community Association Inc for the 2018 Jacaranda Festival being held 26-28 October 2018.

BACKGROUND:

The Goodna Jacaranda Festival is an annual event that has a long history of attracting large crowds to Evan Marginson Park celebrating our diverse local community with a variety of stalls, entertainment, singing and dancing.

The estimated attendance at the three-day event is 30,000 people.

The 2018 event will again feature:

- Side Show Alley
- Market Stalls
- Multi-Cultural Food Stalls
- Quest for Talent Show
- Primary School's Choir Competition
- High School; Bands competition
- Fireworks display
- Car Show

Using economy.id Event Impact Calculator and based on 10,000 attendees per day spending approximately \$30 each, the estimated total economic impact of the 2018 Goodna Jacaranda Festival is \$1, 337, 020.

Funding provided by Council to Goodna Community Association in the past three (3) years is included below:

Date	Nature of contribution	Amount
2015	Councillor Community Donations	\$2,100.00
	Councillor Community Donations	\$750.00
	Councillor Community Donations	\$5,000.00
	Event Sponsorship	\$8,000.00
	Community Assistance	\$13,621.28
	TOTAL:	\$29,471.28
2016	Councillor Community Donations	\$8,250.00
	Community Assistance	\$10,362.41
	Event Sponsorship	\$8,000.00
	TOTAL:	\$26,612.41
2017	Councillor Community Donations	\$10,850.00
	Community Assistance	\$9,837.46
	Event Sponsorship	\$8,000.00
	Councillor Community Donations	\$3,250.00
	Councillor Community Donations	\$1,000.00
	TOTAL:	\$32,937.46

SPONSORSHIP REQUEST:

The Goodna Community Association has submitted an Event Sponsorship Application for \$10,000.00 to assist with costs associated with the running of the event.

Organisers have also requested in-kind support as detailed below:

- 100 x 240L General Bin
- 6 x 3m Bulk Bin
- 1 x 3m Mixed Recycling Bin
- 50 x Star Pickets with Caps
- 1 x Star Picket Rammer
- 1 x 50m Roll of Barrier Mesh
- 2 x cable ties (pkt 100)
- 19 x Portable Toilets
- 1 x Disability Access Portable Toilet

It is understood that the Goodna Community Association has already received \$4,000 to date in funding from Councillor Community Donations.

Sponsorship benefits to be negotiated for Council include:

- Promotion of council via social media and website
- Council signage on main stage
- Council Promotion in Festival Program delivered to 70,000 homes
- On stage acknowledgements of Council's support over the weekend
- Invitations to attend the opening ceremony event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provides \$8,000 financial support to Goodna Community Association.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Jacaranda Festival aligns with Advance Ipswich Plan, the Corporate Plan 2012–2017 and the Destination Marketing, Management and Events Plan:

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

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

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

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 2018 Jacaranda Festival	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$8,000.00 to support to the Goodna Community Association for the 2018 Jacaranda Festival from the 2018-2019 Event Sponsorship Budget and that the associated economic, social and promotional opportunities are maximised.

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 - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

Organisation Details

* indicates a required field

Organisation Name * Goodna Community Association Inc

Contact Person * Mr Mathew Taylor

Street Address * [REDACTED]

Postal Address * [REDACTED]

Phone Number * [REDACTED] Australian phone number

Email * [REDACTED]

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

Does your organisation have an ABN? *
 Yes
 No
Please add ABN below

ABN 74 940 319 583

Information from the Australian Business Register	
ABN	74 940 319 583
Entity name	Goodna Community Association Inc
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4301 QLD
Information current as at 12:00am yesterday	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename: ! - 2018 Public Liability Certificate of Currency.pdf

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

File size: 80.8 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). *

The Council has sponsored the Goodna Jacaranda Festival for many years.

Last year the council provided cash sponsorship of \$8000 along with various other items of support.

The festival is always the last full weekend of October which will be the 26th to 28th October 2018.

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: *

Goodna Jacaranda Festival

Start Date: *

26/10/2018

What is the expected start date of the event?

End Date: *

28/10/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The Goodna Jacaranda Festival is an annual community festival attracting people from Ipswich and the surrounding areas (Brisbane, Toowoomba, Scenic Rim). The festival celebrates our rich history and diverse community. With free entry, the festival is well attended and much loved.

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

Must be no more than 150 words

**Proposed Venue/
Location ***

Evan Marginson Park, Goodna.

Estimated Attendance *

30000

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

The festival is a much loved event, featuring

- * Side Show Alley
- * Market Stalls
- * Multi cultural Food Stalls
- * Quest for Talent Show
- * Primary Schools Choir competition
- * High School Bands completion
- * Fireworks display
- * Car show

**Which sponsorship
category are you
seeking funding from?**

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

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

Cash sponsorship of \$10,000.00

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

Community Support Application to be lodged for;
6 x 3 meter Industrial Rubbish bins / Collection
1 x 3 meter Industrial Recycling Bin / Collection
100 x 240L Wheelie Bins
300 x 240L Bin Liners
19 General use Temporary Toilets
1 Disabled access temporary Toilet
Star pickets and Barrier Mesh
Witches Hats
Cable Ties

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

No

**What are the goals and
objectives of the event?

Empowering the local community
Raising money for local community organisations
Bring more people from outside Ipswich to see what
Ipswich and surround have to offer.

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

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

The Festival targets the wider Goodna region of about 60,000 people.
The festival is a diverse event, which attracts all ages.

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

Local schools are able to showcase their Talents
Local performers given an opportunity to perform.
Economic stimulus.
Promotion of the area to a wide audience.
Increase in Tourism.

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

Promotion of council via social media
Promotional banner on Festival website home page
Council signage on main stage.
Council Promotion in Festival Program delivered to 70,000 homes.
On stage acknowledgements of Councils support over the weekend.
Invitations for Councillors and senior staff to our opening ceremony event

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

We can provide reports on various metrics

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

A range of businesses support the festival through cash, in kind and discounted fee sponsorships each year.
The federal and state governments are invited to support the festival. Federal and State representatives are invited to attend.

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) *

By creating a venue for various stakeholders to come together, the community is empowered to achieve many of the stated goals of the ICC corporate plan, such as increased employment and a knowledge based economy.
Each year the festival brings together the wider community and organisations from the training, employment and services sectors to help match the needs of the community with those organisations, while also supporting their work

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

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

The community is invited to participate in the festival in many ways, such as;

- Competing in the Quest for Talent
- School children participate in choir and band competitions
- Local community groups participate in outreach and fund raising activities
- Local businesses participate and engage with the community

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

The Festival brings people from outside of Ipswich to enjoy the Jacaranda Trees, the fun of the weekend and a great day out.

There is a direct impact over the weekend, and local businesses take advantage of meeting new clients and growing their business in the months following the festival

Outline how will this event attract visitors to Ipswich? *

People come to the festival for a variety of reasons including;

- Talent Quest
- Choirs
- Bands
- Fireworks

Also being basically on the border between Ipswich and Brisbane, we attract plenty of Brisbane residents to come and find out how good life is in Ipswich.

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

Media will be picking up a variety of stories about the festival as it does every year.

Our Facebook page reached over half a million people last year and had overwhelmingly positive response and feedback.

The festival creates a very positive buzz for the region every year

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

Jacaranda's are a part of Goodna's Heritage, having been planted 80+ years ago, and they are generally identified with the area.

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

The festival is the only major event listed for October and as it falls at the end of October provides a great event for the community to enjoy before everyone starts to focus on Christmas.

In speaking to councils tourism office it was identified that the festival fills a gap in the calendar and provides them

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

more opportunity to continue to promote Ipswich through October.

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

Councils support of the festival is integral in the overall staging of the event, ensuring not only that the event goes ahead but that it provides both a great experience as well as a safe and secure one for everyone who visits

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

We believe that many local families prefer to come to the Jacaranda Festival, being a free event, and one that is local, rather than visiting events such as the Ekka.

As we involve more community groups and grow the base of events surrounding the festival, the festival has become one of the most well known and best loved events on the Ipswich calendar.

Our view is that with the right help, the festival can grow into a week of festivities that culminates in the on field festival we know today.

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

We are constantly seeking sponsorship opportunities, which have been difficult to find in recent years with many businesses pulling back due to economic issues.

This year we are expanding our efforts, and reaching many local businesses with new offerings to increase the local input.

We feel the festival can grow even bigger with the commitment of new sponsors to ongoing support of the festival.

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

Mathew Taylor, President, has been leading the association for the past 7 years. He has owned his own business for 20 years in Ipswich.

Laurie Mikkelsen Vice President, has been involved with the festival for some time and is actively pursuing organisational procedures

Troy Pearce, Treasurer, has joined the board this year. Troy is a local accountant and has been in business for many years in Ipswich.

Margaret Mikkelsen, Entertainment Director, has been in the local entertainment industry for many many years and works as a singing teacher and is helping organize the stage and talent quest.

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

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

We have formulated a budget for the 2018 festival that shows the festival is financially viable. The association has cash reserves to meet the necessary expenditure ahead of the festival so there is no chance the event will not proceed as planned. Most major vendors and providers are already on board for 2018.

Attachments

* indicates a required field

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

Filename: Jacaranda Festival Event Timeline.pdf
File size: 161.2 kB

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

Filename: 2018 Jacaranda Festival Budget.xlsx
File size: 13.4 kB

Category 1 Applications- Attach high level project plan

Filename: Jacaranda Festival Project Plan 2018.pdf
File size: 149.7 kB
Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename: Jacaranda Festival 2018 Organisation Structure.pdf
File size: 109.3 kB
Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
ICC Sponsorship *	\$10,000.00 *	Staging Costs *	\$32,000.00 *
Services Club	\$5,000.00	Off Field Costs	\$12,000.00
Donations	\$2,500.00	Parking Equipment	\$200.00

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

Other Sponsors	\$20,000.00	Catering	\$2,000.00
TQ Entry Fees	\$1,200.00	St John Ambulance	\$2,000.00
On Field Income	\$28,417.00	Talent Quest	\$4,350.00
		Fireworks	\$11,000.00
		Program Costs	\$3,900.00
		Banners	\$700.00
		Schools Program	\$1,300.00
	Total: \$67,117.00		Total: \$69,450.00

Total Amount Requested: * \$10,000.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: * \$67,117.00
 GST Exclusive. What is the total budgeted cost (dollars) of your project?

List items from your expenditure table above that are to be covered by the sponsorship: * Council sponsorship will partly fund the costs of staging the free entertainment over the weekend

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
Kay Dee Promotions	In Kind Support	\$15,660.00
Goodna Services Club	Cash	\$5,000.00
Storage King Ipswich	Cash	\$5,000.00
Web Ignite	In Kind Support	\$10,000.00
		Total: \$35,660.00

Event Sponsorship - July 2018

Event Sponsorship Form

Application ES00130 From Goodna Community Association

Certification Details

* indicates a required field

Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.
- I understand that if Ipswich City Council approves a sponsorship, I will be required to accept the conditions of the sponsorship in accordance with Ipswich City Council audit requirements.
- I consent to the information contained within this application being disclosed to or by Ipswich City Council for the purpose of assessing, administering and monitoring my current and any future Ipswich City Council grant applications.
- I understand that if Ipswich City Council approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with Ipswich City Council.

Name: * Mr Mathew Taylor

Position in Organisation: * President

Date: * 02/07/2018

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.