

VML:MB
Vicki Lukritz
3810 6221

COUNCILLOR

24 November 2017

Sir/Madam

NOTICE OF MEETING

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, 28 November 2017.**

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

The agenda for the meeting is attached to this notice.

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, 28 November 2017

Council Chambers

Item No.	Item Title	Officer
1	External Council Ordinary Meeting – 27 February 2018 – Division 1	MSM
2	Event Sponsorship of 2018 Australia Day Celebrations	EEO
3	Event Sponsorship of the 2018 Salvation Army Red Shield Appeal Launch	EEO

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2017(03)

28 NOVEMBER 2017

AGENDA

1. EXTERNAL COUNCIL ORDINARY MEETING – 27 FEBRUARY 2018 - DIVISION 1

With reference to a report by the Marketing Services Manager dated 17 November 2017 concerning the venue for the External Council Ordinary Meeting to be held on Tuesday, 27 February 2018.

RECOMMENDATION

- A. That the External Council Ordinary Meeting scheduled for Tuesday, 27 February 2018 be held at Hymba Yumba, Springfield in Division 1 commencing at 9.30 am.
- B. That the Chief Financial Officer coordinate the submission of a public notice to appear in the local newspaper notifying the time, date and venue of the External Council Ordinary Meeting.
- C. That Council provide a donation to Hymba Yumba, Springfield for the use of their facilities and authorise the Chief Executive Officer, in consultation with the Mayor and the Deputy Mayor, to determine an appropriate amount for donation.
- D. That the Events and Engagement Officer coordinate arrangements for the External Council Ordinary Meeting in consultation with the Mayor and Divisional Councillor.

Report

2. EVENT SPONSORSHIP OF 2018 AUSTRALIA DAY CELEBRATIONS

With reference to a report by the Events and Engagement Officer dated 16 November 2017 concerning an application for event sponsorship by Brothers Leagues Club Ipswich for their 2018 Australia Day Celebrations.

RECOMMENDATION

That Council allocate event sponsorship of \$500.00 to Brothers Leagues Club Ipswich for their 2018 Australia Day Celebrations from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

3. EVENT SPONSORSHIP OF THE 2018 SALVATION ARMY RED SHIELD APPEAL LAUNCH

With reference to a report by the Events and Engagement Officer dated 16 November 2017 concerning an application for event sponsorship from The Salvation Army for the 2018 Salvation Army Red Shield Appeal Launch being held on 2 May 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$2,500.00 to The Salvation Army for the 2018 Red Shield Appeal Launch from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Report

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 28.11.17	OAR: Yes
Authorisation: Ben Pole	

17 November 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: MARKETING SERVICES MANAGER

RE: EXTERNAL COUNCIL ORDINARY MEETING – 27 FEBRUARY 2018 - DIVISION 1

INTRODUCTION:

This is a report by the Marketing Services Manager dated 17 November 2017 concerning the venue for the External Council Ordinary Meeting to be held on Tuesday, 27 February 2018.

BACKGROUND:

External Council Ordinary Meetings have been held since 2004. Over the past five (5) years External Council Ordinary Meetings have been held at the following locations:

Date	Division	Venue/Suburb
October 2017	4	Sacred Heart Primary School
March 2017	5	Karalee State School
October 2016	8	Amberley District State School, Yamanto
October 2015	9	St Peter's Lutheran College
February 2015	10	Rosewood State High School, Rosewood
October 2014	3	Redbank Plains State High School, Redbank Plains
March 2014	6	Ipswich State High School, Brassall
November 2013	1	Brookwater Golf and Country Club, Brookwater
October 2013	7	Ipswich Grammar School, Ipswich
February 2013	2	St Augustine's College, Augustine Heights

At the Council Ordinary Meeting held on 14 November 2017, the 2018 Council and Committee Meeting dates were adopted. At this meeting it was resolved that the External Council Meetings for 2018 would be held in March and October 2018. Due to conflicting appointments occurring in March 2018, it is now proposed that the external meeting be moved to February 2018.

PROPOSAL:

It is proposed that the External Council Ordinary Meeting scheduled for Tuesday, 27 February 2018 be held at Hymba Yumba, Springfield in Division 1 commencing at 9.30 am and that all related costs be funded from FGB00001-50.03.

CONSULTATION:

Mayor Andrew Antonioli and Councillor David Morrison have been consulted and support the proposal.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The External Council Ordinary Meeting aligns with Advance Ipswich Plan:

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

Goal 3 Strategy 2 Key Action 2.1 – Develop greater understanding of community needs through community engagement.

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

RECOMMENDATION:

- A. That the External Council Ordinary Meeting originally scheduled for 27 March 2018 be amended to 27 February 2018.
- B. That the External Council Ordinary Meeting scheduled for Tuesday, 27 February 2018 be held at Hymba Yumba, Springfield in Division 1 commencing at 9.30 am.
- C. That the Chief Financial Officer coordinate the submission of a public notice to appear in the local newspaper notifying the time, date and venue of the External Council Ordinary Meeting.
- D. That Council provide a donation to Hymba Yumba, Springfield for the use of their facilities and authorise the Chief Executive Officer, in consultation with the Mayor and the Deputy Mayor, to determine an appropriate amount for donation.
- E. That the Events and Engagement Officer coordinate arrangements for the External Council Ordinary Meeting in consultation with the Mayor and Divisional Councillor.

Kate Smith
MARKETING SERVICES 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: 28.11.17	OAR: Yes
Authorisation: Ben Pole	

16 November 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF 2018 AUSTRALIA DAY CELEBRATIONS

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 16 November 2017 concerning an application for event sponsorship by Brothers Leagues Club Ipswich for their 2018 Australia Day Celebrations.

BACKGROUND:

Brothers Leagues Club Ipswich is hosting a family-friendly community-based event celebrating Australia Day with themed activities, live entertainment, children's rides and a world record attempt.

While Brothers have undertaken minor theming around Australia Day in previous years, this year they aim to increase their activities and host a 3 hour event that will cater to all ages within the community.

The program of events is still being finalised as are discussions with additional stakeholders (River 94.9 and the Queensland Times), however they have already secured Paul Fenech (from Housos and Fat Pizza) as MC and the day will feature activities such as "Most Aussie outfit" fashion parade, a vegemite art contest and a world record attempt for the most people to throw their thongs at the same time.

The estimated attendance over 3 hours of the event is 500 people spending \$20.00 each (food and beverage). Using economy.id Event Impact Calculator the estimated total economic impact of the Brothers Leagues Club Australia Day Celebrations is \$10,000.00.

This event does not position Ipswich as a significant event destination.

SPONSORSHIP REQUEST:

Brothers Leagues Club has submitted an Event Sponsorship Application for \$9,999.00 to assist with the costs associated with the event.

Brothers Leagues Club have indicated that they would also appreciate assistance with:

- Promotion of the event and encouraging local identities to be involved
- Sourcing Volunteers to act as officials in the world record attempt.
- Weather protection (marquee)

Sponsorship benefits to be negotiated for Council include:

- 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 \$500 financial support to the Brothers Leagues Club Ipswich Australia Day Celebrations to show Council’s support to an initiative that has the future potential to grow and attract visitors from outside Ipswich.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Australia Day Celebrations 2018 aligns with Advance Ipswich Plan, the Corporate Plan 2012–2017 and the Destination Marketing, Management and Events Plan:

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

Goal 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 Brothers Leagues Club Australia Day Celebrations	 Attachement A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$500.00 to Brothers Leagues Club Ipswich for their 2018 Australia Day Celebrations from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

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

November 2017 Event Sponsorship Form Application Nov17_00003 From Brothers Leagues Club Ipswich

Organisation Details

* indicates a required field

Organisation Name * Brothers Leagues Club Ipswich

Contact Person * Mr ANTHONY WATKINS

Street Address * Wildey Street
Raceview QLD 4305

Postal Address * PO Box 680
Ipswich QLD 4305

Phone Number * (07) 3817 2999
Must be an Australian phone number

Email * awatkins@brothersipswich.com.au

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

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

ABN 84 965 906 751

Information from the Australian Business Register	
ABN	84 965 906 751
Entity name	Brothers Leagues Club Ipswich Inc
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4305 QLD
Information current as at 12:00am yesterday	
Must be an ABN	

Attach copy of Public Liability Insurance *

Filename 2017_Liability_CoC.pdf
File size 93.1 kB

November 2017
Event Sponsorship Form
Application Nov17_00003 From Brothers Leagues Club Ipswich

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). *

Not to my knowledge - certainly not in last four years

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: *	Brothers Australia Day Celebrations
Start Date: *	26/01/2018 <small>What is the expected start date of the event?</small>
End Date: *	26/01/2018 <small>What is the expected completion date of the event?</small>
Provide a brief description of the event: *	A family-friendly community-based event celebrating Australia Day with themed activities, live entertainment, kids rides and a world record attempt. <small>Must be no more than 150 words</small>
Proposed Venue/ Location *	On the field outside of Brothers Leagues Club in Raceview
Estimated Attendance *	500 plus

November 2017 Event Sponsorship Form Application Nov17_00003 From Brothers Leagues Club Ipswich

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

Since taking on this role at Brothers a few years ago, it always struck me as odd that we put far more effort into St Patrick's Day than we did for Australia Day. So for the last couple of years we have taken steps toward addressing the imbalance with, for example, free entertainment, sporting activities and themed food offerings.

But we have never tried anything this ambitious and we have never before sought the involvement of the Council or anyone outside of our organisation.

This year (2018), with Australia Day falling on a Friday, we felt there was an opportunity to do something much bolder and to hopefully capture the imagination of not only our own members but of the entire city of Ipswich.

Due to weather considerations we intend to run the event (outside) from 10am until about 1pm. There will be follow up activities back in the club after this time but they fall outside of the official program.

Our program of events is still being finalised as we are in the midst of discussions with additional stakeholders such as River 94.9 and the Queensland Times. However, we have already secured Paul Fenech (from Housos and Fat Pizza) as MC and the day will feature fun activities such as a bogan fashion parade, a vegemite art contest and a world record attempt for the most people to throw their thongs at the same time. Currently the record sits with Armidale who achieved 401 people in 2016. We are fairly confident with our network of kindred clubs and sufficient promotion, Ipswich can take the title and we have already begun the process by contacting Guinness World Records to make it official. In addition, there will be live music and kids rides as well as food and drink stalls. We're also exploring ways to raise money for Ipswich Hospice and are considering such ideas as charging a modest fee to participate in the record attempt, paying to be 'thonged' by Paul's alter ego Franky Falzoni (which is apparently a popular thing at his live shows) and we are hopeful we can convince some local identities to offer themselves up for a donation. River 94.9 will be broadcasting live from the event and we will also be seeking additional media support both in the lead up and on the day. We feel the package we have put together will make a compelling story and will earn Ipswich widespread coverage. As it is our first year of having a serious crack at this we don't really know what to expect but hopefully this can become an annual event that people in nearby areas will take notice of and travel to see for themselves.

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

November 2017
Event Sponsorship Form
Application Nov17_00003 From Brothers Leagues Club Ipswich

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

We expect the program laid out will cost us in excess of \$20,000 to put on and we would be seeking the maximum support from Council that is allowed in category 2.

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

Any support would be welcome but we are particularly interested in what assistance you might be able to offer in promotion and encouraging local identities to get involved - we see this a key selling point for media exposure.

We may also require assistance in sourcing volunteers to act as officials in the world record attempt. There is a list of requirements we need to fulfil to make it official and one of them is to have independent witnesses and stewards.

And perhaps, any additional protection from the weather you could supply would also be very useful.

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

no we have not

What are the goals and objectives of the event? *

The world record is a goal

But above and beyond that, we want to create an iconic Australia Day event that gets people excited, not just in Ipswich but even further afield.

When I came to this city I was a little disappointed at how low-key this occasion is here and how many people take the opportunity of the public holiday to go somewhere else. We want to create a reason for people to stay in Ipswich over the Australia Day weekend and if they're from outside of Ipswich to come and visit.

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

This is a family-friendly event that we hope will have something for all demographics. But if we had to narrow it down, it is unashamedly working class Australia which we believe fits perfectly with the majority of people in Ipswich and surrounding areas.

Certainly, when Paul brought his Fat Pizza live show to Brothers in February it generated a lot of interest. Paul enjoyed himself so much he wanted to come back as soon as possible and we feel this is the perfect vehicle for him to do that.

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

Firstly, we are confident of generating media interest - particularly around the world record attempt, but also for the colour and spectacle of the event itself and especially if we can get the support of more local identities.

With the River OB we are guaranteed at least their audience for a three hour window.

November 2017
Event Sponsorship Form
Application Nov17_00003 From Brothers Leagues Club Ipswich

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

Secondly, we also see this as being something that residents can get excited about at a time when typically many leave the area. We have found a world record that is achievable, fits with the theme of the day and is relatively easy for anyone to be involved in. This could be a fantastic bonding opportunity for our community.

Thirdly, we aim to raise some much needed funds for Ipswich Hospice who aren't a particularly fashionable cause but who can really benefit from something like this.

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

I would have thought the benefits to the City would be one and the same as those for the Council. The key one I suppose would be the opportunity to be involved in a media-friendly event that that can be leveraged into a regional tourism opportunity. I would be absolutely confident that if we get the support of Council, Ipswich will receive positive media coverage with a value well in excess of any level of sponsorship being proposed. And perhaps at a warm and fuzzy level, the citizens of Ipswich will be grateful for a quality, family-friendly event.

We don't use media monitors but I assume Council would do and will see results there.

The world record attempt will require us to at the very least accurately count the participants. That number could be used to help estimate the total number of people in attendance.

We're happy to share any social media measures or feedback we receive.

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

There are no other government bodies involved in this event.

We will be seeking sponsorship from suppliers and local businesses for some prizes on the day. However, nothing is locked in at this stage.

The majority of the expenses are being met by Brothers.

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) *

Essentially, this event is all about celebrating who we are. In regard to the corporate plan, it states a vision of people being emotionally connected with a strong sense of belonging and pride in the City.

This event fits perfectly with that vision.

How does this event allow for a high level of

This is 100% about engaging our community. Anyone and everyone is invited to take part in an official world record attempt.

November 2017
Event Sponsorship Form
Application Nov17_00003 From Brothers Leagues Club Ipswich

community engagement through participation? *

All the rides and entertainment will be offered free of charge.

We don't really know what to expect but we're hopeful of a lot of community support.

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

There are two elements to this. The first (which I guess is short-term) is we are giving people a reason not to leave the city over the long weekend.

The second, if we are as successful as we expect to be, we will contribute to generating interest in Ipswich (at the very least in surrounding regions serviced by River) and provide another platform from which to leverage tourism opportunities.

Outline how will this event attract visitors to Ipswich? *

The key selling points in our first year are

- *the world record attempt
- *meet and greet with Paul Fenech
- *free family-friendly activity

Any and all of which we hope will attract visitors

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

This entire event is good-humoured family-friendly fun and a large-scale celebration of our national day

There will be plenty of story angles for the media and plenty of visual elements for coverage

The world record attempt will automatically generate some exposure and if successful, it could be national

We will be engaging our own extensive sporting and community networks to be involved and will be extending an open invitation to others in the community.

We are already discussing opportunities with local media and would be grateful of the support of Council in this regard too.

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

With one or two exceptions, there is very little of significance happening on Australia Day in this region. This is one of the key reasons we felt we could make a contribution. The fact we have anything on at all is fairly unique.

But this will be a significant event with many points of attraction and broad appeal.

We will unashamedly be celebrating everything Australian and almost to the level of self-parody - which in itself is a uniquely Aussie thing to do.

Does anyone else do something like this? I'd like to hope so, but not around here.

How does this event complement other

January seems pretty quiet.

November 2017 Event Sponsorship Form Application Nov17_00003 From Brothers Leagues Club Ipswich

events and/or fill a gap in the City's calendar of events, particularly 'off peak' tourism? *

When I first contacted the Council for potential clashes, I was told of only one other event that is held in the evening.

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

We have already determined that we will be funding this event irrespective of the involvement of Council. But additional funds allow us to increase the scale and put on a better event for a larger crowd.

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

We have a lot of space out there. If all goes to plan, and more people get on board down the track, I don't see why this event couldn't grow into a regular feature on the tourism calendar.

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

We can cover the essential elements of the event to keep it going in some form. The only query is one of scale and I imagine if it gets to that point it will attract its own sponsors anyway.

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

Anthony Watkins - Marketing Manager responsible for entertainment and events at Brothers. I will be the main contact at Brothers but we have an entire team of staff with experience in entertainment and hospitality. Every year we host the Carols on the Green outdoor concert on the same grounds.

We will also be engaging the services of professional external partners such as the Pushworth Group for elements such as staging, sound etc.

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

Much of the program has already been booked in and we already have a working budget of \$20,000 at our disposal. We can put on a significant show at this budget. For example, while we get a lot of 'charity rates' and donations for it, the Carols costs us \$10,000 per year to host.

Attachments

* indicates a required field

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

Filename	AustDay2018 Planning Timelines.xlsx
File size	12.2 kB

November 2017 Event Sponsorship Form Application Nov17_00003 From Brothers Leagues Club Ipswich

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

Filename AustDay2018 Working Budget.xlsx
File size 9.2 kB

Category 1 Applications- Attach high level project plan

No files have been uploaded
Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

No files have been uploaded
Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Free Event - No income expected *	\$0.00 *	approx breakdown attached *	\$20,000.00 *
			Total: \$20,000.00

Total Amount Requested: *

\$9,999.00
GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$20,000.00
GST Exclusive. What is the total budgeted cost (dollars) of your project?

November 2017
Event Sponsorship Form
Application Nov17_00003 From Brothers Leagues Club Ipswich

Position in Organisation: Marketing Manager

*

Date: * 25/10/2017

Submitting the Application:

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

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

Privacy Statement:

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

Economic Development and Digital City Committee	
Mtg Date: 28.11.17	OAR: Yes
Authorisation: Ben Pole	

16 November 2017

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 SALVATION ARMY RED SHIELD APPEAL LAUNCH

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 16 November 2017 concerning an application for event sponsorship from The Salvation Army for the 2018 Salvation Army Red Shield Appeal Launch being held on 2 May 2018.

BACKGROUND:

This function officially launches the annual Red Shield Appeal in Ipswich, and is attended by influential local persons including business leaders and politicians. The function raises funds and awareness for the Red Shield Appeal. The target audience of this event includes business persons and civic and community leaders from the Ipswich community.

The objectives of this event are:

1. To launch the Red Shield Appeal in the Ipswich region
2. To raise awareness of the work of The Salvation Army in the region, and
3. To raise much-needed funds for the social welfare and community service programs of The Salvation Army.

Funding from Ipswich City Council allows this event to run without expense to The Salvation Army or persons attending. This, in turn, ensures that all donations to the Red Shield Appeal are able to be directed solely to those in need (rather than being directed to cover costs of the event.)

The estimated attendance at the breakfast is 200 guests. There is no cost for attendees.

Council's previous funding is listed below

2010	\$ 2,500.00	Councillors Community Donations
2010	\$ 600.00	Councillors Community Donations
2011	\$ 2,400.00	Councillors Community Donations
2013	\$ 5,000.00	Event Sponsorship
2014	\$ 5,000.00	Event Sponsorship
2015	\$ 5,000.00	Event Sponsorship
2016	\$ 5,000.00	Event Sponsorship
2016	\$ 5,500.00	Councillors Community Donations
2017	\$ 5,000.00	Event Sponsorship
2017	\$ 5,000.00	Councillors Community Donations

\$ 41,000.00

In addition to sponsorship of the event, Council has in the past also provided a meeting room for monthly Committee Meetings and provided a Council staff member to attend meetings.

The Salvation Army Red Shield Appeal Launch does not position the City of Ipswich as a significant event destination.

In 2016 the event raised over \$70 000.00 toward the campaign.

Having been sponsored long-term by Ipswich City Council, the event is now able to demonstrate sustainability.

SPONSORSHIP REQUEST:

The Salvation Army has submitted an Event Sponsorship Application for \$8,000.00 to assist with the overall expenses of the event. Council's funding would ensure all donations to the Red Shield Appeal are able to be directed solely to those in need (rather than being directed to cover costs of the event.)

Sponsorship benefits to be negotiated:

- Recognition at the event - Logo displayed on screen and verbal recognition.
- Mayor Antonioli will be invited to officially open the appeal and to speak at the event.
- All Councillors will also be invited to attend.

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$2,500.00 financial support to The Salvation Army.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Red Shield Appeal Launch 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 Red Shield Appeal Launch	 Attachment A.pdf

RECOMMENDATION:

That Council allocate event sponsorship of \$2,500.00 to The Salvation Army for the 2018 Red Shield Appeal Launch from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities associated with this event.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Event Sponsorship August 2017

Event Sponsorship Form

Application ESAug201700006 From The Salvation Army

Organisation Details

* indicates a required field

Organisation Name * The Salvation Army

Contact Person * Mr Stephen Stein

Street Address * 97 School Street
Spring Hill QLD 4000

Postal Address * GPO Box 2210
BRISBANE QLD 4001

Phone Number * (07) 3222 6606
Must be an Australian phone number

Email * stephen.stein@ae.salvationarmy.org

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 22 035 976 360

Information from the Australian Business Register	
ABN	22 035 976 360
Entity name	The Trustee for THE SALVATION ARMY (QLD) SOCIAL WORK
ABN status	Active
Entity type	Discretionary Investment Trust
Goods & Services Tax (GST)	Yes
DGR Endorsed	Yes (Item 1)
ATO Charity Type	Public Benevolent Institution More information
ACNC Registration	Registered
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main business location	2000 NSW

Information current as at 12:00am on 22 Sep

Must be an ABN

Attach copy of Public Liability Insurance *

Filename Cert Liab PL \$20mil TSAAET 2017-18.pdf

Event Sponsorship August 2017

Event Sponsorship Form

Application EAug201700006 From The Salvation Army

File size 341.3 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 Salvation Army Red Shield Appeal Launch has received funding and ongoing support from Ipswich City Council since the event's inception in 2010.

On 27 April 2017 the Ipswich City Council sponsored this annual event with \$5,000 (plus GST).

Current Event Sponsorship Request

* indicates a required field

Alignment with Program Objectives:

- Alignment with Council's Corporate Plan;
- Community engagement and support;
- Economic benefit and visitor attraction;
- Appropriate exposure for Council and the City of Ipswich;
- Uniqueness of the event;
- Sustainability and growth potential and;
- Partnership development.

Name of Event: * The Salvation Army Red Shield Appeal Official Opening

Start Date: * 02/05/2018
What is the expected start date of the event?

End Date: * 02/05/2018
What is the expected completion date of the event?

Provide a brief description of the event: * This event launches The Salvation Army's major annual fundraising drive, The Red Shield Appeal, for the Ipswich region. The purpose is to raise funds and awareness for the work of The Salvation Army.

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The event is a breakfast function, and is attended by prominent local businesspersons and politicians who make personal and/or business donations to the appeal.
Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Civic Centre

Estimated Attendance *

200

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

The Red Shield Appeal is The Salvation Army's signature fundraising drive which helps fund our vast network of social and community services. Each year, The Salvation Army appeals to the Australian community for donations to ensure we can give hope where it is needed most through our social welfare and community service programs.

This function officially launches the annual Red Shield Appeal in Ipswich, and is attended by influential local persons including business leaders and politicians. The function raises funds and awareness for the Red Shield Appeal.

The Ipswich City Council has supported this event financially since 2010, and members of the Council have shown support through participation at the event and as part of the planning committee.

In the years since its inception, the event has grown in attendance and is recognised as a key philanthropic and networking event for businesses in the Ipswich region.

**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? ***

\$8,000 (plus GST)

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

None

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

No

Event Sponsorship August 2017

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What are the goals and objectives of the event? *

The objectives of this event are:

1. To launch the Red Shield Appeal in the Ipswich region
2. To raise awareness of the work of The Salvation Army in the region, and
3. To raise much-needed funds for the social welfare and community service programs of The Salvation Army

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

The target audience of this event includes business persons, civic and community leaders from the Ipswich community.

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

Funds raised from this event are used to support the work of The Salvation Army's social welfare and community service programs, including assistance provided to persons in the Ipswich community. The Salvation Army services provided to the Ipswich community include (but are not limited to) emergency and crisis relief, material assistance, counselling, and youth support.

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

In return for sponsorship of \$8,000 the Ipswich City Council will be recognised as a "Gold Sponsor" receiving:

- * Signage at the venue
- * Logo displayed on screen, and
- * Half page company profile published in the table brochure

As a long-term supporter of the Red Shield Appeal, the Ipswich City Council will also receive verbal recognition. The Mayor will be invited to officially open the appeal and to speak at the event. All Ipswich City Councillors will also be invited to attend.

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

The event is thoroughly planned and evaluated. The Salvation Army and core planning committee involved in developing and delivering the event will produce reports, including statistical analysis, and meet to evaluate the event and determine the effectiveness of this event in 2018.

Event outcomes will be reported to the Ipswich City Council as required in the acquittal process.

Outline the involvement of all other sponsors and government bodies

Other sponsors are being confirmed to assist in off-setting the cost of the function.

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assisting with 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) *

Funds raised ensure that The Salvation Army can continue to work

alongside the Ipswich City Council to support members of the

Ipswich community.

This event supports the work of the Ipswich City Council by showing that the Ipswich City Council has a strong sense of corporate responsibility, and is supportive of community and charity work in the area. This event also fosters a sense of community and goodwill within the business sector, which in turn impacts the wider Ipswich community.

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

This event is focused on community engagement, and is targeted at members of the Ipswich business community. The event is designed to challenge the business community of Ipswich to greater community involvement and support.

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

Through Salvation Army services, people are encouraged, enabled, and empowered to move from their place of need to sustained independence. The effects of this shift are positive and are experienced at all levels of community.

Additionally, the sense of community and local networking developed at this event within the business community both strengthen the community and networks within the region.

Outline how will this event attract visitors to Ipswich? *

Through business and community connections, many visitors are invited to attend the function and to network with members of the Ipswich business community. A positive experience of the event, as well as increased connections with the local community will encourage visitors to return to the area.

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

As this function grows and develops, it attracts media attention. Long-term media ties have been established with River 949FM radio station, as well as The Queensland Times ("QT") newspaper. The Ipswich City Council, as a supporter of The Salvation Army and this function receives positive exposure through these and other media channels. This function also provides opportunities for local businesses to become involved with a community-focused organisation, and also to see the positive work of the Ipswich City Council in

action. This event gives the Ipswich City Council the opportunity to engage with a wide range of community and business leaders in an event with a positive and

Event Sponsorship August 2017

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community-minded focus.

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

This event is unique as it is targeted to the local Ipswich business community and engages local stakeholders, including Council and business leaders, in the planning and preparation process. Similar official opening events are hosted in capital cities and major regional centres around Australia to launch the Red Shield Appeal.

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

This unique event engages local business and community leaders in a focused effort to assist the disadvantaged and marginalised in the community.

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

Funding from the Ipswich City Council allows this event to run without expense to The Salvation Army or persons attending. This, in turn, ensures that all donations to the Red Shield Appeal are able to be directed solely to those in need (rather than being directed to cover costs of the event.)

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

This event has grown since its inception in 2010, and continues to grow in both attendance and in funds raised. There is potential for this to be a significant regional event, providing opportunity for networking between members of the business community, government and Council representatives, as well as community leaders.

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

The Salvation Army continually seeks new sponsors and partners to support fundraising events. This event is run in locations nationally, and has demonstrated longevity and popularity with the community.

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

The key Salvation Army representative involved in organising the event has had several years experience organising similar events, and is also responsible for organising the Brisbane official opening function, which has an annual attendance of more than 1,000 guests. This event is also supported by a committee of Ipswich business leaders who participate in the event planning and preparation.

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

The event, which has been run for a number of years in Ipswich, has a budget, planning committee, and key Salvation Army representative involved in its planning and delivery. This event is a core event in The Salvation Army's calendar, and will be delivered as planned.

Event Sponsorship August 2017

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Attachments

* indicates a required field

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

Filename 2018 - Ipswich Official Opening Function Planning Timeline.xlsx
File size 58.2 kB

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

Filename 2018 - Ipswich Official Opening Function Budget.xlsx
File size 10.8 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 and management structure

No files have been uploaded
Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Sponsorship (estimated to offset event costs) *	\$8,000.00 *	Venue estimate *	\$12,000.00 *
		Printing estimate	\$500.00

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	Total: \$8,000.00		Total: \$12,500.00

Total Amount Requested: *

\$8,000.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$12,500.00
 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: *

Venue expenses (Ipswich Civic Centre) will be offset by sponsorship form Ipswich City Council.

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
Other Organisations - TBC	Sponsorship	\$3,500.00
The Salvation Army	Volunteer labour	
		Total: \$3,500.00

Certification Details

* indicates a required field

Certification:

- I hereby certify that I am authorised to speak on behalf of my organisation.
- I do solemnly and sincerely declare that the information provided is true and correct to the best of my knowledge.

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- 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: * Ms Sandra Crawford

Position in Organisation: * PA to Queensland Communications & Fundraising Secretary

Date: * 21/08/2017

Submitting the Application:

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

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

Privacy Statement:

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