

VML:MB
Vicki Lukritz
3810 6221

SPARE

18 January 2018

Sir/Madam

Notice is hereby given that a Meeting of the **LIBRARIES AND TOURISM COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier** on **Monday, 22 January 2018**.

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

Yours faithfully

ACTING CHIEF EXECUTIVE OFFICER

LIBRARIES AND TOURISM COMMITTEE AGENDA

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

Monday, 22 January 2018

Council Chambers

Item No.	Item Title	Officer
1	Cocktail Hour with Andrew Winter	LSM
2	Ipswich Libraries Author Programs – Indie Author Expo and an Evening with Judy Nunn	LSM
3	Ipswich Libraries Volunteer Program	LSM
4	Report on Tourism Branch September 2017 Quarter	TDM

LIBRARIES AND TOURISM COMMITTEE NO. 2018(01)

22 JANUARY 2018

AGENDA

1. **COCKTAIL HOUR WITH ANDREW WINTER**

With reference to a report by the Library Services Manager dated 4 December 2017 concerning the Ipswich Libraries Cocktail Hour with Andrew Winter event.

RECOMMENDATION

That the report be received and the contents noted.

Report

2. **IPSWICH LIBRARIES AUTHOR PROGRAMS – INDIE AUTHOR EXPO AND AN EVENING WITH JUDY NUNN**

With reference to a report by the Library Services Manager dated 15 November 2017 concerning Ipswich Libraries' *Indie Author Expo* and *An Evening with Judy Nunn* events.

RECOMMENDATION

That the report be received and the contents noted.

Report

3. **IPSWICH LIBRARIES VOLUNTEER PROGRAM**

With reference to a report by the Library Services Manager dated 14 December 2017 concerning changes to the Ipswich Libraries Volunteer Program.

RECOMMENDATION

That the report be received and the contents noted.

Report

4. **REPORT ON TOURISM BRANCH SEPTEMBER 2017 QUARTER**

With reference to a report by the Tourism Development Manager dated 3 January 2018 concerning the outputs and outcomes of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending December 2017.

RECOMMENDATION

That the report be received and the contents noted.

Report

and any other items as considered necessary.

Libraries and Tourism Committee	
Mtg Date: 22.01.2018	OAR:
Authorisation: Caroline McMahon	

4 December 2017

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: COCKTAIL HOUR WITH ANDREW WINTER

INTRODUCTION:

This is a report by the Library Services Manager dated 4 December 2017 concerning the Ipswich Libraries Cocktail Hour with Andrew Winter event.

BACKGROUND:

Cocktail Hour is a signature event series featuring high profile authors and media personalities held quarterly on The Mezzanine at Ipswich Central Library. On Friday, 17 November 2017 the guest speaker was one of Australia's most popular and award-winning real estate personalities, Andrew Winter.

Andrew is an author, residential property expert, NewsCorp contributor and multiple award-winning host of *Selling Houses Australia*, host of *Tiny Houses Australia* and co-host of *Love It or List It Australia*, all on the Foxtel's Lifestyle Channel. With more than 25 years' experience in the global property market, he is the consumers' advocate. Andrew has released two books, the latest being *Andrew Winter's Australian Real Estate Guide*. During 2017 Andrew expanded his property interests with direct involvement in development and recently purchased property in Ipswich.

Andrew entertained with witty and engaging anecdotes about his journey to the top of the real estate and property television ladders, capturing the attention of all present. He shared small slices of real estate wisdom and answered a number of questions from a clearly captivated audience. Andrew's presentation was skillfully translated by Auslan interpreter, Erin Drummond, ensuring a wider audience was catered for at the event. Andrew's popularity was demonstrated by the event being booked out within 24 hours.

The Cocktail Hour event series has rapidly become the library's most popular and premier event and reflects the library's relevant strategic outcomes for community engagement.

More than 170 guests attended, and feedback indicates that many were attending for the first time.

This was the final Cocktail Hour event for 2017, capping a very successful year. The series continues in 2018 on Friday, 23 February 2018 with special guest, author, multi-award winning comedian and actor Magda Szubanski.

BENEFITS TO COMMUNITY AND CUSTOMERS:

During 2017, Cocktail Hour's high profile special guests included Saroo Brierley, Dr Karl Kruszelnicki, Amanda Keller and Andrew Winter. Securing this level of celebrity to appear at this increasingly coveted event showcases how Ipswich Libraries is providing community members with the opportunity to meet a diverse range of notable authors and presenters that are inspirational, informative, often intriguing and always entertaining.

Cocktail Hour has successfully raised the profile of Ipswich Libraries and the City of Ipswich and positioned Ipswich Libraries as a professional and proficient partner of choice. Cocktail Hour continues to attract community members new to the library and also those who may not have previously experienced the Library's programs or services.

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

Advance Ipswich: Goal 1, Strategy 2

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

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

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


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

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

FINANCIAL IMPLICATIONS:

Ipswich Heritage Club sponsored the Drinks Package for this event to the value of \$500. Other costs associated with the Cocktail Hour program are scoped as part of the Public Programming service stream of Ipswich Libraries and funded in the 2017-2018 financial year allocation.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A - Cocktail Hour with Andrew Winter Photographs	 Attachment A

CONCLUSION:

Cocktail Hour with Andrew Winter was the final in the series for 2017. This event continues to reinforce the Library's burgeoning reputation as a dynamic and innovative public space and as a host of keenly anticipated and inclusive high profile events. This program continues to draw new audiences to the library and showcase Ipswich Libraries as a partner of choice.

RECOMMENDATIONS:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

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

COCKTAIL HOUR WITH ANDREW WINTER



IPSWICH CENTRAL LIBRARY



FRIDAY, 17 NOVEMBER 2017



Libraries and Tourism Committee	
Mtg Date: 22.01.2018	OAR: YES
Authorisation: Caroline McMahon	

15 November 2017

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: IPSWICH LIBRARIES AUTHOR PROGRAMS – INDIE AUTHOR EXPO AND AN EVENING WITH JUDY NUNN

INTRODUCTION:

This is a report by the Library Services Manager dated 15 November 2017 concerning Ipswich Libraries' *Indie Author Expo* and *An Evening with Judy Nunn* events.

BACKGROUND:

Ipswich Libraries provides a range of author programs during the year which support, promote and showcase writers who represent diversity in experience, background and reputation. Each author selected to speak at Ipswich Libraries brings their own unique story and writing to life, sharing experiences that can inform, inspire and ignite the imaginations of community members.

The two most recent author events were held over one weekend at Ipswich Central Library. *An Evening with Judy Nunn* was held on Friday, 10 November and the inaugural *Indie Author Expo* on Saturday, 11 November. Both programs demonstrate the Library's commitment to facilitating diverse and exciting new author initiatives and events.

Judy Nunn is a prominent Australian television actor and novelist renowned nationally for her prolific work in various creative industries. *An Evening with Judy Nunn* was particularly significant in that Ipswich Libraries was specifically selected as a partner of choice by Penguin Random House, the publishing company hosting Judy Nunn for her Queensland tour. The event was offered to Ipswich Libraries at no cost and booked out quickly.

The inaugural *Indie Author Expo* is the first of its kind to be offered to the wider Ipswich community and is thought to be the first offered by a public library in South-East Queensland. This event, held on the weekend to maximise audience diversity, provided an opportunity for self-published and independent local authors to discuss, share and showcase their work in a welcoming and friendly environment.

Expressions of interest were taken for the various event options which included presenting an author talk, sharing the writing journey or holding a stall. Opportunities arose throughout the day for attendees to network with readers, meet others in the writing community and showcase their work.

Both events were highly successful with many attendees praising Ipswich Libraries on their ability to offer innovative new programs and initiatives which support the needs and interest of the community. Sample comments received from attendees at the *Evening with Judy Nunn* and *Indie Author Expo* event include:

"Thank you to Ipswich Library for such an all-encompassing special evening with Judy and all of your team on Friday evening. Everything was perfectly organised"

Bridget Donovan (Evening with Judy Nunn)

"Great initiative! Good variety of speakers with expert content. Thank you"

Attendee (Indie Author Expo)

BENEFITS TO COMMUNITY AND CUSTOMERS:

The brand of Ipswich Libraries, and its increasing standing as a partner of choice, has been substantially enhanced by successful premier events such as the *Cocktail Hour* which has attracted a number of high profile author/media personalities to Ipswich. This has led to opportunities to host renowned authors being offered free to Ipswich Libraries due to our burgeoning reputation.

Ipswich Libraries' *Indie Author Expo* and *Evening with Judy Nunn* events

- Provide a valuable opportunity for members of the Ipswich community to engage with, and become inspired by, a wider range of writers and presenters
- Have the potential to raise the profile of local authors
- Encourage new and aspiring writers
- Generate new audiences
- Introduce community members to both well-known and new authors, personalities and areas of interest

CORPORATE ALIGNMENT:

The Ipswich Libraries' *Indie Author Expo* and *Evening with Judy Nunn* events align and contribute to the strategies and outcomes of the Council's Advance Ipswich and Corporate Plan 2017–2022 document as follows:

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

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

Develop a compact, sustainable, mixed use urban form that supports community and economic development.

- Develop a strong network of centres to support community connectedness and identity and accessibility to services and facilities that contribute to both social and economic outcomes.


FINANCIAL IMPLICATIONS:

Appearance fees for Judy Nunn were funded by Penguin Random House Australia. Other costs associated with author programs form part of the Public Programming service stream of Ipswich Libraries and are funded in the financial year allocation.

CONCLUSION:

The *Evening with Judy Nunn* event and *Indie Author Expo* are examples of the diverse, inclusive and accessible programs that Ipswich Libraries provide free to the community while also supporting and promoting writers at all levels of experience and success. Programs such as these demonstrate Ipswich Libraries' commitment to innovative new initiatives and exciting community engagement and position Ipswich Libraries as a partner of choice.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Photographs	 Attachment A

RECOMMENDATIONS:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

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

Ipswich Libraries — Evening with Judy Nunn & Indie Author Expo



Libraries and Tourism Committee	
Mtg Date: 22.01.2018	OAR: Yes
Authorisation: Caroline McMahon	

14 December 2017

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: IPSWICH LIBRARIES VOLUNTEER PROGRAM

INTRODUCTION:

This is a report by the Library Services Manager dated 14 December 2017 concerning changes to the Ipswich Libraries Volunteer Program.

BACKGROUND:

The Ipswich Libraries volunteer program offers a range of opportunities for volunteers in the following areas:

- Client Services / general Library – Four volunteers
- Content Creation and Discovery - One volunteer
- Public Programming – Two volunteers (First 5 Forever)
- Home Library Service – Five volunteers
- Picture Ipswich – Three volunteers

The Volunteer Program provides a mutually beneficial opportunity for volunteers to share and / or gain skills and for the Library to extend or enhance service offerings. The Library complies with Ipswich City Council's Volunteer Policy and provides position descriptions, training and performance evaluation for volunteer roles.

DISCUSSION:

Ipswich Libraries has undergone considerable change over the last two years. A recent review has identified that the Library's existing volunteer program model no longer adequately meets the Library's business needs. The existing process also does not allow the Library to equitably offer opportunities to a diverse and talented pool of potential volunteers for the following reasons:

- A number of the Library's volunteers have been with Ipswich Libraries for many years, working in the same role. As only a limited number of positions is available, there is no opportunity for other community members to participate.
- As the service delivery model of the Library has changed, the type of tasks that some volunteers routinely undertook are no longer required by the Library Service and there are no other tasks available that suit the skills or interests of some volunteers.
- Like other areas of Council, the Library receives many new applications each month for volunteering opportunities. There are many potentially skilled volunteers who are not able to participate in the Library's volunteer program as the existing volunteers fill the capacity of the Library Service's volunteer offering.
- The process for applying for volunteer opportunities in the Library does not offer real opportunities to potential volunteers. Currently volunteers submit a general online application for potential volunteer positions through the Council website, specifying an interest in the Library. The Library evaluates applicants to see if they would be suitable for any vacant volunteer roles, but as most roles are currently filled, there are no opportunities.
- Some of the Library's volunteer roles are ongoing, such as delivering items for the Home Library Service or digitising images for Picture Ipswich. However, the Library frequently develops and delivers short-term projects or one-off events where a mutually beneficial volunteer experience could be offered on a time constrained, outcomes focused basis for the term of the project or event only.

To address these identified shortcomings in the Library's current volunteer program, the following changes will be made:

- Finalise any volunteer roles where there is no ongoing requirement for the tasks to be undertaken. These volunteers are free to apply for other advertised Library volunteer roles as they become available.
- Review and update all existing volunteer positions to ensure that the length of contract is appropriate to the role or project. No perpetual volunteer positions will remain. All volunteer roles will have a position description and contracted end date.
- Provide equitable access to all new volunteer opportunities by advertising specific and genuine roles or projects on the Council's website, allowing potential volunteers to apply for those that are suitable to their interests and skills.
- Ensure that the duration of all volunteering opportunities is suitable to the role or project being advertised and volunteers understand the scope of their expected commitment.
- Review and evaluate applications according to the advertised position, subject to compliance with basic workplace health and safety training requirements to safely work on site, contracts, on the job training and performance feedback.

CHANGE MANAGEMENT:

Existing Volunteers

To date, the following discussions have been held and outcomes determined:

- In the first week of November 2017, 4 volunteers, accompanied by either a parent or carer, were advised face-to-face that, due to major changes in the Library, the work they currently undertook would no longer be required after 22 December 2017. The Library will send a letter of thanks for their past service together with a gift voucher.
- 3 volunteers in Picture Ipswich will continue in their roles with new contracts.
- 2 volunteers in Public Programming will continue in their roles with new contracts.
- 4 volunteers in the Home Library Service will continue in their roles with new contracts.
- 1 volunteer in the Home Library Service chose not to continue in 2018. The Library will send a letter of thanks for their past service together with a gift voucher.

New Volunteer Roles

As Ipswich Libraries shifts focus from process-based activities to an expanded range of front-of-house activities that value-add to our customers' library experience, the Library Service is exploring options to recruit volunteers for short-term projects or roles. The Library will be able to consider the roles volunteers may play during the planning of events, which may include:

- Greeters when the new Springfield Central Branch opens
- Tech mentors
- Library booksale assistants to set up and pack away
- Cocktail Hour and other Library events – set up, pack away, greeting, serving
- Young Library ambassadors – yet to be defined

The Library will also actively seek opportunities for including multicultural and indigenous volunteers where suitable.

These new roles will offer a range of opportunities to a broad spectrum of community members with a diverse range of skills and abilities and enthusiasms.

BENEFITS TO COMMUNITY AND CUSTOMERS:

- Genuine and varied projects and opportunities will be offered on the Council's website, in a similar way to other volunteer roles that are advertised on the Council website.
- A simple online process streamlines the process of applying for volunteer roles.
- Parameters are set prior to the activation of a contract so volunteers are clear on the scope and duration of their volunteer experience.
- The Library is able to include volunteer roles right from the planning stages of suitable projects, attracting a diverse range of people and skills to the projects.
- Volunteer opportunities will be available more regularly and to a large and diverse range of community members with different ages, skills and experience to offer.

FINANCIAL IMPLICATIONS:

The Ipswich Libraries Volunteer Program is administered and is fully funded through the Library Service operational budget allocation.

CONCLUSION:

The changes to the Library's Volunteer Program will allow the Library to offer genuine opportunities to a diverse range of potential volunteers with varied skills and abilities.

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling

LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

Caroline McMahon

CHIEF OPERATING OFFICER

(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

Libraries and Tourism Committee	
Mtg Date: 22.01.18	OAR: YES
Authorisation: Ben Pole	

3 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: REPORT ON TOURISM BRANCH SEPTEMBER 2017 QUARTER

INTRODUCTION:

This is a report by the Tourism Development Manager dated 3 January 2018 concerning the outputs and outcomes of the Tourism Branch as part of the Economic Development and Marketing Department for the quarter ending December 2017.

BACKGROUND:

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. 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 marketplace with print, television and digital advertising along with publicity via media, key influencers and bloggers.

A leading indicator for the success of the campaign is measurable consumer engagement across the Discover Ipswich platforms. For example, the DiscoverIpswich.com.au website has generated a record 423,147 unique visitors to date and the social media channels have generated 480,950 consumer engagements (approx. 16,975 per week).

KEY INDUSTRY PERFORMANCE INDICATORS

Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 12.55% or 268,704 visitors to a total 2.6m visitors in the 12 months ending Sept 2017.

A worthy note is the positive increase seen across all three markets especially domestic day trips seeing an increase of 34% or +527k visitors to a total 2m.

Market	YE Sept 2016	YE Sept 2017	Variance
Domestic Overnight Arrivals	545,000	557,000	+2%
Domestic Day Trips	1,567,000	2,094,000	+34%
International Overnight Arrivals	29,747	32,451	+9%
Total Arrivals	2,141,747	2,683,451	+13%

Source: Tourism Research Australia, National and International Visitor Survey

KEY ASSET PERFORMANCE INDICATORS

Platform	Metric	FY17 Target	Current	% of Target
Website				
Website	Unique Visitors	730,000	423,147	58%
Email Database	Total Subscribers	12,184	4,799	39%
Leads	Leads to Operators	85,000	19,315	23%
Media + Social				
Social Consumer Engagement	Total number of consumer engagements	480,000	480,950	100%
Media + Social	Equivalent Value	\$1,250,000	\$1,106,661	89%

DISCOVER IPSWICH AMBASSADOR PROGRAM

The Ipswich Ambassador program was launched in Nov 2017 with the aim to attract, retain and train passionate Ipswich locals as volunteer Visitor Experience Ambassadors to assist in staffing the mobile trailer at key upcoming events.

The program has successfully:

- Received over 70 applications with 20 new volunteers selected
- Supported staffing at the Orion Lagoon mobile visitor information centre over the December-January period.

QUEENSLAND TOURISM AWARDS

Ipswich won two prestigious awards at the annual Queensland Tourism Awards. These awards recognised excellence in destination marketing and the volunteers at the visitor information centre. Ipswich was also recognised as one of three national finalist for the tourism award by the Australian Marketing Institute.

CONTENT DEVELOPMENT AND DISTRIBUTION

The following destination content was created, distributed and promoted over the Oct- Dec 2017 time-period.

- What's on in Ipswich this weekend – [Gatton Star](#)
- Biggest Halloween Street Party – [Courier Mail](#)
- Destination: Ipswich - [molong](#), [ozbabyboomers](#)
- Japanese Kanzashi Flowers Workshop – [The Weekend Edition](#)
- A purist's view of the countryside – [Illawarra Mercury](#), [Port Lincoln Times](#), [Star](#), [La Trobe Valley Express](#), [Augusta Margaret River Mail](#)
- Nitro Funny Cars – [Lifestyle Queensland](#)
- Flying High over Ipswich – [The Road Ahead](#)
- Tightly Whities Ipswich – [Must Do Brisbane](#)
- Built for Speed – [Whitsunday Coast Guardian](#)
- Built for Speed, Nippers Play and Learn – [Gatton Star](#)
- Sky's no limit in Ipswich – [Courier Mail](#)
- Built for Speed – [LifeStyle Queensland](#)
- New ice cream parlour from MasterChef star – [Courier Mail](#)
- Make Tracks – [Courier Mail](#)
- Where to shop for organic food in Ipswich - [Discover Ipswich](#)
- Watercress Creek Olives & Limes opens a farmgate shop - [Discover Ipswich](#)
- Give an unforgettable experience this Christmas - [Discover Ipswich](#)
- 10 reasons to visit The Workshops Rail Museum this summer - [Discover Ipswich](#)
- Rosewood Café launches night dining - [Discover Ipswich](#)
- The charming and eclectic shops of Ipswich's Top of Town - [Discover Ipswich](#)
- Christmas in Ipswich – What's On - [Discover Ipswich](#)
- A special double gig at Studio 188 - [Discover Ipswich](#)
- Day in the life of a hot air balloon pilot - [Discover Ipswich](#)
- New café: The Yard on Glebe opens - [Discover Ipswich](#)
- Six great coffee spots for parents with kids - [Discover Ipswich](#)
- Flavours of Summer unveiled at Spicers Hidden Vale - [Discover Ipswich](#)
- Build a Lego car and race it too at Ipswich Art Gallery - [Discover Ipswich](#)
- Naeus Explore app maps walking trails of Ipswich - [Discover Ipswich](#)
- Rosewood declared an RV friendly town - [Discover Ipswich](#)
- Two Sisters Pizza comes to Springfield - [Discover Ipswich](#)
- Masterchef's Ben Ungermann set to open ice-cream shop in Ipswich - [Discover Ipswich](#)
- The amazing bush cabins of Hidden Vale Adventure Park - [Discover Ipswich](#)
- Cool coffee spots of Springfield and surrounds - [Discover Ipswich](#)
- Ipswich's heritage buildings emerging in Instagrammer's ink - [Discover Ipswich](#)
- Need a weekend away? Escape to the Ipswich countryside - [Discover Ipswich](#)
- A couple's mini break – a mini drive from home - [Discover Ipswich](#)
- Not so tight: Coffee spot Tightly Whities upsizes - [Discover Ipswich](#)
- A taste of Ipswich, Queensland - [Discover Ipswich](#)
- Succulents and champagne at Spicers Hidden Vale - [Discover Ipswich](#)

- Epic line-up announced for CMC Rocks 2018 - [Discover Ipswich](#)
- Art show to unleash colourful creations - [Discover Ipswich](#)
- Ipswich pub outshines national line-up - [Discover Ipswich](#)
- Special Branch brings flowers and coffee to Marburg - [Discover Ipswich](#)
- How Dancing Bean found a laneway to call home - [Discover Ipswich](#)
- Old buildings and new food – it's an Ipswich thing - [Discover Ipswich](#)
- Hidden Vale Adventure Park - [Discover Ipswich](#)
- Spring menus of Ipswich - [Discover Ipswich](#)
- Cycle Epic and Trail Run - [Discover Ipswich](#)
- The Great Houses of Ipswich - [Discover Ipswich](#)
- Les Miserables - [Discover Ipswich](#)
- CMC Rocks all set for 2018 - [Discover Ipswich](#)

EVENTS:

Events that we participated in with our mobile visitor information centre trailer or hosted

- | | |
|--|----------|
| • Canon Collective Photography workshop - Food | Oct 2017 |
| • Tivoli Christmas event | Nov 2017 |
| • The Workshops Railway Museum – Open Day | Nov 2017 |
| • ITON | Nov 2017 |
| • ITON Workshop (Incentives/Cruise) | Dec 2017 |
| • Mobile VIC at Orion Lagoon | Dec 2017 |

BENEFITS TO COMMUNITY AND CUSTOMERS:

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

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

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

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

RECOMMENDATION:

That the report be received and the contents noted.

Alistair Tavares

TOURISM DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)