5 October 2018

Sir/Madam

Notice is hereby given that a Meeting of the LIBRARIES AND TOURISM COMMITTEE is to be held in the Council Chambers on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at 11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier on Tuesday, 9 October 2018.

<table>
<thead>
<tr>
<th>MEMBERS OF THE LIBRARIES AND TOURISM COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greg Chemello (Interim Administrator)</td>
</tr>
<tr>
<td>(Chairperson)</td>
</tr>
</tbody>
</table>

Yours faithfully

CHIEF EXECUTIVE OFFICER
LIBRARIES AND TOURISM COMMITTEE AGENDA
11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier on
Tuesday, 9 October 2018
Council Chambers

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Item Title</th>
<th>Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESENTATION</td>
<td>At the commencement of the meeting the Chief Operating Officer (Economic Development and Marketing) will be making a presentation regarding Nature Based Adventure Tourism in Ipswich.</td>
<td>COO(EDM)</td>
</tr>
<tr>
<td>1</td>
<td>Tourism Development Branch September 2018 Quarter Report</td>
<td>TDM</td>
</tr>
<tr>
<td>2</td>
<td>2018–2019 Discover Ipswich Campaign Plan</td>
<td>TDM</td>
</tr>
</tbody>
</table>

** Item includes confidential papers
PRESENTATION

At the commencement of the meeting the Chief Operating Officer (Economic Development and Marketing) will be making a presentation regarding Nature Based Adventure Tourism in Ipswich.

1. TOURISM DEVELOPMENT BRANCH SEPTEMBER 2018 QUARTER REPORT

With reference to a report by the Tourism Development Manager dated 21 September 2018 concerning the outputs and outcomes of Council’s Tourism Development branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

RECOMMENDATION

That the report concerning the outputs and outcomes of Council’s Tourism Development Branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

2. 2018–2019 DISCOVER IPSWICH CAMPAIGN PLAN


RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That a Quote Consideration Plan/s is prepared to enter into contracts with each of the businesses listed in the column 1 of the table below for respective service/s listed in the column 2 below in accordance with section 230(1)(a) of the Local Government Regulation 2012.

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Advertising</td>
</tr>
<tr>
<td>Instagram</td>
<td>Advertising</td>
</tr>
<tr>
<td>Google</td>
<td>Advertising</td>
</tr>
<tr>
<td>YouTube</td>
<td>Advertising</td>
</tr>
<tr>
<td>Brisbane Broncos</td>
<td>Advertising</td>
</tr>
</tbody>
</table>

** Item includes confidential papers

and any other items as considered necessary.
21 September 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
FROM: TOURISM DEVELOPMENT MANAGER
RE: TOURISM DEVELOPMENT BRANCH SEPTEMBER 2018 QUARTER REPORT

INTRODUCTION:
This is a report by the Tourism Development Manager dated 21 September 2018 concerning the outputs and outcomes of Council’s Tourism Development branch as part of the Economic Development and Marketing Department for the quarter ending September 2018.

BACKGROUND:
Council’s Tourism Development branch is actively engaged in destination marketing, industry development and major events with the purpose of increasing the region’s visitor economy. We aim for Ipswich to be recognised as an accessible daytrip and short break destination within the south east Queensland market.

The priorities of the Tourism Development branch have been based on the Destination Marketing, Management and Events Plan developed in 2015 to coordinate the industry and focus activities on increasing visitor demand, visitation and expenditure in the region.

Council will achieve the targeted growth in market share, visitor arrivals and expenditure by continually increasing the destination product offering through industry development and the destination demand through effective marketing.

SUMMARY:
The July to September quarter saw the continuation of the Discover Ipswich campaign. The Discover Ipswich campaign targets day-trippers and short break visitation from Brisbane and south east Queensland catchment with print, television and digital advertising along with partnerships and publicity via media, key influencers and bloggers.

During the quarter the Discover Ipswich campaign was awarded bronze in the Travel and Leisure category by The Communications Council and the Australian Association of National Advertisers. Discover Ipswich was voted as one of Australia’s most effective travel marketing campaigns along with finalists Virgin Airlines, P&O Cruises and Visit Victoria.
**PRIORITIES:**

**Google Street View Trekker**

In partnership with Google, the Tourism Development branch has been using Street View technology to map the region in 360 degree imagery. The project took almost six months and with 56 locations covered making Ipswich the most ‘mapped’ city in the Oceanic region. A variety of publicity has been generated already by the project but the main objective will be realised when the content becomes available for search and promotion on Google’s worldwide platform in early 2019.

<table>
<thead>
<tr>
<th>Google Street View Trekker Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>88 Limestone Street</td>
</tr>
<tr>
<td>Annabelle Street Park</td>
</tr>
<tr>
<td>Bob Gamble Park</td>
</tr>
<tr>
<td>Bradfield Walking Bridge</td>
</tr>
<tr>
<td>Brassall Bikeway</td>
</tr>
<tr>
<td>Bremer River (in Ipswich)</td>
</tr>
<tr>
<td>Brisbane River (in Ipswich)</td>
</tr>
<tr>
<td>Brisbane Valley Rail Trail</td>
</tr>
<tr>
<td>Kholo Botanical Gardens</td>
</tr>
<tr>
<td>Limestone Park</td>
</tr>
<tr>
<td>Mihi Junction</td>
</tr>
<tr>
<td>Nerima Gardens</td>
</tr>
<tr>
<td>North Ipswich Reserve</td>
</tr>
<tr>
<td>Orion Lagoon</td>
</tr>
<tr>
<td>Orion Shopping Centre</td>
</tr>
<tr>
<td>Pan Pacific Peace Gardens</td>
</tr>
<tr>
<td>Pine Mountain</td>
</tr>
<tr>
<td>Watercress Creek Olives</td>
</tr>
<tr>
<td>White Rock</td>
</tr>
</tbody>
</table>

**Media Content and Distribution**

A sample of the destination content which was created, distributed and promoted over the July, August, September 2018 quarter:

- The Great Houses of Ipswich – Channel 7 Great Day Out
- Beer connoisseur are spoiled for choice – Channel 7 Great Day Out
- What’s on in Brisbane this Weekend – News.com.au
- Spring into gear for a big weekend – Courier Mail
- Swings and Roundabouts – Courier Mail
- Best playgrounds in Queensland – Courier Mail
- What’s On – Sunday Mail
- 50 Best Brunches – Sunday Mail
- Hobby farm welcomes new animals in time for the holidays – Queensland Times
- Bear returns after Google glitch – Sunshine Coast Daily
- Things to do this weekend – Must Do Brisbane
- Effervescence Spicers Hiddenvale – Must Do Brisbane
- The round-up: Best Greek cuisine – Herald Sun
- Underworld exhibition has a tale for everyone – Discover Ipswich
- Breakfast at Stephanie’s – Discover Ipswich
PROGRESS:

Latest data from Tourism Research Australia indicates total visitor arrivals to Ipswich increased 17% or 214,768 visitors to a total 1,450,000 visitors in the 12 months ending December 2017. A worth note is domestic day trips have increased 26% or 234,000 visitors to a total 1,100,000 in the 12 months ending December 2017.

<table>
<thead>
<tr>
<th>Market</th>
<th>YE December 2016</th>
<th>YE December 2017</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Overnight Arrivals</td>
<td>324,000</td>
<td>303,000</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Domestic Day Trips</td>
<td>894,000</td>
<td>1,128,000</td>
<td>+26%</td>
</tr>
<tr>
<td>International Overnight Arrivals</td>
<td>18,620</td>
<td>20,388</td>
<td>+9.5%</td>
</tr>
<tr>
<td><strong>Total Arrivals</strong></td>
<td><strong>1,236,620</strong></td>
<td><strong>1,451,388</strong></td>
<td><strong>+17%</strong></td>
</tr>
</tbody>
</table>

Source: Tourism Research Australia, National and International Visitor Survey

A leading indicator for the success of the campaign is measurable consumer engagement across the Discover Ipswich platforms. For example, the DiscoverIpswich.com.au website has generated a record 134,500 unique visitors and social media channels have generated 127,989 consumer engagements to date.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metric</th>
<th>FY17 Target</th>
<th>Current</th>
<th>% of Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Unique Visitors</td>
<td>900,000</td>
<td>134,500</td>
<td>15%</td>
</tr>
<tr>
<td>Leads</td>
<td>Leads to Operators</td>
<td>45,000</td>
<td>17,575</td>
<td>39%</td>
</tr>
<tr>
<td>Social Media</td>
<td>Total number of consumer engagements</td>
<td>1,000,000</td>
<td>127,989</td>
<td>13%</td>
</tr>
<tr>
<td>Media + Social</td>
<td>Equivalent Value</td>
<td>$1,250,000</td>
<td>$454,348</td>
<td>36%</td>
</tr>
</tbody>
</table>
BENEFITS TO COMMUNITY AND CUSTOMERS

The activities undertaken and services provided through the Tourism Development branch align with the Advance Ipswich Plan:

Goal 1 Strategy 6 Key Action 6.3 – Support economic activity based on retail and hospitality in the existing and proposed centres.
Goal 1 Strategy 6 Key Action 6.4 – Support tourism opportunities based on heritage assets, events, motor and adventure sports, eco-tourism and nature-based recreation, rural areas and farm-based tourism.
Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our identity and changing communities

RECOMMENDATION

That the report concerning the outputs and outcomes of Council’s Tourism Development Branch as part of the Economic Development and Marketing Department for the quarter ending September 2018 be received and the contents noted.

Alistair Tavares
(MANAGER – TOURISM DEVELOPMENT)

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)
INTRODUCTION:

This is a report by the Tourism Development Manager dated 20 September 2018 concerning the 2018-19 Discover Ipswich Campaign Plan.

BACKGROUND:

Council’s Tourism Development branch is actively engaged in destination marketing, industry development and major events with the purpose of increasing the region’s visitor economy. We aim for Ipswich to be recognised as an accessible daytrip and short break destination within the south east Queensland market.

The priorities of the Tourism Development Branch have been based on the *Destination Marketing, Management and Events Plan* developed in 2015 to coordinate the industry and focus activities on increasing visitor demand, visitation and expenditure in the region.

Data provided by Tourism Research Australia indicates that in 2017 Ipswich attracted approximately 1.4 million total visitor arrivals, an increase of 17% on the previous year, valued at more than $218 million to the Ipswich economy.

Currently Ipswich receives around 2.6% of the total south east Queensland visitor market. Central to council’s *Destination Marketing, Management and Events Plan* is to increase that market share and relative visitor arrivals and expenditure as summarised in Table 1.

### Table 1: Ipswich Visitor Arrivals by Type, Share, Number and Value 2017 to 2022

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>Base: 2017</th>
<th>Check: 2020</th>
<th>Target 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEQ Share</td>
<td>Value (m)</td>
<td>SEQ Share</td>
</tr>
<tr>
<td>Daytrip</td>
<td>3.2%</td>
<td>$91</td>
<td>3.4%</td>
</tr>
<tr>
<td>Domestic Overnight</td>
<td>1.8%</td>
<td>$104</td>
<td>1.9%</td>
</tr>
<tr>
<td>International</td>
<td>1.0%</td>
<td>$22</td>
<td>1.1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2.6%</strong></td>
<td><strong>$218</strong></td>
<td><strong>2.8%</strong></td>
</tr>
</tbody>
</table>
Council will achieve the targeted growth in market share, visitor arrivals and expenditure by continually increasing the destination product offering through industry development and the destination demand through effective marketing.

The Discover Ipswich Campaign Plan is the coordinated destination marketing plan co-designed and co-operatively funded by council and the Ipswich Tourism Operators Network.

The Discover Ipswich Campaign Plan targets day-trippers and short break visitation from Brisbane and south east Queensland catchment with print, television and digital advertising along with partnerships and publicity via media, key influencers and bloggers.

Hero experiences promoted by the Discover Ipswich Campaign are nature based recreation, challenge based adventure, tangible history and distinctive events underpinned by the fact Ipswich is an accessible and affordable short-lead short break destination for couples and families.

The 2017-2018 Discover Ipswich Campaign Plan generated the following activity and results:
- Digital advertising reaching an estimated SEQ audience of 2,600,000
- Outdoor advertising reaching an estimated monthly audience of 2,300,000
- Seven Network partnership generating 10 Ipswich episodes across programs The Great Day Out, Queensland Weekender and Creek to Coast
- MustDo Brisbane and UrbanList partnership generating 52 Ipswich articles
- 120 Ipswich stories showcased on Discover Ipswich
- Google partnership promoting 57 Ipswich experiences
- Trip Advisor partnership promoting the best of Ipswich
- Cannon partnership hosting seven photography events
- Brisbane Broncos stadium signage and content partnership
- $2,470,000 in media and influencer publicity value
- 1,002,791 consumer engagements via Discover Ipswich social media platforms
- 880,991 unique visitors to Discover Ipswich website
- 61,205 leads generated to Ipswich Tourism Operators Network businesses
- 20,248 visitor enquiries via the Ipswich Visitor Information Centre
- $315,480 in sales via the Ipswich Visitor Information Centre

The 2017-2018 Discover Ipswich Campaign Plan and council’s Destination Marketing, Management and Events Plan has also received the following recognition:
- 2018 Travel, Leisure and Media (Bronze) - Australian Effie Awards
- 2018 Public Sector Marketing (Finalist) - Australian Marketing Institute
- 2017 Excellence in Marketing and Promotion - Economic Development Australia
- 2017 Destination Marketing (Gold) - Queensland Tourism Awards
- 2017 Visitor Information Services (Gold) - Queensland Tourism Awards
- 2017 Excellence in Tourism Marketing (Finalist) - Australian Marketing Institute
- 2017 Destination Marketing (Finalist) - Australian Tourism Awards
- 2017 Visitor Information Services (Finalist) - Australian Tourism Awards
The most recent Ipswich Tourism Operators Network survey conducted in April / May 2018 indicated that even with the issues predominant in the media at that time, local businesses believed the 2017-2018 Discover Ipswich Campaign Plan was generating a positive change in public perceptions of Ipswich.

Graph 1: Ipswich Tourism Operators Network Survey Response Concerning Public Perceptions

The full Ipswich Tourism Operators Network Survey is supplied as Attachment A of this report.

PROGRESS:

The 2018-19 Ipswich City Council Operational Budget has the relevant allocations for the procurement and delivery of the 2018-2019 Discover Ipswich Campaign Plan.

The Tourism Development branch has prepared the 2018-19 Discover Ipswich Campaign Plan and is ready to negotiate arrangements with the variety of media channels, agencies and partners involved in the distribution mix.

The nature of these arrangements is often unique and does not facilitate standard council procurement practice for medium-sized contractual arrangements as outlined in Section 225(2) of the Local Government Regulation 2012 requiring the attainment of three quotes.

Section 230(1) of the Local Government Regulation 2012 provides an exemption from the requirement to obtain three quotes if a ‘quote consideration plan’ is prepared and adopted.

230 Exception if quote or tender consideration plan prepared
(1) A local government may enter into a medium-sized contractual arrangement or large-sized contractual arrangement without first inviting written quotes or tenders if the local government—
   (a) decides, by resolution, to prepare a quote or tender consideration plan; and
   (b) prepares and adopts the plan.
(2) A quote or tender consideration plan is a document stating—
(a) the objectives of the plan; and
(b) how the objectives are to be achieved; and
(c) how the achievement of the objectives will be measured; and
(d) any alternative ways of achieving the objectives, and why the alternative
ways were not adopted; and
(e) the proposed terms of the contract for the goods or services; and
(f) a risk analysis of the market from which the goods or services are to be
obtained.

It is recommended that a Quote Consideration Plan is prepared to allow Council to consider
whether it is appropriate to enter into contracts with each of the proposed suppliers.

ATTACHMENT/S:

<table>
<thead>
<tr>
<th>Name of Attachment</th>
<th>Attachment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachment A – Ipswich Tourism Operators Network Survey</td>
<td>Attachment A</td>
</tr>
</tbody>
</table>

BENEFITS TO COMMUNITY AND CUSTOMERS:

The 2018-19 Discover Ipswich Campaign Plan aligns with the Advance Ipswich 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 3 Strategy 1 Key Action 1.2 – Promote and celebrate the city’s identity throughout the
community and beyond.
Goal 3 Strategy 1 Key Action 1.3 – Strengthen Council’s branding of Ipswich to align with our
identity and changing communities.

RECOMMENDATION/S:

That the Interim Administrator of Ipswich City Council resolve:

That a Quote Consideration Plan/s is prepared to enter into contracts with each of the
businesses listed in the column 1 of the table below for respective service/s listed in the
column 2 below in accordance with section 230(1)(a) of the Local Government Regulation
2012.

<table>
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<td>Google</td>
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<td>YouTube</td>
<td>Advertising</td>
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<tr>
<td>Brisbane Broncos</td>
<td>Advertising</td>
</tr>
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Alistair Tavares
TOURISM DEVELOPMENT MANAGER
I concur with the recommendation contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)
Ipswich DMMEP Industry Survey
Business’ Primary Tourism Activity

- Visitor attraction: 23.5%
- Accommodation: 11.8%
- Tour: 17.7%
- Event: 14.7%
- Food & Drink: 23.5%
- Retail: 8.8%
• The total FTE number does not include the business owner/s
• Over 74% employ full-time staff
Ipswich DMMEP Industry Survey
Change in Public Perceptions of Ipswich

- Yes, negatively: 0%
- Yes, somewhat negatively: 8%
- No, it’s not changing at the moment: 20%
- Yes, somewhat positively: 64%
- Yes, positively: 8%
• Overall, business in the Ipswich region show confidence in the market with 66.7% indicating that they are intending to invest in growing their business over the next 3 years.

• 33.3% sitting on the fence, only 4.2% of the businesses indicated that they had no intention of investing in the growth of their business over the next 3 years.
Ipswich DMMEP Industry Survey
Areas Likely To Invest (2018-2022)

- Consumer marketing: 79.2%
- Trade marketing: 37.5%
- Operational staff: 50.0%
- Sales / marketing Staff: 29.2%
- New experiences: 66.7%
- Property / premises / assets: 58.3%
Results show that, on average, businesses spend 58.1% of their marketing budget on visitors outside of Ipswich.
Day visitors were rated as being the visitor market of greatest importance (87.3%)
Domestic Short Breaks (76.8%)
and Domestic Longer Breaks (50%).
Ipswich DMMEP Industry Survey
Ipswich’s Competitive Advantages 2018-2023

- Accessibility: 65.38%
- Cost: 57.69%
- Events: 53.85%
- Nature: 38.46%
- Culture: 26.92%
- Adventure: 23.08%
- Other: 11.54%
- Seasonality: 7.69%
Ipswich DMMEP Industry Survey

Hero Experience Positioning

- Tangible history: 73.1%
- Challenge-based adventure: 34.6%
- Nature-based recreation: 61.5%
- Distinctive spectator and participation events: 76.9%
- Food experiences: 61.5%
### Ipswich DMMEP Industry Survey

#### Strengths & Weaknesses

**Strengths:**
- Recent gentrification
- Public Transport (Train)
- Proximity to country areas
- Events such as CMC and racetrack events
- Food scene & local produce
- Friendly People - Welcoming Vibe
- Emerging and established quality product offerings
- Nature based recreation
- Proximity to State capital, Short distance from Brisbane
- Historical value/offering
- Historical
- Qld colonial heritage/ heritage-listed homes
- Motorsports

**Weaknesses:**
- We don’t have any iconic attractions (no beach or a bloody huge rock)
- Quality of customer service
- No Night life (Bars or clubs)
- City centre is improving but still far from a consistently desirable destination - many closed shops, those that are open cannot afford to be open on Sundays when day visitors may like to come.
- Limited parking for central Ipswich & surrounds
- Better public transport to outlying attractions and destinations of Ipswich
- Standard of accommodation
- Lack of proactive multi media destination marketing - not just online - ALL year round. Businesses run for 50 - 52 weeks of year through necessity and need year round patronage to ensure staff & operating costs are covered
- relatively limited food and drink 24/7
- Evening dining is still fairly limited
- Still some perception of 'poor cousin' to Brisbane
- Perceived lack of attractions and activities
- Disconnect between attractions/venues
Ipswich DMMEP Industry Survey

Best Growth Opportunities – Based on City’s Current Strengths

- Focus on Heritage experiences and events
- Focus on VFRs and Short-breaks
<table>
<thead>
<tr>
<th>Strategic Priority Action Areas Moving Forward</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A clear &amp; consistent leisure tourism destination position</td>
<td>83.87%</td>
</tr>
<tr>
<td>A Major Events Strategic Plan</td>
<td>74.19%</td>
</tr>
<tr>
<td>A proactive destination publicity plan</td>
<td>70.97%</td>
</tr>
<tr>
<td>A clear business destination position &amp; message</td>
<td>67.74%</td>
</tr>
<tr>
<td>Maintain a network of best practice owned digital assets</td>
<td>51.61%</td>
</tr>
<tr>
<td>An always-on, targeted, omni-channel marketing plan</td>
<td>51.61%</td>
</tr>
<tr>
<td>Assessment &amp; application for marketing / industry dev...</td>
<td>45.16%</td>
</tr>
<tr>
<td>Aus highest quality regional representation in the ATDW...</td>
<td>38.71%</td>
</tr>
<tr>
<td>Audit of Ipswich accommodation &amp; tourism...</td>
<td>38.71%</td>
</tr>
<tr>
<td>Audit of Ipswich product representation</td>
<td>38.71%</td>
</tr>
</tbody>
</table>
Council’s Role in Supporting the Visitor Economy

Areas For Council Resource Investment

- Marketing the destination
- Supporting existing businesses
- Visitor services in the city
- Championing tourism /advocacy at a state and national level
- Event management and attraction
- Upkeep of public realm/place-making
- Partnerships
- Investment attraction to the city
- Product development: supporting new experiences
Attracting New Investment into Ipswich

Actions and Initiatives That Should Be Investigated / Pursued

- Increased commitment to destination marketing
- Business support and workforce development programs
- Support for planning approvals/development processes
- Proactive promotion of development and investment opportunities
- Investment incentives for targeted new types of development i.e. reduced rates or head works etc
– **Infrastructure**
  - Public transport (Accessibility and transport connectivity) especially with a tourism focus
  - Redesign of city centre and bus / train stations to reform city image
  - Sports Centre / Stadium / Waterpark / Mid range convention exhibition facilities
  - City based tourism helipad, parking in the CBD

– **Events**
  - More large scale events e.g. CMC Festival
  - Events to support extending activities
  - Events / Arts events
  - Get national status for Ipswich Jets

– **Promotion**
  - Operators support Brand Ipswich, extend marketing reach
  - People and places of prominence
  - Showcasing specific local industries & artisans
  - Celebrating diversity/ niche businesses
  - Food and local produce
Ipswich DMMEP Industry Survey
Game-changing New Projects, Investments or Developments

- **Trails**
  - Guides – showing visitors where to visit
  - Arts trails
  - Guided tours (hiking, mountain biking)

- **New product offerings**
  - An indigenous experience
  - Heritage tour experience

- **Investment**
  - Eco tourism infrastructure
  - Major attraction and eco tourism incentives
  - More accommodation, higher quality accommodation, incentives
  - Modern event infrastructure and facilities