

VML:MB
Vicki Lukritz
3810 6221

15 February 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, 20 February 2018**.

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

Yours faithfully

ACTING CHIEF EXECUTIVE OFFICER

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE AGENDA

10.30 am or 10 minutes after the conclusion of the Planning, Development and Heritage Committee, whichever is the earlier on

Tuesday, 20 February 2018

Council Chambers

Item No.	Item Title	Officer
1	Regional Development Australia Ipswich and West Moreton (RDAIWM) Steering Committee Representative	SCLBG
2	External Council Ordinary Meeting – 29 May 2018 – Division 1	SEEO
3	Event Sponsorship of the Ipswich Hospice care Jacaranda Dinner	EEO
4	Event Sponsorship of Ride On – Celebration of Cycling Week	EEO
5	Event Sponsorship of 2018 Mud World	EEO
6	Event Sponsorship of the 2018 Effervescence Champagne Festival	EEO
7	Event Sponsorship of the 2018 Ipswich Show	EEO

ECONOMIC DEVELOPMENT AND DIGITAL CITY COMMITTEE NO. 2018(02)

20 FEBRUARY 2018

AGENDA

1. **REGIONAL DEVELOPMENT AUSTRALIA IPSWICH AND WEST MORETON (RDAIWM) STEERING COMMITTEE REPRESENTATION**

With reference to a report by the Senior Coordinator Local Business Growth dated 7 February 2018 concerning Council's representation on the RDAIWM steering committee.

RECOMMENDATION

- A. That Ipswich City Council endorse the request from Regional Development Australia Ipswich and West Moreton (RDAIWN) executive for Council representation on the RDAIWN board for 2018-2019, as detailed in the report by the Senior Coordinator Local Business Growth dated 7 February 2018
 - B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Chairperson of the Economic Development and Digital City Committee, promote the positive benefits of RDAIWN and its programs.
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2. **EXTERNAL COUNCIL ORDINARY MEETING – 29 MAY 2018 – DIVISION 1**

With reference to a report by the Senior Events and Engagement Officer dated 7 February 2018 concerning the venue for the External Council Ordinary Meeting to be held on Tuesday, 29 May 2018.

RECOMMENDATION

- A. That the External Council Ordinary Meeting scheduled for Tuesday, 29 May 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 Acting Chief Executive Officer, in consultation with the Mayor and the Deputy Mayor, to determine an appropriate amount for donation.
 - D. That the Senior Events and Engagement Officer coordinate arrangements for the External Council Ordinary Meeting in consultation with the Mayor and Divisional Councillor.
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3. EVENT SPONSORSHIP OF THE IPSWICH HOSPICE CARE JACARANDA DINNER

With reference to a report by the Events and Engagement Officer dated 6 February 2018 concerning an application for event sponsorship by Ipswich Hospice Care for the Jacaranda Dinner being held on Saturday, 28 April 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$2,000.00 to Ipswich Hospice Care for the Jacaranda Dinner from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

4. EVENT SPONSORSHIP OF RIDE ON – CELEBRATION OF CYCLING WEEK

With reference to a report by the Events and Engagement Officer dated 9 February 2018 concerning an application for event sponsorship by Ipswich Hospital Foundation for the Recruitment 24/7 Ride On – Celebration of Cycling Week held between 15 April and 22 April 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$2,500.00 to Ipswich Hospital Foundation for 2018 Ride On - Celebration of Cycling Week from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

5. EVENT SPONSORSHIP OF 2018 MUD WORLD

With reference to a report by the Events and Engagement Officer dated 8 January 2018 concerning an application for event sponsorship by Queensland Outdoor Recreation Federation Incorporated (Nature Play QLD) for their Mud World Event to be held 21 and 22 April 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$4,000.00 to support Queensland Outdoor Recreation Federation Incorporated (nature Play QLD) for the 2018 Mud World from the 2017–2018 Event Sponsorship Budget and that the Tourism Manager and the Nature Based Recreation Officer ensure that the associated economic, social and promotional opportunities are maximised.

6. EVENT SPONSORSHIP OF THE 2018 EFFERVESCENCE CHAMPAGNE FESTIVAL

With reference to a report by the Events and Engagement Officer dated 6 February 2018 concerning an application for event sponsorship by RBL International for the 2018 Effervescence Champagne Festival being held from Friday 31 August to Sunday 2 September 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$4,000.00 to RBL International for the 2018 Effervescence Champagne Festival from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

7. EVENT SPONSORSHIP OF THE 2018 IPSWICH SHOW

With reference to a report by the Events and Engagement Officer dated 8 January 2018 concerning an application for event sponsorship by Ipswich Show Society for the 2018 Ipswich Show being held 18-20 May 2018.

RECOMMENDATION

That Council allocate event sponsorship of \$25,000.00 to support to The Ipswich Show Society for the 2018 Ipswich Show from the 2017–2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

and any other items as considered necessary.

Economic Development and Digital City Committee	
Mtg Date: 20.02.18	OAR: YES
Authorisation: Ben Pole	

7 February 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR COORDINATOR LOCAL BUSINESS GROWTH

RE: REGIONAL DEVELOPMENT AUSTRALIA IPSWICH AND WEST MORETON
(RDAIWM) STEERING COMMITTEE REPRESENTATION

INTRODUCTION:

This is a report by the Senior Coordinator Local Business Growth dated 7 February 2018 concerning Council's representation on the RDAIWM steering committee.

OVERVIEW:

Council's Office of Economic Development is committed to influencing four strategic priorities:

- Local Business Growth
- Business and Investment Attraction
- Industry Development
- Advocacy and Promotion

This report relates to the fourth of these priorities, Advocacy and Promotion. Some of the ways in which Council influences both State and Federal governments is by participating and representing on various committee's that support and broker economic development opportunities within the region.

RDA is a national network of committee's made up of local leaders who work with all levels of government, business and community groups to deliver programs that benefit the greater region. RDA committees have an active and facilitative role in their regions and a clear focus on growing strong and confident regional economies that harness their competitive advantages, seize on economic opportunity and attract investment. RDA committee members are volunteers drawn from the region and who bring leadership, skills and experience to the community, business, local government and not for profit organisations.

The local RDA in the Ipswich Region, RDAIWM are currently in the process of selecting a new board for the 2018-2019 financial year and they have approached Ipswich City Council requesting a representative from Council to sit on the board.

As part of representing the RDAIWN board the RDA Charter forms the outcomes and outputs needed to deliver on the RDA mission statement.

The outcomes must be delivered via the following outputs, as summarised in the RDA Charter.

- Identify economic development opportunities that leverage private and public sector investment in Your Region
- Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region
- Develop and maintain positive working relationships with local government bodies in Your Region
- Assist in the delivery of Commonwealth programs including public and private decentralisation
- Promote and disseminate information on Commonwealth policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding
- For Your Region
 - Provide evidence-based advice to the Commonwealth on critical regional development issues; and
 - provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors.

BENEFITS TO COMMUNITY AND CUSTOMERS:

Having an Ipswich City Council representative on the local RDAIWM committee aligns with the Advance Ipswich Plan, the Corporate Plan 2017–2022 and the Economic Development Plan:

Goal 1 Strategy 1 Key Action 1.4 – Utilise the city’s increasing multiculturalism to diversify economic opportunities in service provision, business development and employment.

Goal 1 Strategy 6 Key Actions 6.1 to 6.7 – Support economic activity based on education, research, technology, health, human services, retail, hospitality, tourism, transport, logistics, manufacturing, agriculture, and niche enterprises.

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

RECOMMENDATION:

- A. That Ipswich City Council endorse the request from Regional Development Australia Ipswich and West Moreton (RDAIWN) executive for Council representation on the RDAIWN board for 2018-2019, as detailed in the report by the Senior Coordinator Local Business Growth dated 7 February 2018

- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Chairperson of the Economic Development and Digital City Committee, promote the positive benefits of RDAIWN and its programs.

Alan Brown

SENIOR COORINATOR LOCAL BUSINESS GROWTH

I concur with the recommendations contained in this report.

Ben Pole

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

Economic Development, Tourism and Digital City Committee	
Mtg Date: 20.02.18	OAR: Yes
Authorisation: Ben Pole	

7 February 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

FROM: SENIOR EVENTS AND ENGAGEMENT OFFICER

RE: EXTERNAL COUNCIL ORDINARY MEETING – 29 MAY 2018 - DIVISION 1

INTRODUCTION:

This is a report by the Senior Events and Engagement Officer dated 7 February 2018 concerning the venue for the External Council Ordinary Meeting to be held on Tuesday, 29 May 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

PROPOSAL:

It is proposed that the External Council Ordinary Meeting scheduled for Tuesday, 29 May 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 scheduled for Tuesday, 29 May 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 Acting Chief Executive Officer, in consultation with the Mayor and the Deputy Mayor, to determine an appropriate amount for donation.
- D. That the Senior Events and Engagement Officer coordinate arrangements for the External Council Ordinary Meeting in consultation with the Mayor and Divisional Councillor.

Rachel Drill

SENIOR EVENTS AND ENGAGEMENT OFFICER

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: 20.02.18	OAR: Yes
Authorisation: Ben Pole	

6 February 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE IPSWICH HOSPICE CARE JACARANDA DINNER

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 6 February 2018 concerning an application for event sponsorship by Ipswich Hospice Care for the Jacaranda Dinner being held on Saturday, 28 April 2018.

BACKGROUND:

The Ipswich Hospice Jacaranda Dinner is a multi-course degustation dinner supported by influential, celebrity and well-known chefs from Ipswich and the surrounding areas to raise money for Ipswich Hospice Care.

The inaugural fundraising event will take place in the Main Street of Orion Springfield Central and will assist in increasing the City's restaurant and food reputation.

Due to the nature of this event, there is limited economic impact however Ipswich Hospice have a strong community presence in Ipswich and this fundraising endeavour further enhances their connectedness to the City.

Organisers are hoping for 200 attendees, with tickets for the event selling for \$155.00 per person. The event will be advertised via social media, newspaper and radio and while the prospective audience will be predominately Ipswich residents it is anticipated that there will be some/limited external exposure.

Ipswich Hospice have received the following funding from Council over the last 3 years:

Date	Nature of contribution	Amount
2015	Community Donations	\$13,135.50
2016	Community Donations	\$13,154.25
2017	Community Donations	\$11,175.00

SPONSORSHIP REQUEST:

Ipswich Hospice Care have requested \$9,500.00 to assist with the promotion of the event.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed marketing collateral
- Invitation for representatives to attend the event
- Opportunity for Mayor (or his representative) to speak at the event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$2,000.00 financial support to the 2018 Ipswich Hospice Care Jacaranda Dinner.

Post Event aquittal must include:

- Details of media coverage attained by the Dinner
- Attendance records (including post codes of attendees)

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Ipswich Hospice Care Jacaranda Dinner aligns with Advance Ipswich Plan, the Corporate Plan 2017–2022 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 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
Application for Event Sponsorship of the 2018 Ipswich Hospice Care Jacaranda Dinner	 Attachment A

RECOMMENDATION:

That Council allocate event sponsorship of \$2,000.00 to Ipswich Hospice Care for the Jacaranda Dinner from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

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

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Organisation Details

* indicates a required field

Organisation Name * Ipswich Hospice Care

Contact Person * Mrs Kerry Costello

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

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

63 563 946 327

Information from the Australian Business Register	
ABN	63 563 946 327
Entity name	Ipswich Hospice Care Inc.
ABN status	Active
Entity type	Other Incorporated Entity
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	4305 QLD

Information current as at 12:00am on 30 Jan

Must be an ABN

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Attach copy of Public Liability Insurance *

Filename	Public Liability Certificate of Currency 2017-11.pdf
File size	125.3 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). *

QT Golf Day, October 26 2017, a \$1050 joint donation from the mayor and Councillors

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: *

Ipswich Hospice Jacaranda Dinner

Start Date: *

28/04/2018

What is the expected start date of the event?

End Date: *

28/04/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The Ipswich Hospice Jacaranda Dinner is a multi-course degustation dinner supported by influential, celebrity and well-known chefs from Ipswich and the surrounding areas to raise money for Ipswich Hospice Care.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Must be no more than 150 words

**Proposed Venue/
Location ***

Main St, Orion Springfield Central

Estimated Attendance *

200+

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

The first Ipswich Hospice Jacaranda Dinner will take place on Saturday the 28th of April at Orion Springfield Central. This major event will feature a multi-course degustation dinner supported by influential, celebrity and well-known chefs from Ipswich and the surrounding areas. Attendees will have opportunities to partake in a raffle, a live auction, enjoy live music, and interact with our celebrity chefs during cooking demonstrations.

The Ipswich Hospice Jacaranda Dinner will be held in the main street of Orion Springfield Central, with an objective of having the majority of services, goods and items donated for the event so that Ipswich Hospice is able to maximise on the profits available.

We want to make our Jacaranda Dinner the "must attend" event for not only Ipswich, but the surrounding areas. We are hoping involvement from Council will help us to make the event a success through financial assistance, promotion and credibility.

**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? ***

\$9,500

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

Any assistance with AV equipment, entertainment and promotion would be greatly appreciated.

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

At this time have approached Councillor Tully for event sponsorship, he has provided a donation of \$1000.

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

Our aims for this event are to increase awareness of Ipswich Hospice throughout the wider Ipswich community, and raise much needed funds to allow us to continue to provide the highest standard of care to our guests and their families.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Along with our ultimate goals of raising awareness of Ipswich Hospice and reaching our fundraising goals of \$20,000, we also hope to encourage community spirit and engagement between local businesses and organisations in a social setting.

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

Businesses and individuals in the Ipswich areas who want to support a community organisation, enjoy eating good food and celebrating the city of Ipswich.

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

Having a service like Ipswich Hospice is a benefit to any community and we would like to increase the awareness of the service to the wider community, especially since it is a service offered regardless of a persons ability to pay.

Being a not for profit organisation, we rely on multiple fundraising initiatives to meet running costs, which exceed \$2 million each year, and our goal is to host the Jacaranda Dinner as a major fundraiser each year.

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

Opportunity for signage and promotion at the event
Event tickets
Social Media exposure
Mentions at the event
Opportunity for the Mayor to speak
Logo on all marketing collateral including in the video
Advertisement in the program
Other opportunities also available

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

We can provide customer survey results after the event, reports of funds raised, social media reports and a promotional video of the overall event.

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

Currently the event is sponsored by Orion Springfield Central who have donated the space, tables, chairs and some decorations for the events.

Sponsorship will be sought from businesses who can provide goods and services to help make the event a success.

How does this event align with Ipswich City Council's

This event aligns with goal 3, strategy 5 to assist with implementing a community event, as well as bringing

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Corporate Plan? (Visit www.ipswich.qld.gov.au About Council, Corporate Publications, Corporate Plan - to view a copy) *

awareness to a health care program in Ipswich (both palliative care and bereavement).

As well as goal 5, strategy 2, allowing council members to meaningfully interact with a much needed community organisation in Ipswich to help with their future decision making about the sustainability of Ipswich Hospice.

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

The event is being supported by Masterchef and My Kitchen Rules contestants from Ipswich, we are encouraging people to attend the dinner to interact with these chefs at the same time as learning more about our services.

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

As the event grows each year it will hopefully continue to attract more people from the Ipswich and surrounding areas, showing Ipswich as a destination spot highlighted by the great local food, chefs and entertainment.

Outline how will this event attract visitors to Ipswich? *

Visitors who want to interact with their favorite cooks/chefs from their favorite cooking shows will attend the event.

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

The event will have support from the local newspapers and radio, and will hopefully attract media attention from channel 7 and ten since the chefs are former contestants of their cooking shows.

This event has already had verbal support from local businesses, groups and health organisations to assist with the promotion and attendance of the event.

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

The event is unique in location- the middle of main street at Orion Springfield, and concept- using local celebrity chefs from two TV stations to support the event and interactive with the guests.

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

It complements Ipswich's growing reputation for great cafes and restaurants, and there doesn't seem to be any major events during April in Ipswich.

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

It will assist to help pay for goods and services needed to minimise the costs by Ipswich Hospice, in return maximising the amount of funds raised.

Council support will also help with promotion and credibility of the event to hopefully help the event grow to

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

be bigger and better next year- making it the foodie event of the year featuring 500+ people.

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

As the event is more and more successful each year, more people will want to attend to enjoy good food, company, have the opportunity to network, support a good cause and have an enjoyable night. It could become the foodie event to attend in Ipswich each year.

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

Once we have a successful first year, more sponsors will see the benefits of becoming involve, leading to the longevity of the event.

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

key event organiser- Kerry Costello, she was involved in the event organisation of all events including the Winternationals at Willowbank Raceway for two years, as well as all the events during the past year at Ipswich Hospice.

The event also has support from Mathew Taylor, the president of the Goodna Jacaranda Festival and Hospice chairman Peter McMahon.

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

We are projecting to have an income from the event of \$53,000, with expenses of \$25,000 which would result in a profit of \$28,000. With all ticket sales being pre-paid we should start the event with a profit, and anything additionally made at the event would be extra.

Attachments

* indicates a required field

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

Filename	EVENT ACTION PLAN.pdf
File size	260.4 kB

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

Filename	Jacaranda Dinner Budget.pdf
File size	142.0 kB

Category 1 Applications- Attach high level project plan

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

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

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
Ticket Sales *	\$31,000.00 *	Food/Drink *	\$21,835.00 *
Sponsorship	\$15,000.00	Entertainment	\$500.00
Raffle/Auction	\$7,000.00	Equipment Hire	\$2,000.00
Donations	\$500.00	Printing	\$500.00
		Miscellaneous	\$100.00
		Decorations	\$600.00
	Total: \$53,500.00		Total: \$25,535.00

Total Amount Requested: *

\$9,500.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$26,000.00
 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: *

To help cover the catering and entertainment costs of the event.

Contributions to this Event by Other Sources/Sponsors:

Applications which include contributions from the applicant organisation and other sources are encouraged. Contributions may be cash, other funding assistance or in-kind e.g. voluntary labour or materials.

Please indicate the type of contributions being made towards this event.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00085 From Ipswich Hospice Care

Contributed By	Type of Contribution	\$ Amount
Cr Paul Tully	cash	\$1,000.00
		Total: \$1,000.00

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.
- 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: * Mrs Kerryn Costello

Position in Organisation: * Events & Fundraising Coordinator

Date: * 31/01/2018

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.

Event Sponsorship February 2018
Event Sponsorship Form
Application ES00085 From Ipswich Hospice Care

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: 20.02.18	OAR: Yes
Authorisation: Ben Pole	

9 February 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF RIDE ON – CELEBRATION OF CYCLING WEEK

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 9 February 2018 concerning an application for event sponsorship by Ipswich Hospital Foundation for the Recruitment 24/7 Ride On – Celebration of Cycling Week held between 15 April and 22 April 2018. The event will be held in conjunction with the Ipswich Festival.

BACKGROUND:

To celebrate the 200th year of cycling (achieved in 2017) Ipswich Hospital Foundation (partnering with Moggill Mt Crosby Lions, Ipswich Cycling Club, Ipswich BMX Club and the Brisbane Valley Rail Trail Users Association Inc) present Recruitment 24/7 Ride On – Celebration of Cycling Week. Ride On will offer five exciting cycling events for bike enthusiasts, cycling professionals and the whole family to enjoy over a week.

IHF is seeking to build upon a partnership and a 20 year proud legacy working closely with ICC towards our (IHF) vision of becoming the healthiest community in Australia. IHF already work closely with ICC in their commitment to returning on the fantastic ICC-owned outdoor spaces to promote the ICC HAC Program (among others). IHF has been working with ICC to grow the Fit4Life subsidised outdoor healthy and active programs to achieve participation of over 520 people per week in 24 programs.

The investment outcome in ICC supporting this event would showcase the City and the Region as one which is able to convert noble healthy aspirations into broad participation and into the evolution of a yearly calendar of events (along with Park2Park and other nationally recognised events) which identify the Region as one that cares about the health of its communities.

Ipswich Hospital Foundation have received the following funding from Council over the last 3 years:

Date	Nature of contribution	Amount
2015	Community Donations	\$15,542.31
	Community Assistance	\$6,048.49
2016	Community Donations	\$4,200.00
	Community Assistance	\$164.05
2017	Community Donations	\$2,750.00

Mayor Antonioli has already made a \$2,500.00 Community Donation to this event.

SPONSORSHIP REQUEST:

Ipswich Hospital Foundation have requested \$6,000.00 to assist with the promotion of the event.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed marketing collateral
- Invitation for representatives to attend the events
- Opportunity for Mayor (or his representative) to speak at the event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$2,500.00 financial support to the 2018 Ride-On Celebration of Cycling Week.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Ride-On Celebration of Cycling Week aligns with Advance Ipswich Plan, the Corporate Plan 2017–2022 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 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
Application for Event Sponsorship of the 2018 Ride On - Celebration of Cycling Week.	 Attachment A

RECOMMENDATION:

That Council allocate event sponsorship of \$2,500.00 to Ipswich Hospital Foundation for 2018 Ride On - Celebration of Cycling Week from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

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

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

Organisation Details

* indicates a required field

Organisation Name * Ipswich Hospital Foundation

Contact Person * Mrs Ashton Greaves

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

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

40 137 504 686

Information from the Australian Business Register	
ABN	40 137 504 686
Entity name	Ipswich Hospital Foundation
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	Yes (Item 1)
ATO Charity Type	Health Promotion Charity More information
ACNC Registration	Registered
Tax Concessions	FBT Exemption, GST Concession, Income Tax Exemption
Main business location	4305 QLD

Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance *

Filename IHF Certificate of Currency 17-18.pdf

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

File size 42.5 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). *

Yes.
2018 Ipswich100 Bike Ride - 22nd April 2018 on behalf of Moggill Mt Crosby Lions Club.
\$2,500 through the community donation application
Please note this has not yet been acquitted as the money is still being utilised.

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: *

Ride On - Celebration of Cycling

Start Date: *

15/04/2018

What is the expected start date of the event?

End Date: *

22/04/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

To celebrate the 200th year of cycling (achieved in 2017) Ipswich Hospital Foundation along with Moggill Mt Crosby Lions, Ipswich Cycling Club, Ipswich BMX Club and the Brisbane Valley Rail Trail Users Association Inc. present Recruitment 24/7 Ride On - Celebration of Cycling Week. Ride On will offer five exciting cycling events for bike

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

enthusiasts, cycling professionals and the whole family to enjoy over a week.

Must be no more than 150 words

**Proposed Venue/
Location ***

Various locations around Ipswich

Estimated Attendance *

3000 across the week of events

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

2018 is the inaugural Recruitment 24/7 Ride On Celebration of Cycling Week. The Ipswich Hospital Foundation will be partnering with lead bicycle organisations within the local community to present a week of events showcasing cycling and celebrating the 200th year since the invention of the velocipede.

IHF is seeking to build upon a partnership and a 20 year proud legacy working closely with ICC towards our (IHF) vision of becoming the healthiest community in Australia.

IHF already work closely with ICC in their commitment to returning on the fantastic ICC-owned outdoor spaces to promote the ICC HAC Program (among others). IHF has been working with ICC to grow the Fit4Life subsidised outdoor healthy and active programs to achieve participation of over 520 people per week in 24 programs... The investment outcome in ICC supporting this event would showcase the City and the Region as one which is able to convert noble healthy aspirations into broad participation and into the evolution of a yearly calendar of events (along with Park2Park and other nationally recognised events) which identify the Region as one that cares about the health of its communities.

**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? ***

\$6,000

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

Assist with promotion of the events, endorsement and or support from Ipswich City Council Mayor and Councillors and to work with Blandina the Active Transport Officer in the Works, Parks and recreation department to promote the Ride to Work Day.

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

No, we have not formal applied for funding for this event through any other Ipswich City Council areas.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

What are the goals and objectives of the event? *

The key objectives of the week are:

- to enhance the profile of the role of cycling in the community as both a recreational and fitness promoting activity
- Celebrating 200 years of the bike
- Strengthening the profile of bike clubs and community organisations within the community
- Enable Ipswich to be included in the National healthy campaigns relating to "Bike Week" (Many Cities celebrate the occasion!)
- Promote cycling as a means of active transport in a city that is otherwise well suited to other modes.

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

The information provided below is from some of the events which will be held during the week:

BMX Club Event:

This event caters for participants ranging from 2 years of age to 50+.

On average 60% between the ages of 2-16

And 40% 16+.

Around 25-30% female participants

* Stats based on similar events of this kind

Ipswich 100:

Female - 157 (22.623%)

Male - 537 (77.378%)

most popular age group: 40 - 60

participants can be aged from 2 - 60

*stats based on 2017 ride

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

- Activating Ipswich City Council spaces such as at the new Briggs Road criterion track, The BMX Track (Wiley Park) and Darcy Doyle Place.
- Providing physical activity opportunities in Ipswich
- Bringing visitors from outside of Ipswich which could boost the local economy
- Strengthening of the profile of bike clubs and community organisations within the community
- Enabling Ipswich to be included in the National healthy campaigns relating to "Bike Week" (Many Cities celebrate the occasion!)
- Promoting cycling as a means of active transport in a city that is otherwise well suited to, and complemented by, other modes.

List the benefits you propose to return to Ipswich City Council.

Major sponsor of the Ride On - Celebration of Cycling Week.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

(Describe levels of sponsorship offered, their costs and benefits). *

Opportunity for Mayor and/or Councillors to attend and speak at the events, with pre-event and current-event mainstream and social media opportunities.

Where applicable complimentary or discounted entries into events within the week. Other benefits as listed above our the key alignments with Council's corporate plan and goals.

A very clear demonstration of the commitment by ICC to active transport and national initiatives (Bike Week) aimed at environmentally and health conscious means of transport.

Data metrics with respect to the number and high-level demographics relating to the breadth and inclusiveness of the various events.

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

As always, IHF would be very pleased to deliver a wide range of metrics and measures-of-success to ICC to confirm the return upon our united investment in terms of community and health engagement which include but are not limited to:

- Providing details of participation number at each of the 5 events
- Sharing participant survey results

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

It is 99% confirmed that Recruitment 24/7 will come on board as the naming rights sponsor for the Ride On Celebration of Cycling Week with \$8,000.

Other sponsorships specific to the events include:

BMX Event: \$500 from 99bikes Ipswich. For 14+ prize pool

Ipswich 100: Recruitment 24/7 \$5000, St Andrew's \$5000, Exact Radiology \$5000, My Life Medical \$2500 and Ipswich Events Corporation \$2000, Ipswich City Council \$2500, Articulate Framing \$300

Brisbane Valley Rail Trail Event: Boetcher Motors - \$\$ value unknown.

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) *

Caring for our Community:

Strategy 5 Foster a diverse range of activities to promote sustainable, healthy lifestyles and community well-being.

Implement a Community Events Program across the city that includes community and family activities. (9.4/5.1)

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

Not only will the events be engaging with the community through participation (approximately 3000 participants across the 5 events), a large number of volunteers will be recruited to support the events, catering will be sourced

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

to be available at the event for purchase or included in registration fees in some cases. Some of the events will be encouraging team participation, engaging with businesses and local community organisations.

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

Economic value will be delivered through catering (supplies will be sourced locally where possible), event equipment hire and visitors to the city who could stay overnight or participate in other activities whilst they are here including but not limited to dining, shopping and visiting attractions.

It is confirmed that many participants travel from significant distances to take part in the acclaimed 'Ipswich100' ride. The holding of related events on other days within the event-calendar will motivate many riders (this is confirmed by empirical evidence from riders who are aware that the event is now proceeding).

The protraction of the Ipswich100 event will require the event to feature Ipswich City as an "Event Destination" instead of simply a fantastic event host-city. The economic benefit for hotels, and other hospitality businesses is clear but immeasurable.

Outline how will this event attract visitors to Ipswich? *

With any funds received from Ipswich City Council we will advertise in national bike magazines, boost facebook posts to target bike enthusiasts from around the nation and also continue to market to previous participants/our existing network of follows both in Ipswich and outside of Ipswich.

Ipswich BMX Event:

As this is a club event we are expecting around 120+ local riders from our club here in Ipswich. Our other numbers make up clubs all over South Queensland. Hopefully an extra 150+ riders.

*stats based on previous similar events

Ipswich100:

Attendees from: Ipswich, Brisbane, Toowoomba, Gold Coast, Sunshine Coast, NSW - Sydney (2), Mackay (28)

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

The Ride On - Celebration of Cycling Week partners with four other clubs/community groups and their networks of sponsors, volunteers, participates etc. ICC should be recognised nationally for its commitment to strong partnerships and the definable outcomes that have delivered work-class health and recreation facilities such as the new Ipswich Criterion Facility and the Ipswich BMX Track. Investment in an annual event to celebrate cycling activity will deliver even greater return on ICCs investment in this infrastructure.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

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

Whilst the concept of Bike Week is not a new concept (Bike Week is celebrated each year by Bicycle Queensland), a bike week of events based in and around Ipswich is a brand new concept.

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

The week of event falls within the Ipswich Festival and strengthens the diversity and number of events and activities on offer during the Festival period to encourage more visitors to Ipswich during this time.

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

Ipswich City Council's support will ensure we can market the event greater and to a wider reach of people. We will advertise in National Publications, online calendars, social media boosted posts, radio advertising, etc. As an event in it's first year having Ipswich City Council's endorsement will also strengthen the Ride On brand.

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

ICC has been extremely supportive in the development of the Ipswich100 Bicycle event into a respected and nationally-recognised event attracting participants from across the country. The investment by ICC in "Ride On" would 'leverage' the historical investment in a program that highlights the continuing and growing aspirations of ICC with its community partners like IHF to become the healthiest community in Australia.

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

Based on commercial interest/by into this new concept the event should only continue to grow in strength and support after we have the first year of events under our belt.

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

Ashton Greaves - Ipswich Hospital Foundation Event Coordinator of 9 years
Lee Smith - Ipswich BMX Club President on and off for 10 years
Ian Snodgrass - President of the Ipswich Cycling Club - Organised the Ipswich Festival Criterium for the last 2 years + many other events
Paul Heymans - President Brisbane Valley Rail Trail Users Assoc
Bob McGregor - Ipswich100 Bike Ride Convener for 18 years

Provide evidence that the event budget and resources are viable and

Financial planning has already confirmed that the event will be cost neutral thanks to the above confirmed contributions of finance, labour, capability and 'in-kind'; Recruitment 24/7 and event specify sponsors such as

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

that the event will be delivered as planned. *

those mentioned above. Ipswich Hospital Foundation will underwrite the financial success of the event however any contribution by ICC would enable IHF to deliver a truly collaborative outcome and would enable ICC to return against the above mentioned Strategic Goals in the ways outlined.

Attachments

* indicates a required field

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

Filename	MINUTES OF THE MEETING 11.12.17.docx
File size	54.4 kB
Filename	MINUTES OF THE MEETING 22.01.18 & 29.01.18.docx
File size	51.1 kB

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

Filename	Event Budget.docx
File size	11.2 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
Ipswich Hospital Foundation *	\$3,000.00 *	Promotion and Marketing *	\$2,500.00 *
Recruitment 24/7	\$8,000.00	Insurances	\$6,000.00

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

Ipswich City Council	\$6,000.00	Safety and security	\$3,000.00
		Catering and site attractions	\$2,500.00
		Volunteer support	\$1,500.00
		Awards and trophies	\$1,500.00
	Total: \$17,000.00		Total: \$17,000.00

Total Amount Requested: *

\$6,000.00

GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$17,000.00

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: *

Event Insurance (Est \$4,000-\$6,000)(Part)

Promotion and Marketing (\$2,500)(Part)

Safety and Security (\$1,500)(Part)

Awards and trophies (\$1500)(Part...Although 100% attribution might be preferred)

(Other stakeholders (other than ICC) would share these costs)

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
Recruitment 24/7	Cash	\$8,000.00
Ipswich Hospital Foundation	Cash and 'In Kind"	\$7,000.00
Moggil Mt Crosby Lions	In Kind (No Cash)	
Ipswich Cycling Club	Volunteers and In Kind	
Ipswich BMX Club	Volunteers and In Kind	
Friends of BV Rail Trail	Volunteers and In Kind	

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00086 From Ipswich Hospital Foundation

USQ	In Kind and venues	
		Total: \$15,000.00

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.
- 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: * Mrs Ashton Greaves

Position in Organisation: * Events Coordinator

Date: * 04/02/2018

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

Event Sponsorship February 2018
Event Sponsorship Form
Application ES00086 From Ipswich Hospital Foundation

the manner described in Council's Privacy Statement, Personal Information Digest and this collection notice.

Economic Development and Digital City Committee	
Mtg Date: 20.02.18	OAR:
Authorisation: Ben Pole	

8 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF 2018 MUD WORLD

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 8 January 2018 concerning an application for event sponsorship by Queensland Outdoor Recreation Federation Incorporated (Nature Play QLD) for their Mud World Event to be held 21 and 22 April 2018.

BACKGROUND:

Nature Play QLD (www.natureplayqld.org.au) is a non for profit organisation that is holding a fundraising event in the city. The two day children's festival has free-range MUD play activities for children with the supervision of a parent or guardian with a ratio of 1 adult to every 2 children.

This will be a ticketed event at (\$25.00) per child and supervising adults with free entry. The tickets will be sold in sets of 3-hour sessions throughout the duration of the two day event.

It is anticipated the event will attract at least 60% of its attendees from outside of the Ipswich area, including Brisbane, Gold Coast, Sunshine Coast, Logan and Toowoomba.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Mud World is \$180,000.00.

The event will be advertised on the NPQ website, Enews and our social media channels - Facebook, Instagram, Pinterest and Twitter. The event will also be featured in the Ipswich Festival Booklet.

Nature Play have a large following on our Facebook (14,700) and Instagram (2,900) with numbers increasing Pinterest page and Twitter. In-kind support has also been provided by Brisbane Kids which has over 150,000 followers.

SPONSORSHIP REQUEST:

Queensland Outdoor Recreation Federation Incorporated (Nature Play QLD) has submitted an Event Sponsorship Application for \$10,000.00 to assist with costs of the event. Organisers have also requested assistance with ICC Application for Park Permit, Soil, Water, Machinery, Volunteers and Marketing input.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council’s support at the event
- Invitation to Mayor (or representative) and Councillors to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$4,000.00 financial support to Queensland Outdoor Recreation Federation Incorporated (nature Play QLD) for 2018 Mud World.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Mud World aligns with Advance Ipswich Plan, the Corporate Plan 2017–2022 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
Application for Event Sponsorship of 2018 Mud World	 Attachment A

RECOMMENDATION:

That Council allocate event sponsorship of \$4,000.00 to support Queensland Outdoor Recreation Federation Incorporated (nature Play QLD) for the 2018 Mud World from the 2017-2018 Event Sponsorship Budget and that the Tourism Manager and the Nature Based Recreation Officer ensure 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 February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

Organisation Details

* indicates a required field

Organisation Name * Nature Play QLD

Contact Person * Miss Jessie Skinner

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

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

22 941 079 524

Information from the Australian Business Register	
ABN	22 941 079 524
Entity name	Queensland Outdoor Recreation Federation
ABN status	Incorporated 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	4064 QLD

Information current as at 12:00am on 29 Jan

Must be an ABN

Attach copy of Public Liability Insurance *

Filename CoC Ansvar NPQ (1).pdf
File size 320.7 kB

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

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). * NA

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: * Mud World

Start Date: * 21/04/2018
What is the expected start date of the event?

End Date: * 22/04/2018
What is the expected completion date of the event?

Provide a brief description of the event: * Nature Play QLD (www.natureplayqld.org.au) is a non for profit organisation and is holding a fundraising event in the city of Ipswich. A Brisbane based two day children's festival with range of free-range play MUD activities for children with the supervision of a parent or guardian with a ratio of 1 adult to every 2 children. This will be a ticketed event at (\$25.00) per child and supervising adults with free entry. The tickets will be sold in sets of 3-hour sessions throughout the duration of the two day event. In addition to the day sessions a Muddy Wonderland Disco

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

will be on the Saturday evening with a 2-hour session with DJ and lights to simulate a disco with the mud activities to enhance the atmosphere.

Must be no more than 150 words

**Proposed Venue/
Location ***

Limestone Park - 42 Chermside Rd, Ipswich QLD 4305

Estimated Attendance *

6000- 7000 this number includes parents

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

Nature Play Qld has held a similar event in the city of Ipswich called Mud Lark in the Park in 2015. The Mud Lark event at Cameron Park was hugely successful in continuing to inspire outdoor play. During this event, 385 children and their families participated in the various muddy activities.

The staff at Ipswich City Council were incredibly supportive. A special mention to thank Ben Thomas, Damien O'Sullivan, Nicole Preston and the incredibly helpful Council landscaping team for their fantastic assistance for making this event possible.

**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? ***

Category 1

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

In kind support if possible:
Park Permit authorisation
Soil (organic top soil)
Water
Machinery (landscapers to operate)
Volunteers
Marketing input

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

Yes, we are planning to move this model of event (MUD WORLD) around to different councils and areas. We have already been in discussion with the Brisbane City Council, Somerset Council & Logan City Council.

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

This is a fundraiser event for the non for profit organisation of Nature Play QLD. We have government funding for now but are moving into commercialisation over the next 2 years. This is an event model that will be moved around to benefit the different areas & councils

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

spreading our key message - More outdoor play for every child in QLD.

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

Target audience is unique to children under 10 years of age. This event is created to attract families with young children and facilitate the opportunities of free time play in mud. We will be targeting ALL areas of the wider Brisbane area with a high importance on Ipswich families. We believe we will have in attendance over 2500 children (and their families) under the age of 10.

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

This is a unique target audience for an event of this size and is like no other event of its kind. Free time MUD play is attracts children with the attendance of the families therefore creating a difference between any other events in QLD. We wish to engage all aspects of the community from the attendees to the community surrounding the area e.g. SES / Scouts / Schools etc as volunteers.

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

We would love to coordinate this event with Ipswich City Council and incorporate all aspects that they see as beneficial to the event. For example the attendance of the Mayor and other suitable council representation. Any community organisation that see themselves as suitable for attend the event. There will be a media focus to enhance the exposure of Nature Play QLD the City of Ipswich and the benefits that come with our key message of getting QLD children and the overall health and well being of outdoor play. Nature Play QLD is also looking for council support in marketing involvement and in kind support that will benefit both parties.

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

As a government organisation we are all about measuring the effectiveness and documenting all aspects of the event. Nature Play are looking at fine tuning this event over the course of its future so all surveys and reports will be paramount. We be collecting the data on the demographic our audience via the ticketing system used.

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

Nature Play QLD is governed by QLD Outdoor Recreation Federation.

How does this event align with Ipswich City Council's Corporate Plan? (Visit www.ipswich.qld.gov.au About Council,

Nature Play QLD aligns with the 'Caring for our Community' to create opportunities that value the community. We are a family orientated organisation that works with all sectors for the betterment of all surrounding communities.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

**Corporate Publications,
Corporate Plan - to view
a copy) ***

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

This will be a ticketed event as it is a fund raiser for our organisation. In saying that, it will be very affordable for the average family and parents are at no cost. The plan is to engage the surrounding Limestone Park Community to participate or volunteer or become a stall holder. This would include PCYC, SES, Girl Guides, Aust Army Cadets, Local Schools, the neighbouring Netball & Sporting groups that also occupy the park.

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

There will be economic benefit to all, we plan on engaging the audience through the Ipswich Festival that is being held on the same weekend. We also plan to move this model of event back to Ipswich each year to create an annual event.

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

The capacity of each session will be 300 children with the attendance of parents (free of charge) to supervise child's play. This will bring over 6000 people into the city of Ipswich over the course of the two day event.

Event Capacity

TOTAL over 2 DAY SESSION - 1600 Child

Ratio of Parents - 2:1 - 2 children to 1 Adult

Garenteed number of Supervising adults = 800

Potential of 3,200 Adults if every child had 2 parents in attendance

Educated estimate = 1000 supervising adults

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

Nature Play QLD has a strong media and social media following. Facebook alone is over 14,500 following and further more on Instagram and Twitter. The marketing plan is to utilise all program partners and the relationships we hold with the BCC and Department of Sport and Education. We also have a marketing guru the is well connected in the Television industry that will bring exposure to our event on the day.

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

This is a one of its kind event! MUD WORLD is unique to the target audience we are attracting 0-10 years of age. Also there is no start line or finish line, its just a Free-time based play event, run around with your friends and explore the mud and the freedom of play! This is different to most mud events that focus on a start to finish concept and with little or no interactions between peers and the medium of mud.

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

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

Our event must be held in summer due to the use of water (mud) play. We would love to intertwine with the Ipswich Festival and enhance the audience scope to the regular festival activities.

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

We ask for your support to enhance the experience of the event. We will be using all local suppliers and working with the community to carry out an amazing event.

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

Yes, that is the plan. Mud World will be a model event that we would love to take on the road to different regions around QLD. As part of our KPI's and branding as a fundraising event, we want the different regions to benefit from our message of healthy kids get outside! We plan on a 2 events in the first year and grow to a model that is easy to erect and implement for the regional Queenslanders.

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

Nature Play QLD is commercialising over the coming years. It will be of great importance that MUD WORLD is a sustainable model of event and the ongoing product with be refined to sustain itself financially for the years to come.

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

Nature Play QLD is a small team and the the two coordinators to this event will be Hyahno Moser who is the Key Program Manager here at NPQ, He coordinated the last event - Mud Lark in the Park at Cameron's Park in 2015 and has a hugely diverse background to organising and planning events specific to NPQ. Jessie Skinner who is a new team mate to NPQ has a back ground in large scale events and the knowledge on the logistics of planning events. She previously worked in the music entertainment industry and the corporate sector of Brisbane's industry.

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

See attachment

Attachments

* indicates a required field

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

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

Filename Mud World Social Media Schedule (1).docx
File size 28.5 kB

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

Filename MINI-MUD WORLD BUDGET v2 LIMESTONE PARK.xlsx
File size 39.2 kB

Category 1 Applications- Attach high level project plan

Filename Breakdown for MUD WORLD - Limestone Park for Insurance .docx
File size 31.3 kB
Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename Contact Details NPQ.docx
File size 66.4 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
55,900.00 *	\$5,900.00 *	53,485.68 *	\$5,348.50 *
	Total: \$5,900.00		Total: \$5,348.50

Total Amount Requested: *

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

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00079 From Nature Play QLD

- I understand that if Ipswich City Council approves a sponsorship, I will be bound by the contents of my application to carry out my event as I have described and my application will form part of my contractual agreement with Ipswich City Council.

Name: * Miss Jessie Skinner

Position in Organisation: * Nature Play QLD

Date: * 29/01/2018

Submitting the Application:

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

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

Privacy Statement:

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

Economic Development and Digital City Committee	
Mtg Date: 20.02.18	OAR: Yes
Authorisation: Ben Pole	

6 February 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 EFFERVESCENCE CHAMPAGNE FESTIVAL

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 6 February 2018 concerning an application for event sponsorship by RBL International for the 2018 Effervescence Champagne Festival being held from Friday 31 August to Sunday 2 September 2018.

BACKGROUND:

Effervescence Champagne Festival is a unique event for dedicated Champagne enthusiasts and interested novices alike. This is the first and so far the only champagne festival in the Country and it allows the public (and not just the wine professionals) to attend. The 2017 event received \$6,000.00 in event sponsorship from Council.

2017 Post event report indicates:

- 79% of attendees were female.
- Guests came from Brisbane, Gold Coast, Toowoomba, Logan, Ipswich, Sydney, Melbourne and Townsville.
- 6 Coaches transported guests from South East Queensland locations.
- Majority of attendees had a household income of between \$150,000.00 and \$200,000.00.
- Event reached over 2 million people through media coverage, both mainstream (print, TV, radio) and online.
- Most notable were televised segments on Channel 7's The Great Day Out, broadcast before the festival, and Queensland Weekender which ran a follow up story which was filmed at the festival.
- Articles appeared in print in The Sunday Mail, Brisbane News, Indulge Magazine.
- Online posts from influential sites such as Urban List went viral (1.7k likes and 239 shares). As well as being posted as articles through online publications such as Urban

List, Style Magazine, Indulge, Gourmand & Gourmet, Lifestyle Queensland, it was also shared extensively through their social media platforms.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Champagne Festival is \$365,000.00.

SPONSORSHIP REQUEST:

RBL International has submitted an Event Sponsorship Application for \$20,000.00 to assist with staging and marketing expenses including Stage Hire, Videographer, Photographer, Security, Portable toilet hire, website updates and printing.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on website home page
- Verbal acknowledgements of Council's support at the event
- Invitation to Mayor (or representative) and Councillors to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide \$4,000.00 financial support to RBL International.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018 Effervescence Champagne Festival with Advance Ipswich Plan, the Corporate Plan 2017–2022 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 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	Attachments
Application for Event Sponsorship of the 2018 Effervescence Champagne Festival	 Attachment A
2017 Post Event Report	 Attachment B

RECOMMENDATION:

That Council allocate event sponsorship of \$4,000.00 to RBL International for the 2018 Effervescence Champagne Festival from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

Organisation Details

* indicates a required field

Organisation Name * RBL International/Effervescence Champagne Festival

Contact Person * Mrs Amanda Reboul

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

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

65 121 870 648

Information from the Australian Business Register

ABN	65 121 870 648
Entity name	RBL International Pty Ltd
ABN status	Active
Entity type	Australian Private Company
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	4069 QLD

Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance *

Filename Public Liability insurance RBL.pdf
File size 776.2 kB

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence Champagne Festival

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). *

Yes.

We received \$6000 (ex GST) in August 2017 for the Effervescence Champagne Festival held at Spicers Hidden Vale between 11- 13 August 2017

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: *

Effervescence Champagne Festival

Start Date: *

31/08/2018

What is the expected start date of the event?

End Date: *

02/09/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

A champagne festival with tastings from different houses, local produce, music and cooking demonstrations.
Must be no more than 150 words

Proposed Venue/ Location *

Spicers Hiddenvale, Grandchester

Estimated Attendance *

500

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

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

This will be the third year of the festival. It's an over 18 festival set on the property of Spicers Hidden Vale. Guests get to walk a 'champagne trail' over the property tasting champagne. There are petanque matches, live music and food, with a french style market showcasing local produce.

Numbers are capped at 500 to keep it purposefully intimate and preserve the nature of the festival.

In 2017 we were happy to have the support of Ipswich City Council by way of a grant that helped with some of the running costs, including setting up a stage to host the cooking demonstrations and welcome speeches. We hope to expand on this space this year.

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? *

\$20,000

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

What are the goals and objectives of the event? *

It's an educational festival, where attendees taste and talk with champagne representatives from both big and small houses, set in the beautiful countryside outside Ipswich.

The goal is to make a real 'Champagne Experience' available to guests without the need to travel to France - so they feel like they have had a slice of France for the weekend, and learnt a lot about food and champagne during their time.

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

Based on figures from last year, we attracted a very wide age demographic - from mid twenties to late 60s, almost split between men and women. Because of the nature of the product, it tended to be an upwardly mobile demographic.

Our post event report from 2017 showed that:

- 79% of attendees were female

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

- guests came from Brisbane, Gold Coast, Logan, Ipswich, Sydney, Melbourne and Townsville

-the majority of attendees had a household income of between \$150,000 - \$200,000

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

We provide coach transport from Brisbane, the Gold Coast and Toowoomba for our guests. Many had never been to this part of Queensland, despite it being on their door and were surprised that this was part of Ipswich and how attractive it was. I believe anything that shows a different facet of Ipswich to the stereotype is a positive thing. It also aligns Ipswich with a very upmarket event.

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

Foremost would be the Ipswich branding. Giving Ipswich the opportunity to align with a luxury brand I feel would be of great benefit. We would actively promote Ipswich in our marketing via the Ipswich logo on our website, through social media mentions and on all printed collateral on the day (programs, maps, order forms)

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

We will produce a survey for our post event report and incorporate some questions about Ipswich. Once collated we will share that data with you.

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

At this stage we do not have any firm sponsors lined up for 2018, but are approaching luxury car, jewellery, banks.

Last year we had:

Mini Brisbane Garage

Xennox Diamonds

Electrolux

We have interest from a well known chef to be involved, however this will not be finalised until mid-January. His involvement will bring interest from food related businesses, which aligns well with the ethos of the festival.

We have not approached any other government bodies to assist.

How does this event align with Ipswich City Council's Corporate Plan? (Visit www.ipswich.qld.gov.au About Council, Corporate Publications,

N/A as it is on private property

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

**Corporate Plan - to view
a copy) ***

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

N/A

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

By showcasing the region, it will hopefully in the short term result in more visits and in the long term position Ipswich as a luxury destination.

The projected expenditure for 2018 is over \$90,000, most of which will be directed to local businesses (i.e. Spicers Hiddenvale, stage hire, bus companies, printing, cold room hire, security hire, portable toilet hire)

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

As Australia's only festival dedicated solely to champagne, the event is uniquely positioned to offer an aspirational and luxurious 'overseas' travel experience. It has become a highly desirable destination event.

Last year we chartered 5 coaches to transport attendees to the event from outside the region. (Three from Brisbane, one each from the Gold Coast and Toowoomba). Additionally we chartered a bus to transport Ipswich locals to the property.

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

Last year we reached over 2 million people through the media coverage we received through both mainstream (print, TV, radio) and online.

Most notable were televised segments on Channel 7's The Great Day Out, broadcast before the festival, and Queensland Weekender which ran a follow up story which was filmed at the festival.

Articles appeared in print in The Sunday Mail, Brisbane News, Indulge Magazine.

Online posts from influential sites such as Urban List went viral (1.7k likes and 239 shares).

As well as being posted as articles through online publications such as Urban List, Style Magazine, Indulge, Gourmand & Gourmet, Lifestyle Queensland, it was also shared extensively through their social media platforms.

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

It is the first and so far only champagne festival in the country and it is certainly the only champagne event directed towards members of the public rather than wine professionals who attend.

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

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

It's the perfect winter event for Ipswich at a time when there is not much on.

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

Funding will help to pay for chefs who will do demonstrations using locally grown Ipswich produce as well as the stage area to hold talks around champagne.

It will also help with some of the running costs of the festival, such as stage hire, security, portable restrooms, printing costs.

We would also like to be able to engage a web designer for a more professional looking site with a smoother ticket purchasing platform.

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

Due to the size of the property, the event has the potential to grow substantially. Having accommodation too, the festival can extend overnight or over a couple of days.

With funding and growth we can afford to have

champagne makers fly over from France and employ high profile celebrity chefs and expand the food element of the festival.

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

With the opportunity of a third year of the festival and a growing reputation we will get even more champagne houses on board, as well as approach major sponsors, such as cars and airlines. The ability to attract major sponsors will help enormously in the sustainability 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. *

Amanda Reboul - Event Organiser. Champagne educator. She is creator of the event, has organised the two previous events which were largely self funded, does champagne classes and trips to champagne and organises champagne events such as lunches and dinners under her 'Bubble Diva' brand.

David Donald - Champagne, owner of David Donald Champagnes, champagne educator, champagne event manager.

Natascha Mirosch - Journalist/PR- Former Creative director of Fairfax Media's Good Food Month and Brisbane's Night Noodle Markets.

Representatives of more than 25 champagne houses

Spicers Hidden Vale staff

Event interns and volunteers

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

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

As soon as ticket sales are open they will provide a steady income stream

to support the festival and there is added income from taking exclusivity on the property and opening it for a luxury weekend 'immersion' as well.

Staff costs are minimal as we have a mutually beneficial agreement with

Spicers.

We know exact costs from last year and have budgeted accordingly. The festival was put on for the previous two years without any financial assistance or sponsorship dollars apart from Ipswich City Council support in 2017.

Attachments

* indicates a required field

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

Filename	Effervescence Project Timeline 2018.pdf
File size	39.6 kB

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

Filename	Projected income v expenditure 2018.xlsx
File size	40.5 kB

Category 1 Applications- Attach high level project plan

Filename	2018 High Level Project Plan Effervescence - High Level Project Plan.pdf
File size	103.6 kB

Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename	Organisation chart Effervescence 2018.pdf
File size	34.9 kB

Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

Budget: Income and Expenditure

Event Sponsorship January 2018
 Event Sponsorship Form
 Application ESJan_201800007 From RBL International/Effervescence
 Champagne Festival

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Champagne Trail Tickets *	\$27,272.00 *	Spicers exclusivity *	\$4,090.00 *
Champagne Trail and bus tickets	\$49,000.00	accomodation	\$23,356.00
VIP 3 night tickets luxury	\$18,145.00	food - vip	\$7,963.00
VIP 3 nights classic	\$23,945.00	charcuterie - trail	\$9,090.00
		coach hire	\$5,929.00
		Ambassador	\$1,818.00
		Musicians	\$600.00
		Photographer	\$1,800.00
		Videographer	\$4,000.00
		Champagne (Krug Perrier Jouet)	\$5,077.00
		Stage Hire	\$2,495.00
		chair hire	\$363.00
		security	\$640.00
		toilets	\$1,818.00
		water	\$327.00
		cold room	\$563.63
		ice	\$315.00
		PR	\$2,727.00
		printing	\$3,558.00
		tshirts - volunteers	\$692.00
		bags	\$3,579.00
		wristbands	\$420.00
		pens	\$751.00
		glassware	\$2,272.00
		website update	\$2,000.00
	Total: \$118,362.00		Total: \$86,243.63

Total Amount Requested: *

\$20,000.00

GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$86,243.63

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence
Champagne Festival

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: *

Spicers Exclusivity
Stage Hire
Videographer
Photographer
Security
Portable toilet hire
Website update
printing

Contributions to this Event by Other Sources/Sponsors:

Applications which include contributions from the applicant organisation and other sources are encouraged. Contributions may be cash, other funding assistance or in-kind e.g. voluntary labour or materials.

Please indicate the type of contributions being made towards this event.

Contributed By	Type of Contribution	\$ Amount

Certification Details

* indicates a required field

Certification:

- I 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.

Event Sponsorship January 2018

Event Sponsorship Form

Application ESJan_201800007 From RBL International/Effervescence Champagne Festival

- 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: * Mrs Amanda Reboul

Position in Organisation: * Director

Date: * 02/01/2018

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.

Effervescence

Celebrating everything Champagne



2017

EVENT REPORT



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Executive Summary

Effervescence Champagne Festival offers a slice of salubrious European styling, fine food and, as the name suggests, champagne over a weekend period.

As Australia's only festival dedicated solely to champagne the event is uniquely positioned to offer an aspirational and luxurious overseas travel experience without the cost in time, distance and money of a trip to the Champagne region of France.

Since its creation in 2016 the Festival has grown in size and reputation and this trajectory is predicted to continue in the coming years.



"Thanks to the involvement of key stakeholders, together we have managed to build a New Effervescent Community with a passion for champagne right here in South East Queensland. 'Et ce n'est que le debut'" *(*and that's only the beginning).*

Amanda Reboul | Director | Effervescence

The Champagne Trail - Sunday 13th August 2017- 459 attendees

The Champagne Trail is a three hour ticketed event where participants have the opportunity to taste an array of different champagnes from many smaller producers and larger well known houses. This all happens in a beautiful, relaxed country setting giving participants the impression that they have been transported to another place just for one afternoon. To further extend the gourmet experience, there is a range of local produce stalls and cooking demonstrations for participants to enjoy.

VIP Weekend Package Frid. 11th to Sun. 13th August- 22 attendees

The VIP Weekend package offers participants the opportunity to enter into a full champagne immersion program for 3 nights. During the weekend they experience masterclasses, gourmet degustation lunches and dinners with prestige champagnes, a pétanque competition (French Bowls), and initiation into the art of sabrage. Guests leave with a new appreciation and level of understanding about champagne as well as the feeling of having participated in a little French Art de Vivre.

Festival attendee

In 2017 23 champagne houses were involved in the festival supplying tastings of 50 cuvees and more than 6,000 tastings occurred on the day! About 70 percent of attendees tasted at least one cuvee from each Champagne house providing the houses opportunities for mass exposure.

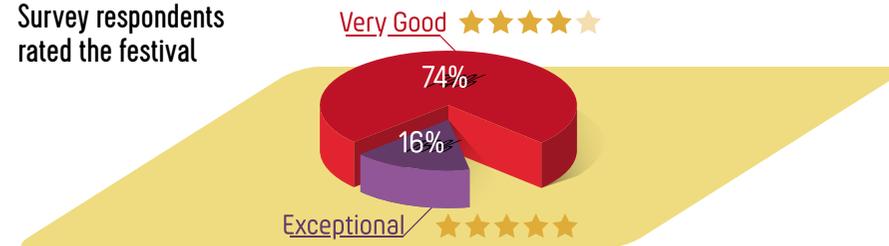


"The open-air long table lunches were an absolute highlight of the 2016 festival and something out of a French film. Amazing champagnes, exquisite food, great conversation and with a stunning view of the beautiful Lockyer Valley. Can't wait to do it all over again!!"



Damien Anthony Rossi
Effervescence Festival's Ambassador

Survey respondents rated the festival



"Champagne, food and ambience was superb"
Festival attendee

Effervescence

Celebrating everything Champagne

in

NUMBERS

2017 • 2017 • 2017 • 2017 • 2017
 2017 • 2017 • 2017 • 2017 • 2017
 2017 • 2017 • 2017

23

Champagne Houses

50

Cuvées

6000

Tastings

Attendees Loved

The Champagnes

100%
yes

The Venue

100%
yes

+47%

The Champagne Trail

+39%

The Week-end Package

Attendance

16%

Exceptional



74%

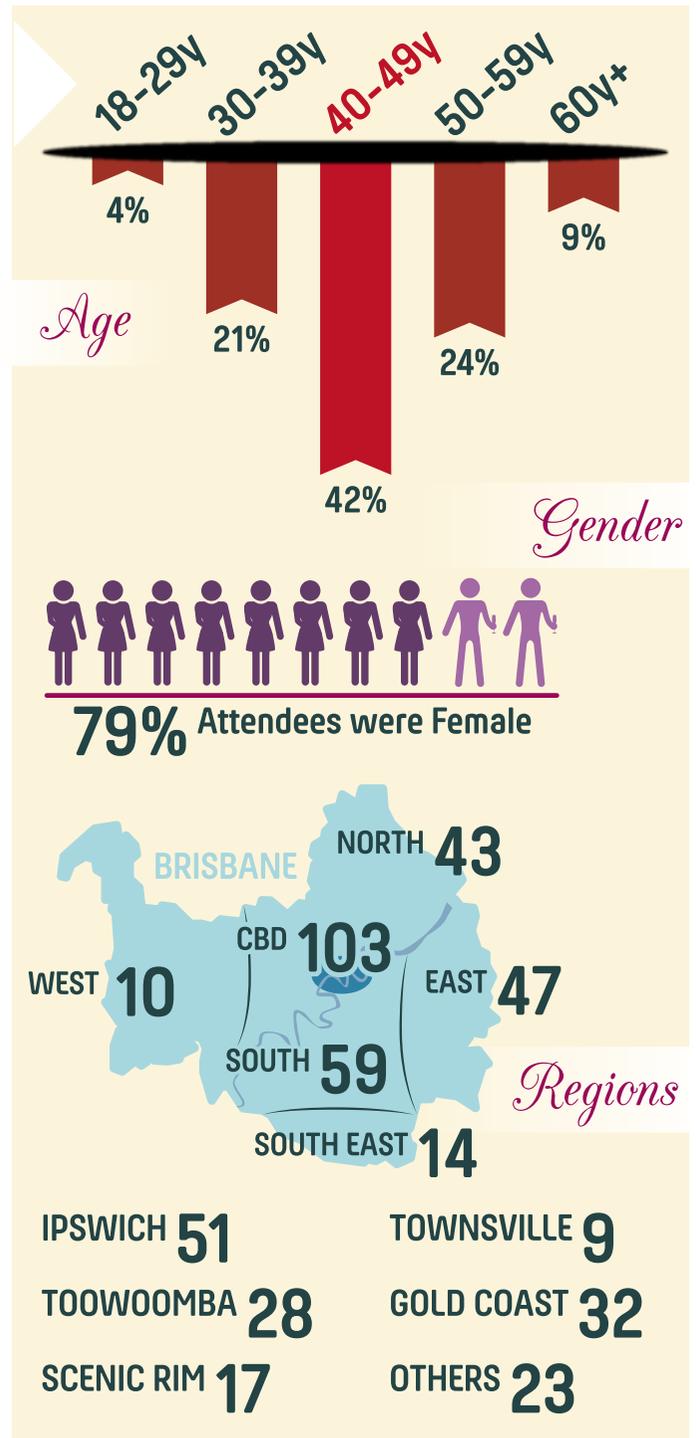
Very Good



Appreciation

94%

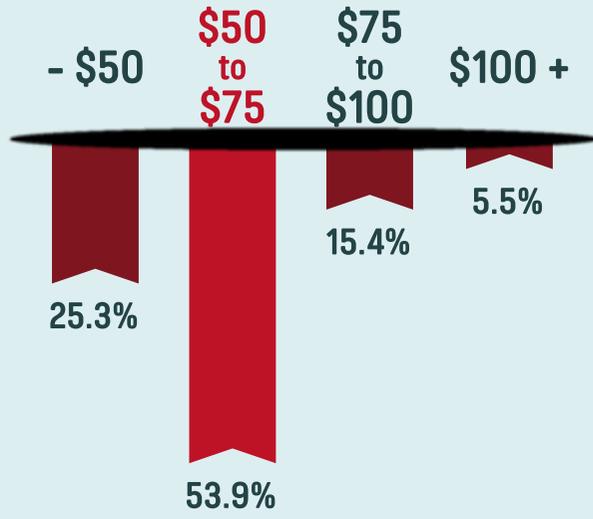
Attendees will attend
future festivals



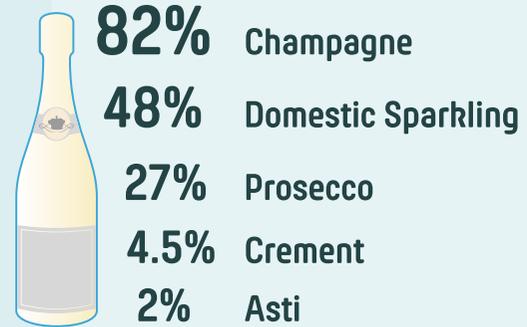


Most Surprising Products

2,000,000 People reached
by Media Coverage



Average spent per bottle



Regular purchase



Purchasing Factors

56%
Attendees will buy
more Champagne

92%
Will buy Champagnes
from the festival

History & Setting

Effervescence Champagne Festival was born out of the love of champagne and desire to bring the variety, quality and European elegance of champagne sampling to the local market. It is the creation of Amanda Reboul, whose family through marriage has connections to the Champagne region. Amanda herself lived in France for more than ten years. Her knowledge of champagne is recognised to be one of the best in Australia being a finalist in the prestigious Vin de Champagne Awards in August 2014.

During Amanda's time in France her understanding of wine making was enhanced by regular visits to Champagne, Languedoc-Roussillon, the Rhone Valley, Burgundy and the Loire Valley. Amanda is an inducted 'Chavalier-Sabreur' (sabering knight) and through the Effervescence Champagne Festival brings to life the tradition, European elegance and styling of champagne sampling.

"What you have managed to achieve is truly remarkable."

Festival exhibitor



"Fabulous spot for Sunday lunch"

Judy Booker. Facebook.



For the past two years the Effervescence Champagne Festival has been based at luxury country retreat Spicers Hidden Vale at Grandchester, an hour's drive south-west of Brisbane.

The setting, along with the quality of the champagne houses attending, were the two elements of the event which received a 100 percent satisfaction rating from the attendees. Neither of these elements could attract fault.

"Amazing setting, great variety of champagne houses and an excellent way to try new houses." Festival attendee



"Loved the setting, the champagnes, the music, the helicopter ride, and had not previously tried most of the champagnes displayed there." Champagne Aficionado.

Building Community

The Effervescence Champagne Festival community, although only two years old, is dedicated, passionate and growing.

Of the 20.5 percent of attendees who responded to the evaluation survey:

- 85.7 percent were open to receiving updates on future festivals and receiving promotional marketing materials
- 61.8 percent were open to receiving information from the champagne houses

More than 94 percent of attendees stated they would attend the Effervescence Champagne Festival again. Most attending did so to socialise with friends and more than 30 percent did so to try new champagnes.

"Good exposure to new houses"
Festival attendee

"Superb event! Take a Bow! Encore!"
Kgmc66. Instagram.

The online community is also growing:

- **Social media** (Facebook) following increased by 557 percent from the conclusion of the inaugural event to post 2017 festival
- **Facebook** post shares and likes have increased dramatically in 2017.

Cross promotions have worked extremely well.

For example, the Effervescence post by Urban List (liked by 166k) have a huge reach as it generated :

- 1,700 Likes
- 239 Shares
- 990 comments

Effervescence was also featured in all the online media (website, social media, etc) of Le Festival - Brisbane French Festival 2017 as well as on their promotional material (postcards, banners, etc)

"A most delightful afternoon.... great atmosphere: great champagnes: great excuse to gather a few friends together!" Festival attendee



Building the Champagne Purchasing Community

The essence of Effervescence Champagne Festival is to educate and inspire south-east Queenslanders on the enjoyment of champagne and influence the purchasing behaviour of attendees through exposure to previously untried champagne brands.

The majority of the attendees indicated they were already champagne drinkers with close to 82 percent saying champagne was a regular purchase. This was followed by domestic sparkling wine at close to 48 percent of respondents. Other mentions included Prosecco (27 percent), Cava (4.5 percent), Cremant (4.5 percent), and Asti (2 percent).

This provides the champagne community with the opportunity to grab the market share from the domestic and lesser-purchased overseas products through educational tastings at next year's Effervescence Champagne Festival.

Key factors in persuading the purchasing behaviour of attendees as indicated by them are:

1. **Taste** with close to 75 percent of respondents choosing this as their predominant factor
2. **Price** with close to 9 percent indicating this was their number one factor in choosing a champagne
3. **Exclusivity** with 7.5 percent stating that the champagne not being widely available is the key factor in their purchasing behaviour.

The champagne label wasn't the primary factor in purchasing choice for any of the attendees, and the ease of the champagne's availability also wasn't a key factor with only 3.8 percent of respondents saying the champagne needed to have widespread availability – indicating the champagne purchasing public are happy to search out a desirable bottle.

In 2017 more than 56 percent of attendees surveyed indicated their champagne purchasing frequency would increase following the festival.

Attendees indicated they would enjoy experiencing even more variety with 58 percent of attendees responding they saw potential to expand the number of champagne houses involved in Effervescence Champagne Festival. This presents a great opportunity to expand the festival and include more Champagne houses. Attendees were fully-satisfied with the quality of the champagne available at the festival with a 100 percent satisfaction rating of the champagnes tried over the weekend.

According to the 2017 responding attendees, 92 percent indicated they would put the Effervescence Champagne Festival champagne houses on to their shopping lists because of the event. Of these, the most likely to feature were Pol Roger and Royal Riviera but more than 90 percent of the champagnes featured at the 2017 Effervescence Champagne Festival were chosen by attendees for their shopping lists.

36 percent of respondents purchased on the day. The purchases were spread over 11 of the champagne houses attending on the day with Champagne Jacquart house attracting the most purchases followed closely by the Royal Riviera house.

"Royal Riviera was beautiful and I'd never heard of it before. Thank you, I've just found my favourite champagne!" Champagne aficionado



"All the champagnes were amazing."
Festival attendee

"Loved it! A gorgeous day out with friends, beautiful setting, lovely champagnes to discover." Champagne aficionado

Branding and Positioning

Effervescence Champagne Festival's currency is in aspirational and luxury champagne experiences.

The champagne houses involved are hand-picked by festival creator, Amanda Reboul.

In 2017 23 champagne houses were involved. According to survey respondents the most desirable of these was Pol Roger with more than 30 percent, followed by Louis Roederer at 29 percent and Moët et Chandon at 23 percent.

More than 31 percent of responding attendees indicated their primary reason for attending the festival was to try new champagnes. Many attendees were exposed to champagne houses for the first time at Effervescence Champagne Festival. More than 51 percent of respondents tasted Royal Riviera for the first time and it was the most surprising product experienced at the festival for close to 20 percent of the respondents, followed by the rose varieties of champagne.

Most surprising products from the festival



“Moët Hennessy Australia has participated in the past two Effervescence events including the inaugural event in 2016. Whilst 2016 was an outstanding success, this year’s event went to another level altogether with an extraordinary turnout of over 450 passionate Champagne aficionados on the Sunday ‘Tasting Trail’ session with many of these enthusiasts making their journey from as far and wide as Brisbane, Gold Coast and the Sunshine Coasts.”

**David Cross | Account Manager
Moët Hennessy Australia**

“All of the different ranges of possible champagnes and how much they differed”

Festival attendee talking about what was most surprising at the event.

“I enjoyed the variety of houses and the ability to taste each champagne.”

Festival attendee

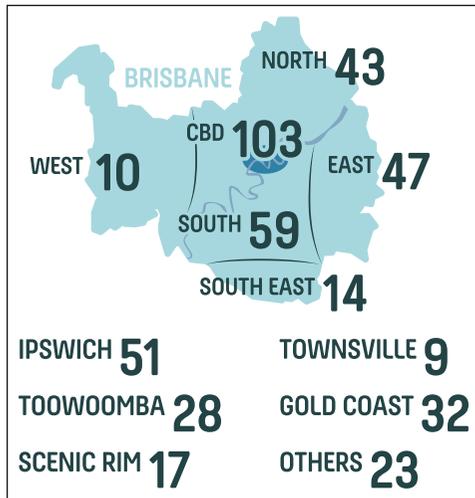
Audience interest and attraction to Effervescence Champagne Festival has increased over the two years since its inception with website hits over the four month period leading up to and including the event in 2017 increasing by 4 percent compared to the same period the year prior. There has also been a 557 percent increase for Facebook followers, a 344 percent increase in cumulative likes on Facebook, and a 339 percent increase in cumulative likes on Instagram since the first event.

Most importantly the number of attendees to the festival itself has increased. There has been a 21 percent increase for the Champagne Trail attendance and 39 percent increase for the weekend package from 2016 to 2017.



Demographics of attendees

Effervescence Champagne Festival attendees sit synergistically with the target demographic of key champagne consumers and purchasers.



The vast majority of attendees were female (79 percent) however this is lower than the 2016 female demographic which stood at 83 percent.

Attendees were drawn from Brisbane, the Gold Coast and Logan, Ipswich, the Lockyer Valley and Toowoomba, as well as as far afield as Townsville, Sydney, NSW and Melbourne, VIC.

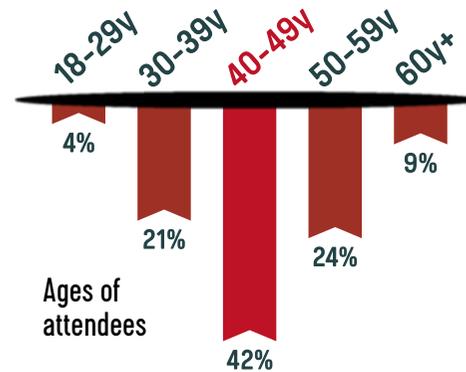
A good proportion of respondents drank champagne every week (28.6 percent) and 68 percent drank it at least once per month. The majority of respondents (close to 54 percent) typically spent between \$50 and \$75 on a bottle of champagne.

The average attendee sits in a higher socioeconomic demographic than the average of the general populous with the biggest group having a household income of between \$150,000 and \$199,000 annually and seven percent of attendees having a household income of more than \$400,000.

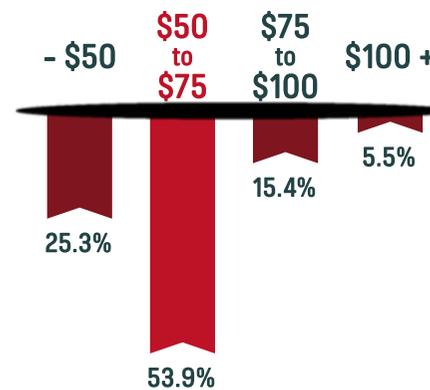
The attendee survey showed 33 percent of respondents purchased champagne for socialising events and 33 percent every so often. Only 16.7 percent purchased champagne as an everyday tittle and conversely 16.7 percent purchased champagne for special occasions only.

"Best day I have had in a really long time. It was spectacular. Music, quality of champagne, food and setting. I loved it. Thank you!!"

Festival attendee



Ages of attendees



Average spending per bottle of Champagne

Recommendations

Effervescence Champagne Festival attendees were overwhelmingly positive in their reception of the event.

More than **94%** stated they would attend again and **74%** scored it an eight or above out of ten. Most survey respondents saw value for money with **65%** indicating this aspect posed the least room for improvement.

While the respondents found no fault with the quality of the champagnes at the event or the setting, there were elements the attendees could see room for improvement.

- **93%** of respondents indicated the **food and drink options** had the most room for improvement
- **88%** of respondents saw room for improvement in the **knowledge sharing** component of the event
- **86%** of respondents identified the flow of the event and **scheduling** had potential to be improved.

Effervescence Champagne Festival has the potential to build upon the excellent reputation and positioning as Australia's only festival dedicated solely to champagne to become a cultural and lifestyle lynchpin in south-east Queensland's event calendar.

"A magical afternoon" Festival attendee

"Nothing like it in Australia" Festival attendee



Media coverage analysis

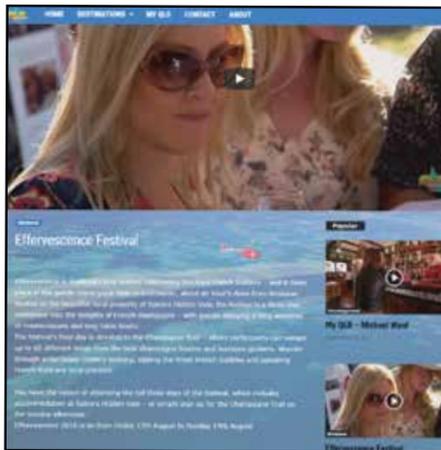
The media coverage reached over **two million people** with widespread coverage achieved.

Date	Outlet	Angle	Audience	AEV
14 May. 2017	ABC Sunday Morning	with Rebecca Livingston - Effervescence Festival		
16 Sept. 2017	Queensland Weekender	Effervescence Festival		
20 Aug. 2017	Sunday Mail Brisbane	Party Confidential	308,339	126,596
20 Aug. 2017	Sunday Mail Brisbane	Effervescence Champagne	308,339	36,912
15 Aug. 2017	Indulge Magazine	Effervescence Socials		
12 Aug. 2017	Eventfinda	Effervescence Champagne Festival 2017		
12 Aug.2017	The Courier-Mail	Bubbly Fest	173,014	7,272
11 Aug. 2017	The Courier-Mail	Bubbly Fest	38,829	960
08 Aug. 2017	Style Magazines	Weekend Style Guide (Aug.11-13)	60,000	4,842
08 Aug. 2017	LifeStyle Queensland	What's on in Ipswich in August	9,169	3,087
08 Aug. 2017	Gourmand & Gourmet	Weekly Fork #121		
01 Aug. 2017	Style	Style Diary, Effervescence Champagne Festival	60,000	13,580
01 Aug.2017	LifeStyle Queensland	What's on in Ipswich in August	32,000	2,920
31 July 2017	The Urban List	12 Of The Best Events Popping Up In Brisbane This August	166,501	22,016
30 July 2017	The Sunday Mail (Brisbane)	All In The Family	308,339	66,028
28 July 2017	Toowoomba Chronical	Festival Tickets	14,574	224
26 July 2017	Brisbane News	The List	104,683	48,776
23 July 2017	Channel 7, Great Day Out at 17:39	See details next page	323,000	361,668
23 July 2017	Channel 7 Great Day Out at 17:27	See details next page	121,000	25,626
		TOTAL	2,027,787	720,507

Effervescence sponsored Le Festival - Brisbane French Festival which reached over five million people. Therefore, Effervescence Festival has also received benefits from their large media coverage taking our figures to much more than 2 million.

Media coverage analysis

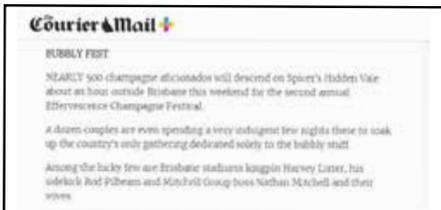
Date	Outlet	Angle	Audience	AEV
23 July 2017	Channel 7, Brisbane, Great Day Out at 17:39	Presenter Damien Anthony Rossi says the Effervescence Festival, which is a festival devoted to champagne will return in August. Champagne expert David Donald tastes champagne with Rossi. He visits Head Chef Ash Martin of Spicers Hidden Vale.	323,000	361,668
23 July	Seven Bundaberg, Great Day Out at 17:39	As above	 <p>Effervescence 23 Jul 2017</p> <p>It's time for some serious sparkling - as Effervescence returns to Brisbane today as the champagne festival returns to Brisbane.</p> <p>Journalist's first visit to Festival (shared in champagne) is on again from 17:39 on the 23rd August.</p> <p>Fun and free (with 100 packages in Effervescence include welcome drinks, accommodation, long table lunches, a 3-course degustation dinner, champagne masterclasses and more wine. That's also the chance to join the national golf challenge - a group of 4 champagne clubs will win a trophy.</p> <p>It can't be! There we were, and here it is! Champagne Festival returns, it's the champagne festival experience on the Gold Coast.</p>	
23 July	Seven Cairns, Great Day Out at 17:39	As above		
23 July	Seven Mackay, Great Day Out at 17:39	As above		
23 July	Seven Mt Isa, Great Day Out at 17:39	As above		
23 July	Seven Rockhampton, Great Day Out at 17:39	As above		
23 July	Seven Sunshine Coast, Great Day Out at 17:39	As above		
23 July	Seven Toowoomba, Great Day Out at 17:39	As above		
23 July	Seven Townsville, Great Day Out at 17:39	As above		
23 July	Channel 7 Brisbane Great Day Out at 17:27	Program Preview – Tour of the Gold Coast, Effervescence Festival, Regular segment: The Great Day Out	121,000	25,626
23 July	Seven Bundaberg Great Day Out at 17:27	As above		
23 July	Seven Cairns Great Day Out at 17:27	As above		
23 July	Seven Mackay Great Day Out at 17:27	As above		
23 July	Seven Mt Isa Great Day Out at 17:27	As above		
23 July	Seven Rockhampton Great Day Out at 17:27	As above		
23 July	Seven Sunshine Coast Great Day Out at 17:27	As above		
23 July	Seven Toowoomba Great Day Out at 17:27	As above		
23 July	Seven Townsville Great Day Out at 17:27	As above		



Queensland Weekender - 16 September, 2017



Sunday Mail Brisbane - 20 August, 2017



Brisbane's The Courier-Mail - 11 August, 2017



Indulge Magazine - 20 August, 2017



Eventfinda - 12 August, 2017



The Courier-Mail - 12 August, 2017



Gourmand & Gourmet - 08 August, 2017



Lifestyle Queensland - 08 August, 2017



Style Magazines - 08 August, 2017

STYLE DIARY

AUGUST

3-6
NEWEST DRESS AWARDS JULY 15-16
 The annual event celebrates the best in fashion and style. Hosted by the Queensland Fashion Council, the event is a must-see for anyone interested in the fashion industry.

11-13
SPRING/Summer Fashion Festival JUL 11-13
 One of Brisbane's largest fashion events, the festival features a variety of fashion shows, workshops, and seminars. It's a great opportunity for anyone looking to stay on top of the latest trends.

11-20
WINE, SPIRITS AND MORE AWARDS JUL 11-20
 The annual event celebrates the best in wine, spirits, and more. Hosted by the Queensland Wine and Spirits Council, the event is a must-see for anyone interested in the industry.

15
THE FASHION AWARDS JULY 15
 The annual event celebrates the best in fashion. Hosted by the Queensland Fashion Council, the event is a must-see for anyone interested in the industry.

25
WINE AWARDS JULY 25
 The annual event celebrates the best in wine. Hosted by the Queensland Wine and Spirits Council, the event is a must-see for anyone interested in the industry.

27-31
WINE AWARDS JULY 27-31
 The annual event celebrates the best in wine. Hosted by the Queensland Wine and Spirits Council, the event is a must-see for anyone interested in the industry.

31
THE FASHION AWARDS JULY 31
 The annual event celebrates the best in fashion. Hosted by the Queensland Fashion Council, the event is a must-see for anyone interested in the industry.

Style - 01 August, 2017

What's on in Ipswich in August

1-10 August
Miss Daily Traditional Festival
 Miss Daily Traditional Festival, Ipswich, 1-10 August. The festival celebrates the best in traditional music and dance. It's a great opportunity for anyone interested in the industry.

1-10 August
Traditional Music Festival
 Traditional Music Festival, Ipswich, 1-10 August. The festival celebrates the best in traditional music and dance. It's a great opportunity for anyone interested in the industry.

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Traditional Music Festival
 Traditional Music Festival, Ipswich, 1-10 August. The festival celebrates the best in traditional music and dance. It's a great opportunity for anyone interested in the industry.

What's on in Ipswich in August

12 Of The Best Events Popping Up In Brisbane This August

By *Patricia Oswald* | 31 July 2017

Mercedes-Benz Fashion Festival
 Mercedes-Benz Fashion Festival, Brisbane, 1-10 August. The festival celebrates the best in fashion and style. It's a great opportunity for anyone interested in the industry.

Redcliffe KiteFest
 Redcliffe KiteFest, Redcliffe, 1-10 August. The festival celebrates the best in kite flying. It's a great opportunity for anyone interested in the industry.

Effervescence Champagne Festival
 Effervescence Champagne Festival, Brisbane, 11-13 August. The festival celebrates the best in champagne. It's a great opportunity for anyone interested in the industry.

The Urban List - 31 July, 2017

ALL IN THE FAMILY

The cheap and cheerful Hamilton favourite has changed hands, but is staying: and, with the attached menu, pretty the same.

DINO'S RESTAURANT REVIEWED BY ANOOSKA TUCKER-EVANS

3/5 \$5000

BRING ON BUBBLES
 Traditional Champagne buffet, \$5000. The buffet is a great value for money and offers a wide variety of champagne options.

NEW-LOOK JAPANESE
 The new look Japanese restaurant, \$5000. The restaurant has been revamped and now offers a more modern dining experience.

SPROUTING LOVE
 Sprouting Love, \$5000. The restaurant has been revamped and now offers a more modern dining experience.

The Sunday Mail (Brisbane) - 30 July, 2017

IN BRIEF

Festival tickets

TICKETS are now on sale for Australia's only festival dedicated to champagne, Effervescence.

Held at Spicers Hidden Vale on August 13, the festival was created by champagne educator Amanda Reboul.

Tickets are \$120 per person plus \$30 return for the coach from Toowoomba.

The ticket price includes champagne tastings, a tote bag, a snack box, a Philippe Jarnesse tasting flute and a notebook.

Book at effervescence.com.au.

Toowoomba Chronicle - 28 July, 2017

THE LIST

1 DRIVE CHAMPAGNE FESTIVAL GRANDCHESTER

Raise a glass to Effervescence, Australia's only French Champagne Festival at Spicers Hidden Vale, an hour's drive from Brisbane. Sign up for a luxury VIP weekend package or make a day trip of the Sunday Champagne Trail, tasting more than 60 different cuvees. Runs Aug 11-13. effervescence.com.au

2 MUSIC DEAD OF WINTER FESTIVAL FORTITUDE VALLEY

Heavy rock and metal fans will head to the Jubilee Hotel on Jul 29 where the program features 25 bands across four stages, including Melbourne institutions The Brakes and indie punk mainstays The Menzies (on their last foreseeable Australian tour) and Sabrina Laneie (below), who has just released album *Hash the Mountain*. jubbileroad.com.au

The Sunday Mail (Brisbane) - 30 July, 2017

GREAT DAY OUT

THE GREAT DAY OUT - EFFERVESCENCE

Get ready for some serious sparkle - as Effervescence returns to Spicers Hidden Vale at Grandchester on a hot day from Brisbane.

Australia's first weekend festival devoted to champagne is set again from the 11th to the 13th August.

Two and three-night VIP packages to Effervescence include exquisite country accommodation, long table lunches, a 3-course degustation dinner, champagne masterclasses and much more. There's also the chance to learn the traditional art of Satrage - slicing open a champagne bottle with a military saber.

If you don't have an entire weekend free to devote to French bubbles, there's the Champagne Trail experience on the Sunday afternoon.

Tasting tables representing 27 different champagne houses will be dotted across the picturesque rural grounds of Spicers Hidden Vale.

With notebooks and complimentary champagne glass in hand, you can't beat the champagne region of France - without leaving southeast Queensland!

Effervescence Festival
 Spicers Hidden Vale, Grandchester
 August 11 - 13
www.effervescence.com.au

For more information
or to become a sponsor in 2018,
please contact

Amanda Reboul

Director

Effervescence
Celebrating everything Champagne An
initiative of RBL International Pty Ltd



THANK YOU

Economic Development and Digital City Committee	
Mtg Date: 20.02.18	OAR: Yes
Authorisation: Ben Pole	

8 January 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: EVENT SPONSORSHIP OF THE 2018 IPSWICH SHOW

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 8 January 2018 concerning an application for event sponsorship by Ipswich Show Society for the 2018 Ipswich Show being held 18-20 May 2018.

BACKGROUND:

The 145th annual Ipswich Show is held over three days in May with exhibits, agricultural displays, entertainment, trade stalls, community and schools involvement, competitions, animal displays and events and activities supporting the Ipswich and surrounding areas.

This is a ticketed event with tickets ranging in value between \$10.00 (primary school age) and \$20.00 (adult) and approximately 30,000 attend the event over the three days. The Show is advertised via Channel 9, River 949 and the Queensland Times.

Using economy.id Event Impact Calculator the estimated total economic impact of the 2018 Ipswich Show Society is \$1,500,000.00.

Funding provided by Council to Ipswich Show Society in the past three (3) years is included below:

Date	Nature of contribution	Amount
2015	Community Donations	\$24,250.00
2016	Community Donations	\$46,125.00
	Community Assistance	\$4,254.05
2017	Community Donations	\$25,200.00
	Community Assistance	\$3,738.95

SPONSORSHIP REQUEST:

The Ipswich Show Society has submitted an Event Sponsorship Application for \$20,000.00 to assist with costs associated with the running of the event. Organisers have also requested in-kind support as detailed in the table below (including estimated value)

<i>In Kind Request</i>	<i>Cost (based on 2016 expenditure)</i>	<i>notes</i>
100 x 240L General Bins	\$975.45	
600 x 240L bin liners	\$151.86	
1 x large Compactor	\$493.50	
1 x 20m ³ cardboard bin	\$286.70	
14 water barricades	\$400.00	
12 x Road Cones	\$0.00	
Road Sweeper pre & post Show	\$1,164.30	
Changing of parking signs to disabled parking signs in Parker Ave (as per road closure approval by Qld Police Service)	\$720.00	
Trimming of trees on Parker Avenue below the gutters of the Pavilion and also in front of the Ipswich Show sign at the corner of Warwick & Salisbury Road intersection	\$200.00	estimate only
Repairs to bitumen failure/pot holes on the showgrounds	\$2,329.14	
Insert into Rates Notice	\$750.00	Estimate only
Loan of 70 potted plants/palms for the Exhibit Pavilion, Main Pavilion and Food Court areas	\$0.00	

TOTAL

\$6,720.95

It is understood that The Ipswich Show Society has also sought additional funding directly from Councillors for Community Donations.

Sponsorship benefits to be negotiated for Council include:

- City of Ipswich Billboard signage in main arena (\$3,300 annual)
- City of Ipswich Billboard signage on Ipswich Showgrounds facing Warwick Road (\$3,300 annual)
- City of Ipswich logo representation on Channel 9 advertising leading up to the Show, as well as live crosses during the Show;
- City of Ipswich logo representation on brochures, website, programs, exhibit schedule, posters etc. (estimated value \$15,000)

- Complimentary trade space site 6m x 9m (\$882 value) plus 6m x 3m for Ipswich Waste (\$911 value)
- Half price entry passes into the Show for all Ipswich City Council employees, as approved by the Ipswich Show Committee.
- Invitation to Councillors to Showtime events and various promotions during the Show.
- Provide "naming rights" to selected events at the show.

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provides \$25,000.00 financial support to Ipswich Show Society for the 2018 Ipswich Show and Nil In-Kind support. This recommendation is made due to the additional costs that will need to be borne by Council to co-ordinate the high level of In-Kind support that has been requested.

BENEFITS TO COMMUNITY AND CUSTOMERS:

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

Goal 1 Strategy 6 Key Action 6.4 – 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
Application for Event Sponsorship of 2018 Ipswich Show	 Attachment A

RECOMMENDATION:

That Council allocate event sponsorship of \$25,000.00 to support to The Ipswich Show Society for the 2018 Ipswich Show from the 2017-2018 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.

Paula Watkins

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Ben Pole

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

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00087 From IPSWICH SHOW SOCIETY

Organisation Details

* indicates a required field

Organisation Name * IPSWICH SHOW SOCIETY

Contact Person * Mrs Cheryl Fryer

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email *

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

37 438 074 435

Information from the Australian Business Register

ABN	37 438 074 435
Entity name	Ipswich Show Society
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Charity More information
ACNC Registration	Registered
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main business location	4305 QLD

Information current as at 12:00am on 2 Feb

Must be an ABN

Attach copy of Public Liability Insurance *

Filename Ipswich COC Liability 2018.pdf

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00087 From IPSWICH SHOW SOCIETY

File size 902.6 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). *

Yes, support for Ipswich Annual Show held 19-21 May 2017, by way of contra support with bins, compactor, donations towards exhibit sections, barriers, etc. The Ipswich City Council also contributed donation of \$20,000 towards infrastructure (Retaining wall on main drive)

Traditionally, the Ipswich City Council has supported us through considerable cash donations and in kind support in providing media contacts and promotions as well as giving us sponsorship leads. This support was invaluable to the success of the annual show.

It is difficult to put a value against the support the Ipswich City council has provided,

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: *

IPSWICH ANNUAL SHOW

Start Date: *

18/05/2018

What is the expected start date of the event?

End Date: *

20/05/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

The Ipswich Annual Show is held over 3 days in May showcasing displays, exhibits, agricultural displays, entertainment, trade stalls, community and schools

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00087 From IPSWICH SHOW SOCIETY

involvement, competitions, animal displays and events and activities supporting the Ipswich and surrounding areas.

Hosted over three days the Ipswich Show will be a feast of activities appealing to a very broad demographic. The appeal of 'The Show' is inter-generational with attendees aged from toddlers through to grandparents.

In 2018 we will be celebrating our 145th Show with an extensive array of entertainment located throughout the showgrounds. Traditional activities will again be on show, from Horses to Horticulture, Pigeons to Photography, Wood Chop to baby animals. There will be Arts & Crafts to Beer & Wine tasting, Demolition Derby to Brute Ute's - something for everyone! In essence, the annual show is a traditional showcase of the agricultural, horticultural, industrial and cultural aspects of the Ipswich and West Moreton Region.

Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Showgrounds, Cnr Warwick & Salisbury Rds, Ipswich Qld

Estimated Attendance *

Between 26,000 to 30,000 over 3 days

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

The Ipswich Show has now been held annually for 144 years to date, making it one of the oldest Shows in Queensland history. The location, community activities and key draw cards may have changed over the years, however the residents of Ipswich and the surrounding areas still look forward to this annual celebration.

The Ipswich Show Society is a not-for-profit organization run by volunteers and relies on the community and Ipswich City Council by way of services and monetary support to assist in bringing this annual event for the benefit of the local and wider community.

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? *

\$20,000

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

- Insertion of Ipswich Show flyer into Ipswich City Council Rate Notices for April 2018 distribution;
- 100 x 240L General Bins;
- 600 x 240L bin liners;
- 1 x large Compactor;
- 1 x 20m³ cardboard bin;

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Application ES00087 From IPSWICH SHOW SOCIETY

- 14 water barricades,
- 12 x Road Cones;
- Road Sweeper pre & post Show;
- Changing of parking signs to disabled parking signs in Parker Ave (as per road closure approval by Qld Police Service);
- Trimming of trees on Parker Avenue below the gutters of the Pavilion and also in front of the Ipswich Show sign at the corner of Warwick & Salisbury Road intersection;
- Repairs to bitumen failure/pot holes on the showgrounds;
- Loan of 70 potted plants/palms for the Exhibit Pavilion, Main Pavilion and Food Court areas.

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

No

What are the goals and objectives of the event? *

Bringing an annual agricultural event from the West Moreton region to the City of Ipswich for the benefit of the local and wider community, not only the show but the benefit to local businesses as well. The Ipswich show in essence is a celebration of the agricultural, horticultural, industrial and cultural attributes of the city of Ipswich and its surrounds

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

All ages for Ipswich local and wider community, from young families to the older generation. The various competitions that the show provides all members of the community is inclusive of all community members both young and old.

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

The key benefits the annual Ipswich Show brings the community include the following

- Tourism- this event attracts people from all over the SEQ region including some from interstate such as judges and entertainers and other members of the 560 shows throughout Australia and New Zealand.
- Cultural enrichment - We have a number of competitions which encourage and promote the cultural achievements of the region. This includes entertainment displaying particular cultures.
- Economic boost - The Show has always been a platform for local businesses to promote their goods and services to the wider community by trading at the show. Inside and outside space is available for them to setup.
- Entertainment - The annual show also focuses on entertaining the showgoers with thrill rides, games and

Event Sponsorship February 2018

Event Sponsorship Form

Application ES00087 From IPSWICH SHOW SOCIETY

attractions which are not normally available to the people of Ipswich.

- Competitions - There are more than 30 different competitions designed to allow people to enter and compete against others who have a common interest. The interest groups which we run these competitions for include Horses, Cattle, Dogs, Poultry, Pigeons, Alpacas, Photography, Horticulture, Foods, honey, produce, fruit and vegetables, schoolwork, pottery, fine arts and Needle work.

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

As a 'contra' the Ipswich Show Society provides:

- City of Ipswich Billboard signage in main arena (\$3,300 annual)
- Ipswich City Council Billboard signage on Ipswich Showgrounds facing Warwick Road (\$3,300 annual)
- Ipswich City Council logo representation on Channel 9 advertising leading up to the Show, as well as live crosses during the Show;
- Ipswich City Council logo representation on brochures, website, programs, exhibit schedule, posters etc. (estimated value \$15,000)
- Free Council tradespace site (6m x 9m - \$882 value) plus (6m x 3m for Ipswich Waste - \$911 value) (if cash sponsorship approved)
- Half price entry passes into the Show for all Ipswich City Council employees, as approved by the Ipswich Show Committee.
- Invitation to Councillors to showtime events and various promotions during the Show.
- Provide "naming rights" to selected events at the show.

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

The Show society records the names and addresses of all competitors in all sections for each show. We also have records of exhibitors and itinerants. Records are made of gate attendants, including the breakup of adults, concession, high school, primary school, membership and other selected categories of gate attendees.

At times, the Ipswich Show Society conducts their own surveying of the annual show to identify trends and help us to understand our market, including the running of competitions and staging of events during the annual show.

The Ipswich show runs annual competitions, partnering with local business, giving away prizes each day of the show. They must provide their details to enter. At times there is a simple survey attached and the entrant must provide details.

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Application ES00087 From IPSWICH SHOW SOCIETY

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

There are many individuals, businesses and local community groups involved in supporting the Ipswich Show.

We receive an annual show grant which is allocated between all 128 show societies in Queensland. This allocation is administered by the Queensland Government and pays average "per person" for each person attending the event. The amount given varies, but usually pays approximately one third of our annual insurance premium.

The Ipswich City Council has traditionally represented the largest annual sponsor and as such we have always given the most amount of publicity and recognition to strengthen the relationship between the community and the Ipswich City Council by using our annual Ipswich Show as a platform to achieve this.

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) *

The Show Society has a huge economic benefit to the community and gives preferences to local suppliers and contracts, including employing local people. The business community use the Ipswich Show to "show off" their goods and services to the local community.

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

There are many volunteers, schools, businesses, individuals, community groups that are involved in the Show. Having a trade stand at the show allows the Councillors and Council staff to participate in the show and speak directly with the local Ipswich community.

Our event has evolved to provide over 30 different competitions offered to all parts of our community to participate.

The Show Society encourages all not-for-profit organisations to be involved in this event to provide their organisation.

The show has a very high community engagement which is traditional and has evolved over time

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

The Ipswich Show is in it's 145th year. Every year, the Ipswich Show bring large economic benefit to Ipswich with short and medium term rewards. Economic benefits range from accommodation bookings in local motels, meals purchased at local restaurants, food purchased at local super markets. The show provides huge economic benefit to the region in many different ways.

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Application ES00087 From IPSWICH SHOW SOCIETY

Outline how will this event attract visitors to Ipswich? *

The Ipswich Show is one of the largest events in the city and surrounding areas. This event brings people from the city and the country to experience the Ipswich Show. The Ipswich show is promoted to the SEQ community through television advertising via channel 9 Brisbane, River 949 radio and the Queensland Times Newspapers. There is an extensive online presence including Social media advertising which is organically boosted and partnered with such platforms as "Its Showtime", Riverlink and Redbank Plaza shopping Centres and many other local Businesses. The "Mayors message" sent out in the rates notice also reaches far and wide outside of the Ipswich City Council boundaries and is a key marketing tool. There is a direct letter box drop outside the Ipswich City Council boundaries to the outer western Brisbane suburbs.

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

Advertising of the Annual Show is done through several media types. eg. facebook, newspapers, television, radio, posters etc. This attracts journalists to come to the show to showcase all aspects of the show encouraging patrons, community groups and business to attend.

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

The Ipswich Show has now been held annually for 144 years to date, making it one of the oldest Shows in Queensland history. The annual Ipswich Show delivers competitions to the wider community which other events do not. The annual show also provides entertainment only found at regional agricultural shows.

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

The show always follows the Ipswich Festival, and the Show and Festival have similar and complimentary cultural benefits. The festival does not promote the agricultural, horticultural and (to a limited extent) the industrial aspects of our city. Both events promote the City of Ipswich, to not only the local community but to the wider region, encouraging people to our City. The show attracts many people from throughout Australia to the event, especially those involved in Agricultural pursuits

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

Ipswich City Council's assistance is greatly appreciated as it will assist the various sections of the Ipswich show with not only prize monies but operational costs which are ever increasing.

Without the funding the Ipswich Show would not be able to provide the amount of competitions and entertainment available to the community at this annual event.

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Application ES00087 From IPSWICH SHOW SOCIETY

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

The Ipswich Show is already a significant, traditional, historical, Regional Event.

Each year the Committee of Management of the Ipswich Show Society strive to improve and show and the showground facilities for the benefit of the people of Ipswich.

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

The Ipswich Show Society has been running for 144 years, going into 145 years this year.

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

Mr Rusty Thomas, President - Rusty has been in the event coordinating scene for a long time - he has also been involved with the events corp and Kay-Dee events.

Mr Darren Zanow, Vice President - Darren has been involved with the Ipswich Show Society for over 30 years organising and setting up for the Ipswich Show is something that Darren is passionate about. Darren has also assisted Rusty for his business.

Up to 400 volunteers come to make the Show possible as well as a few paid staff.

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

There are 28 different competition events for each annual show, of which each has their own income and expenditure. (Budget)

Many sections do not run at a profit, instead they are subsidised by gate attendance, sponsorship, grants, tradespace income.

There is an overall profit & loss with particular thought of budgeting each year.

These details are based on previous year show profit & loss and can be found on next page as attachment.

Attachments

* indicates a required field

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

Filename	Timeline Requirements.docx
File size	23.1 kB

Attached a comprehensive budget (including all proposed

Filename	DOC310118-31012018134814 (3).pdf
File size	27.0 kB

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Application ES00087 From IPSWICH SHOW SOCIETY

income and expenditure)

*

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

Filename 2017-18 Management Committee.docx

File size 13.9 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
Camping *	\$930.00 *	Signage *	\$12,000.00 *
Commissions	\$6,200.00	Catering/meals	\$20,000.00
donations/sponsorship	\$72,000.00	Contractors	\$4,000.00
Gate Takings	\$205,000.00	Cartage/Truck Hire	\$600.00
Show Grant	\$26,471.00	Affiliation fees	\$400.00
Nominations	\$15,500.00	Accommodation	\$5,000.00
Raffles	\$900.00	Advertising	\$20,000.00
Rent	\$106,000.00	Bus Hire	\$6,500.00
Sundry	\$3,500.00	Cleaning	\$16,000.00
		Electricity	\$20,000.00
		Entertainment/Announcer	\$75,000.00
		Equipment Hire	\$45,000.00
		Wages /super	\$80,000.00
		Security	\$20,000.00
		Prizes	\$52,000.00
		Print/stationery/postage	\$7,000.00

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		Judges/ Stewards/volunteers	\$11,000.00
		Rain Insurance scheme	\$3,500.00
		All other Operational expenses, maintenance & preparations	\$52,200.00
	Total: \$436,501.00		Total: \$450,200.00

Total Amount Requested: *

\$20,000.00

GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$450,200.00

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: *

Various exhibit sections that need monetary assistance to cover prize monies and operational costs. Priority allocation will be given to sections needing assistance: i.e. - Horses, Stud Cattle, Poultry, Waterfowl, Pigeons, Caged Birds, Apiculture, Farm Produce, Fruit Veg & Eggs, Foods, Creative Craft, Fine Art, Photography, Horticulture, Woodchop, Wine, Miniature Goats, Natural Fibres, Pet Parade, Brute Ute, Demolition Derby, Dunny Derby, Young Talent, Modelling Pageant, 6 Bar Jump in Main Arena

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
Potential business/supporter	Anticipated sponsorship	\$29,970.00
Lowood Slimmers	Volunteers	\$0.00
Lions Club of Ipswich	Volunteers	\$0.00
Ipswich Scareforce	Volunteers	\$0.00
Ipswich Thistle Pipe Band	Volunteers	\$0.00
Ipswich Show Society	Volunteers	\$0.00
Various local businesses	sponsorship/trophies/products (commitment to date)	\$41,600.00

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Local Councillors and MP's	Donations - (commitment to date)	\$0.00
Local supporters	Donations/trophies (commitment to date)	\$430.00
		Total: \$72,000.00

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.
- 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 David Thomas

Position in Organisation: * President

Date: * 02/02/2018

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

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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.