

VML:MB  
Vicki Lukritz  
3810 6221

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**.

<b><u>MEMBERS OF THE LIBRARIES AND TOURISM COMMITTEE</u></b>	
Greg Chemello (Interim Administrator) <b>(Chairperson)</b>	

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

Item No.	Item Title	Officer
<b>PRESENTATION</b>	<b>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.</b>	<b>COO(EDM)</b>
1	Tourism Development Branch September 2018 Quarter Report	TDM
2	2018–2019 Discover Ipswich Campaign Plan	TDM

\*\* Item includes confidential papers

**LIBRARIES AND TOURISM COMMITTEE NO. 2018(10)**

**9 OCTOBER 2018**

AGENDA

**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**

With reference to a report by the Tourism Development Manager dated 20 September 2018 concerning the 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*.

Column 1	Column 2
Facebook	Advertising
Instagram	Advertising
Google	Advertising
YouTube	Advertising
Brisbane Broncos	Advertising

---

\*\* Item includes confidential papers

and any other items as considered necessary.

<b>Libraries and Tourism Committee</b>	
Mtg Date: 09.10.2018	OAR: Yes
<b>Authorisation:</b> Ben Pole	

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.

<b>Google Street View Trekker Locations</b>		
88 Limestone Street	Brookwater Golf	Willowbank Raceway
Annabelle Street Park	Castle Hill	Haig Street Quarry
Bob Gamble Park	Lewis Thomas Historical Trail	Hardings Paddock
Bradfield Walking Bridge	Colleges Crossing	Ipswich Cycle Park
Brassall Bikeway	Cunningham's Knoll	Ipswich Nature Centre
Bremer River (in Ipswich)	Darcy Doyle Place	Ipswich Show
Brisbane River (in Ipswich)	Denmark Hill	Ironbark Ridge Vineyards
Brisbane Valley Rail Trail	Flinders Plum	Ivory's Rock
Kholo Botanical Gardens	Purga Nature Reserve	Hidden Vale Adventure Park
Limestone Park	Queens Park	Spicers Hidden Vale
Mihi Junction	Queensland Raceway	Splash n Play Ripley
Nerima Gardens	Riverheart Parklands	Spring Lakes
North Ipswich Reserve	Riverlink Shopping Centre	Top of Town (Ipswich CBD)
Orion Lagoon	Robelle Domain	Top of Town: Firestation 101
Orion Shopping Centre	Rosewood CBD	Top of Town: Studio 188
Pan Pacific Peace Gardens	Rosewood Johnstone Park	Visitor Information Centre
Pine Mountain	Saplings Crossing	Walter Zimmerman Park
Watercress Creek Olives	Woodlands of Marburg	White Rock
White Rock	Wiley St BMX Track	

### **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

- Ipswich city and country: a tale of two choppers – Discover Ipswich
- Queensland Raceway: V8 Experience – Discover Ipswich
- Thrill the socks of Dad this Father’s Day – Discover Ipswich
- Balkan restaurant brings cevapi and sarma to Ipswich – Discover Ipswich
- Willowbank Raceway set for big Jamboree weekend – Discover Ipswich
- A Brisbane couple’s escape to Ipswich – Discover Ipswich
- Cumquat House reveals a stunning make-over – Discover Ipswich
- Electric car show coming to Ipswich – Discover Ipswich
- Kitsch in the Swich – Discover Ipswich
- Ipswich lands a new market – Ripley Markets – Discover Ipswich
- Great Houses of Ipswich, September edition – Discover Ipswich
- History at every turn – Discover Ipswich
- Woodlands of Marburg destined for Hollywood screens – Discover Ipswich
- The trees Instagram can’t get enough of – 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.

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

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.

<b>Platform</b>	<b>Metric</b>	<b>FY17 Target</b>	<b>Current</b>	<b>% of Target</b>
<b>Website</b>				
Website	Unique Visitors	900,000	134,500	15%
Leads	Leads to Operators	45,000	17,575	39%
<b>Social Media</b>				
Social Consumer Engagement	Total number of consumer engagements	1,000,000	127,989	13%
Media + Social	Equivalent Value	\$1,250,000	\$454,348	36%

## **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)**

<b>Economic Development and Digital City Committee</b>	
Mtg Date: 09.10.18	OAR: YES
<b>Authorisation:</b> Ben Pole	

20 September 2018

**MEMORANDUM**

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: 2018-2019 DISCOVER IPSWICH CAMPAIGN PLAN

**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*

	Base: 2017		Check: 2020	Target 2022		
Visitor Type	SEQ Share	Value (m)	Value (m)	SEQ Share	Number	Value (m)
Daytrip	3.2%	\$91	\$113	3.4%	1,200,000	\$125
Domestic Overnight	1.8%	\$104	\$134	1.9%	329,000	\$148
International	1.0%	\$22	\$40	1.1%	31,600	\$51
<b>TOTAL</b>	<b>2.6%</b>	<b>\$218</b>	<b>\$287</b>	<b>2.8%</b>	<b>1,600,000</b>	<b>\$325</b>



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:

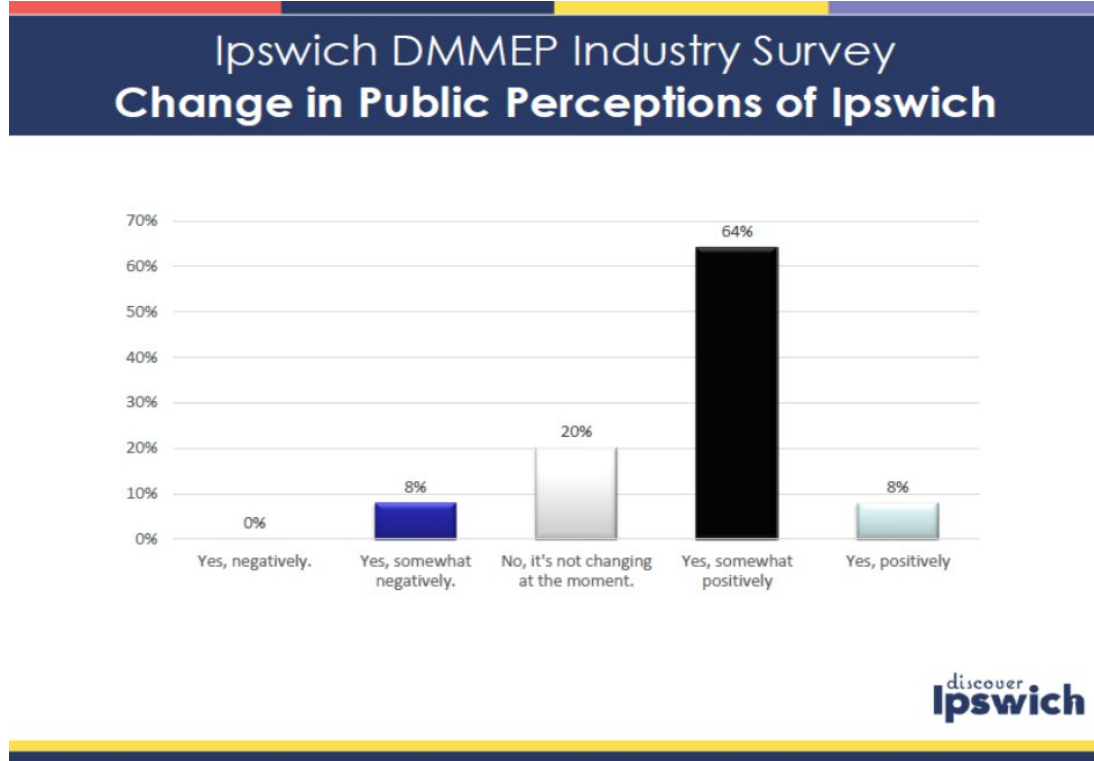
- Digital advertising reaching an estimated SEQ audience of 2,600,000
- Outdoor advertising reaching an estimated monthly audience of 2,300,000
- Seven Network partnership generating 10 Ipswich episodes across programs The Great Day Out, Queensland Weekender and Creek to Coast
- MustDo Brisbane and UrbanList 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:**

Name of Attachment	Attachment
Attachment A – Ipswich Tourism Operators Network Survey	 Attachment A

**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*.

Column 1	Column 2
Facebook	Advertising
Instagram	Advertising
Google	Advertising
YouTube	Advertising
Brisbane Broncos	Advertising

Alistair Tavares  
**TOURISM DEVELOPMENT MANAGER**

I concur with the recommendation contained in this report.

Ben Pole

**CHIEF OPERATING OFFICER**

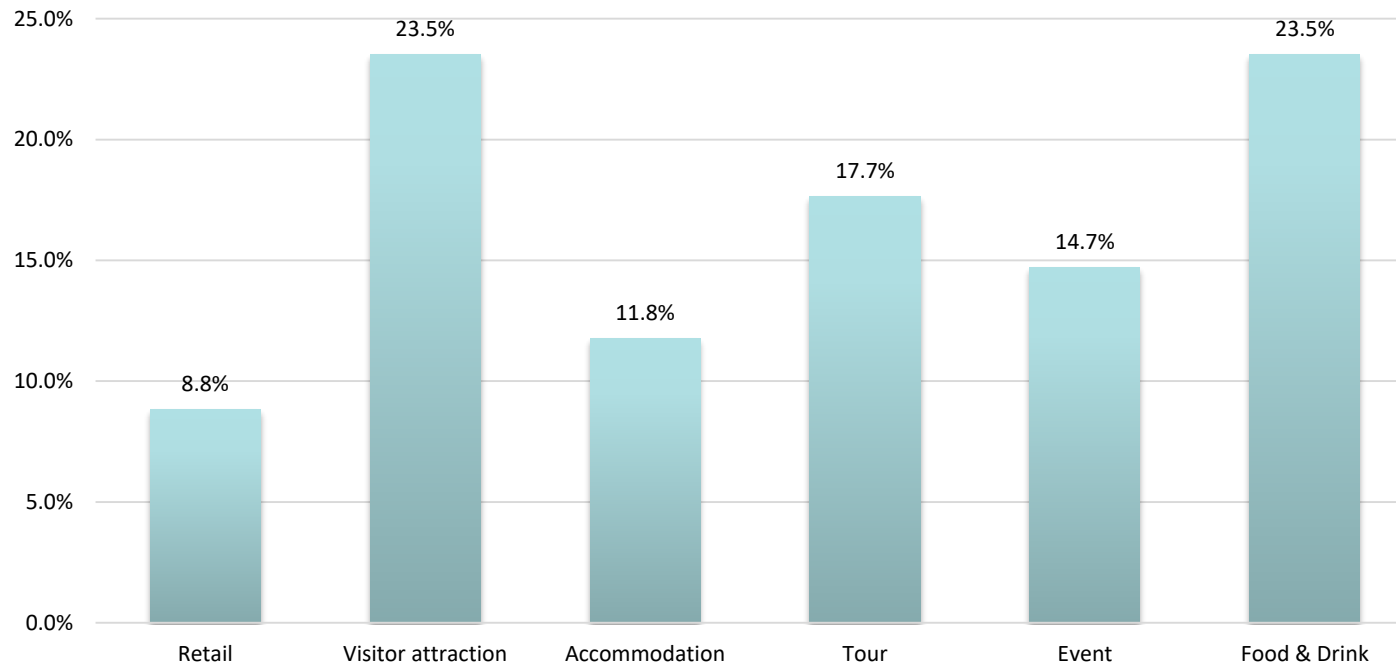
**(ECONOMIC DEVELOPMENT AND MARKETING)**



**Ipswich Destination Marketing,  
Management and Events Plan  
Industry Survey**

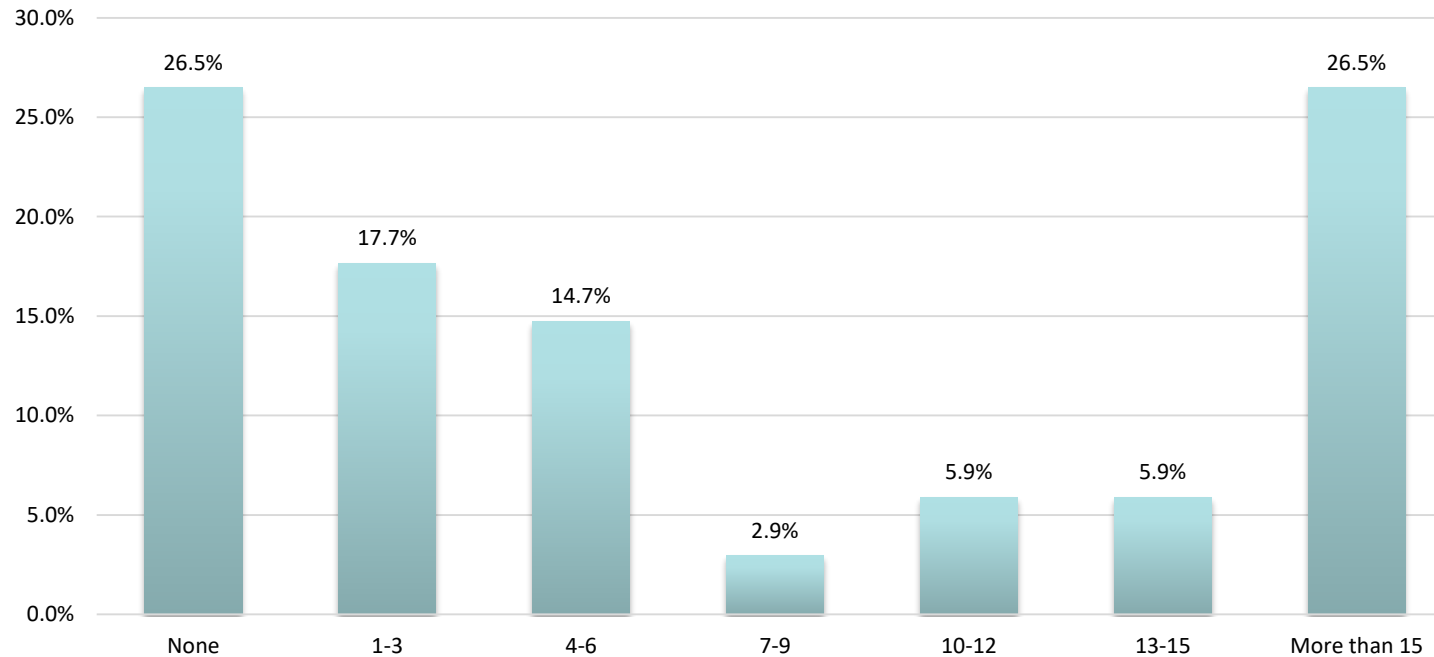
# Ipswich DMMEP Industry Survey

## Business' Primary Tourism Activity



# Ipswich DMMEP Industry Survey

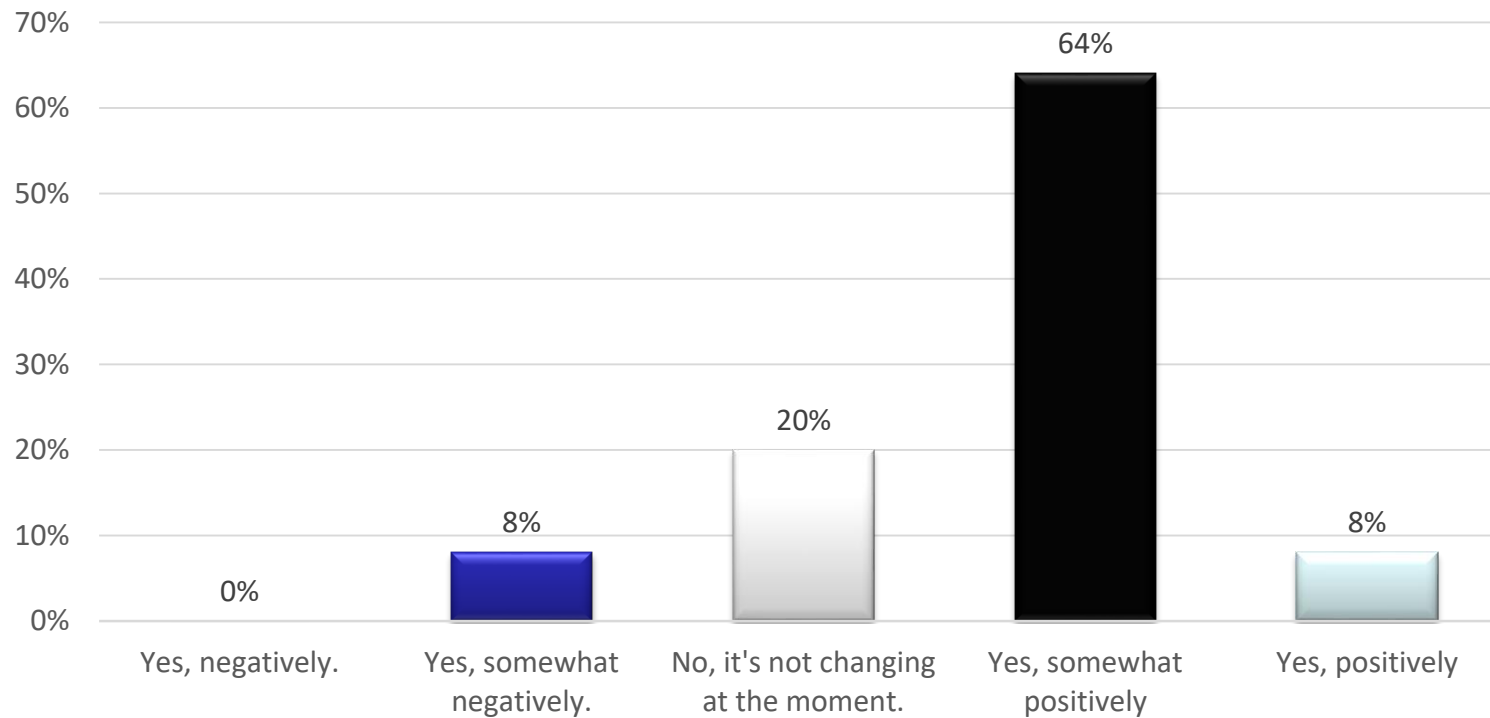
## Total Number of Full Time Equivalent (FTE)



- 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

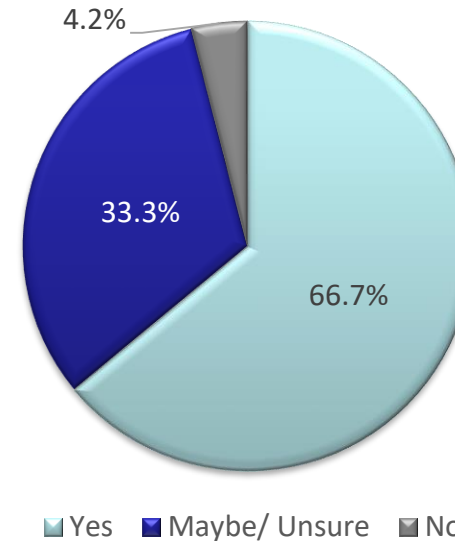




# Ipswich DMMEP Industry Survey

## Business Confidence

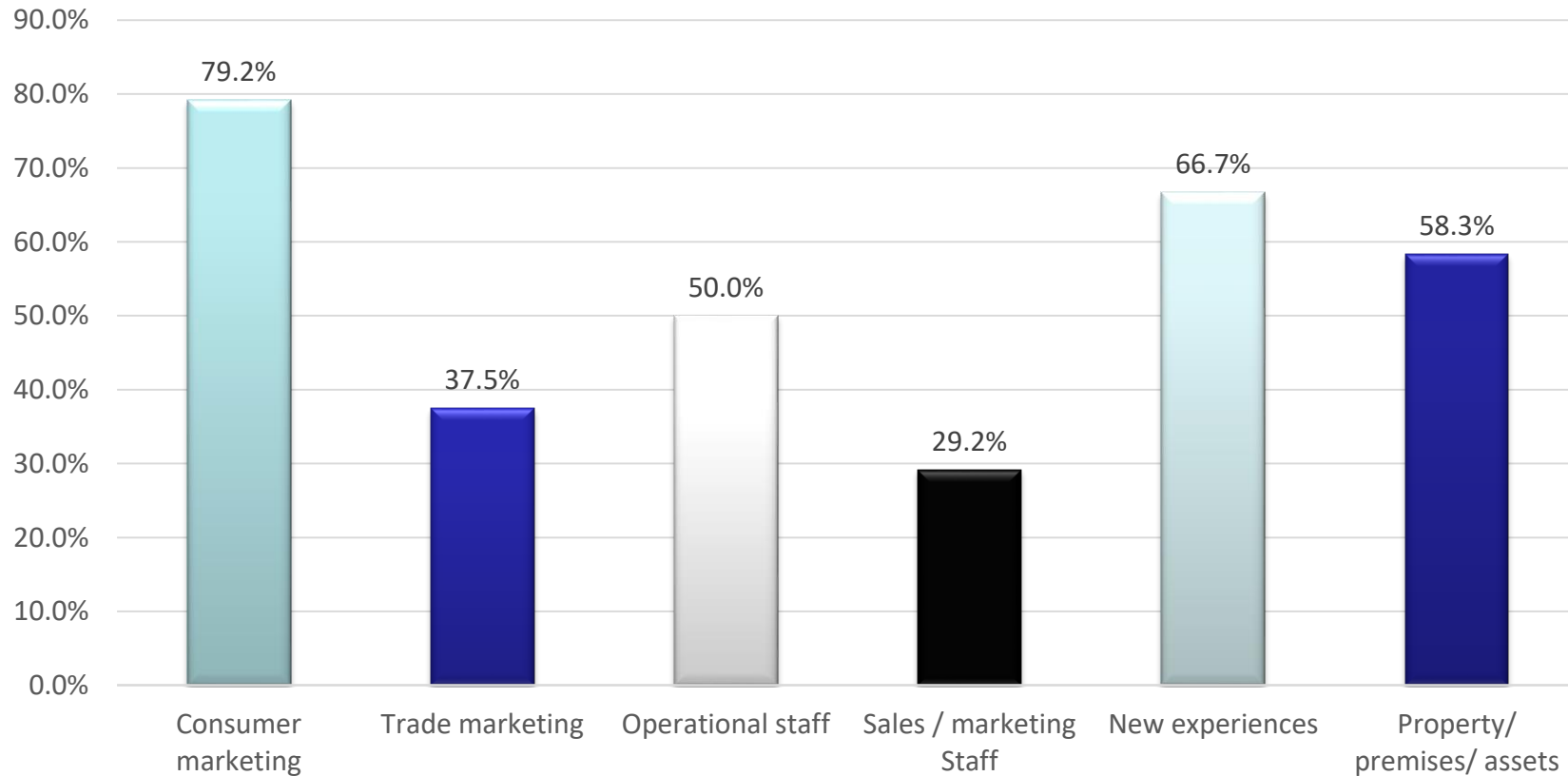
- Overall, business in the Ipswich region show confidence in the market with 66.7% indicating that they are intending to invest in growing their business over the next 3 years.



- 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

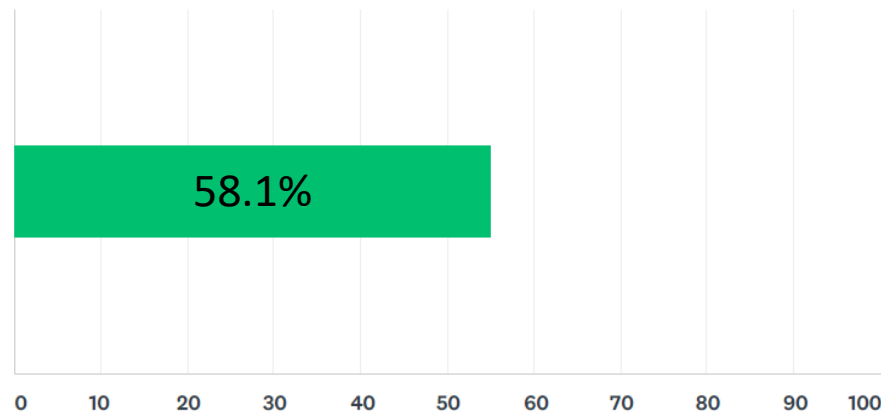
## Areas Likely To Invest (2018-2022)



# Ipswich DMMEP Industry Survey

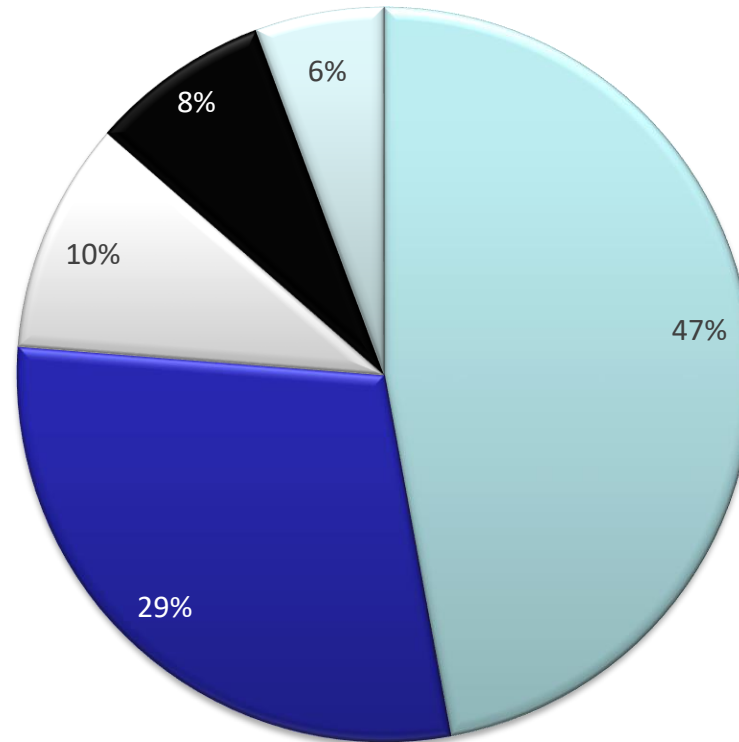
## Marketing Budget Targeted at Visitors Outside of Ipswich

- Results show that, on average, businesses spend 58.1% of their marketing budget on visitors outside of Ipswich.



# Ipswich DMMEP Industry Survey

## Visitors by Origin

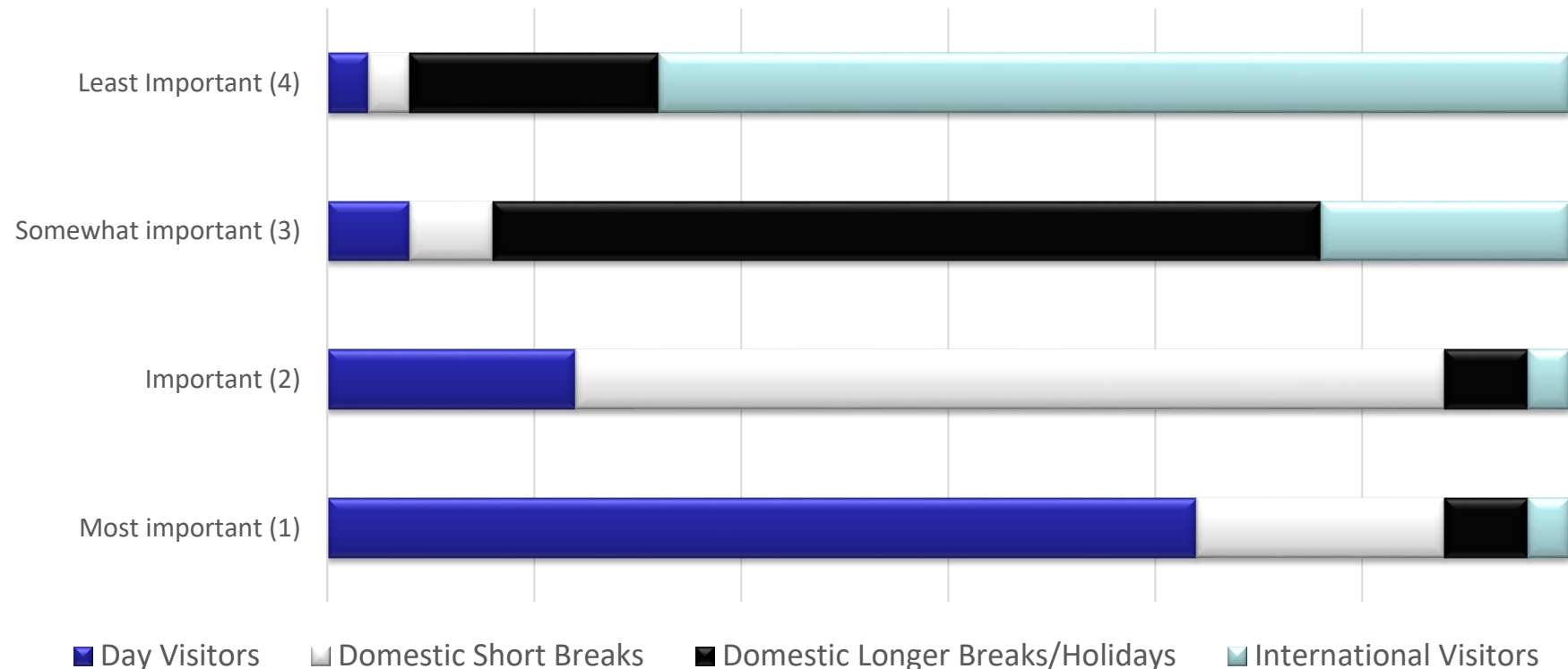


■ Locally - Ipswich and surrounds  
■ Rest of Queensland  
■ International Destinations

■ South East Queensland  
■ Other Australian States

# Ipswich DMMEP Industry Survey

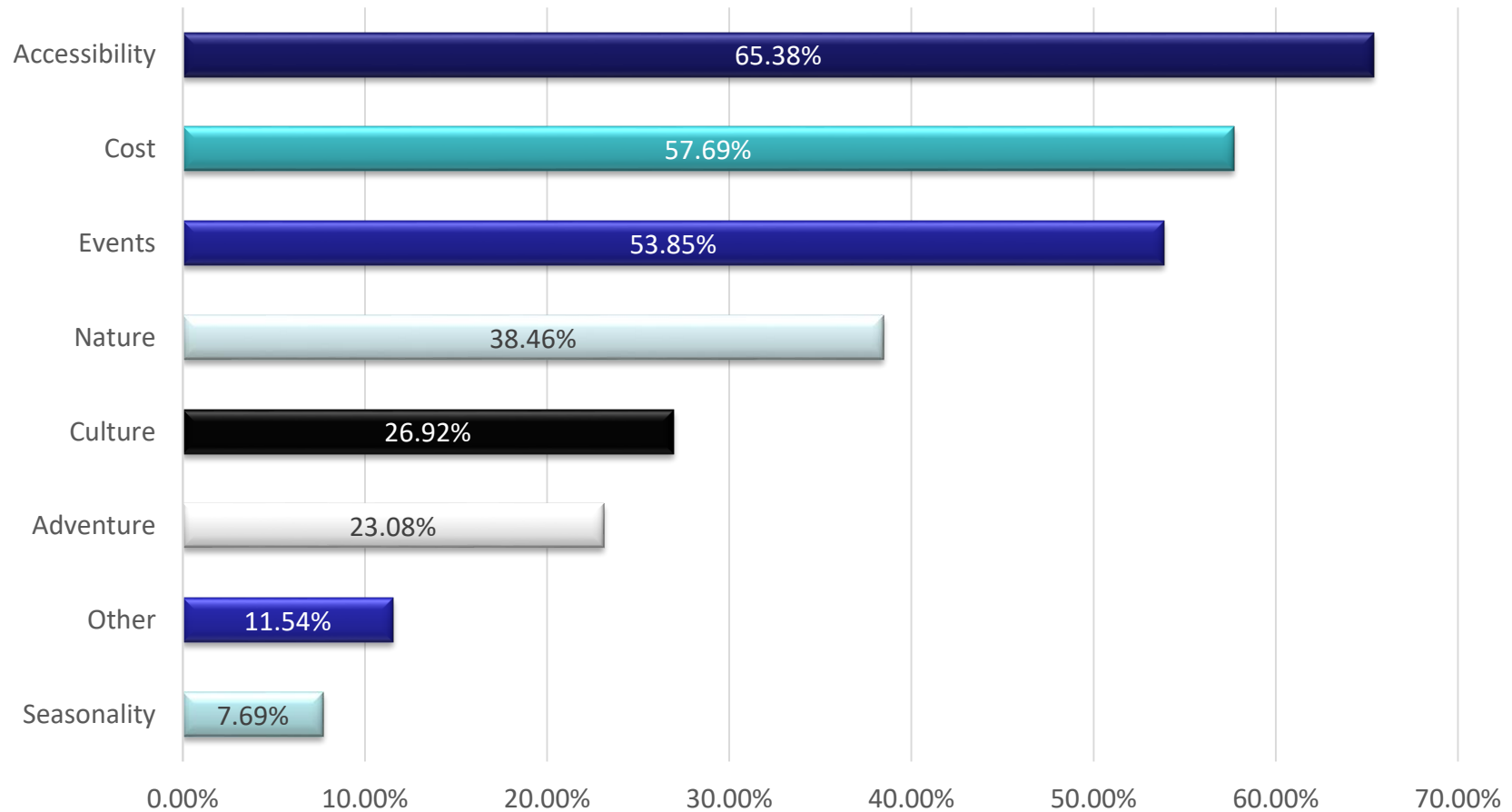
## Relative Importance of Visitor Markets



- Day visitors were rated as being the visitor market of greatest importance (87.3%)
- Domestic Short Breaks (76.8%)
- and Domestic Longer Breaks (50%).

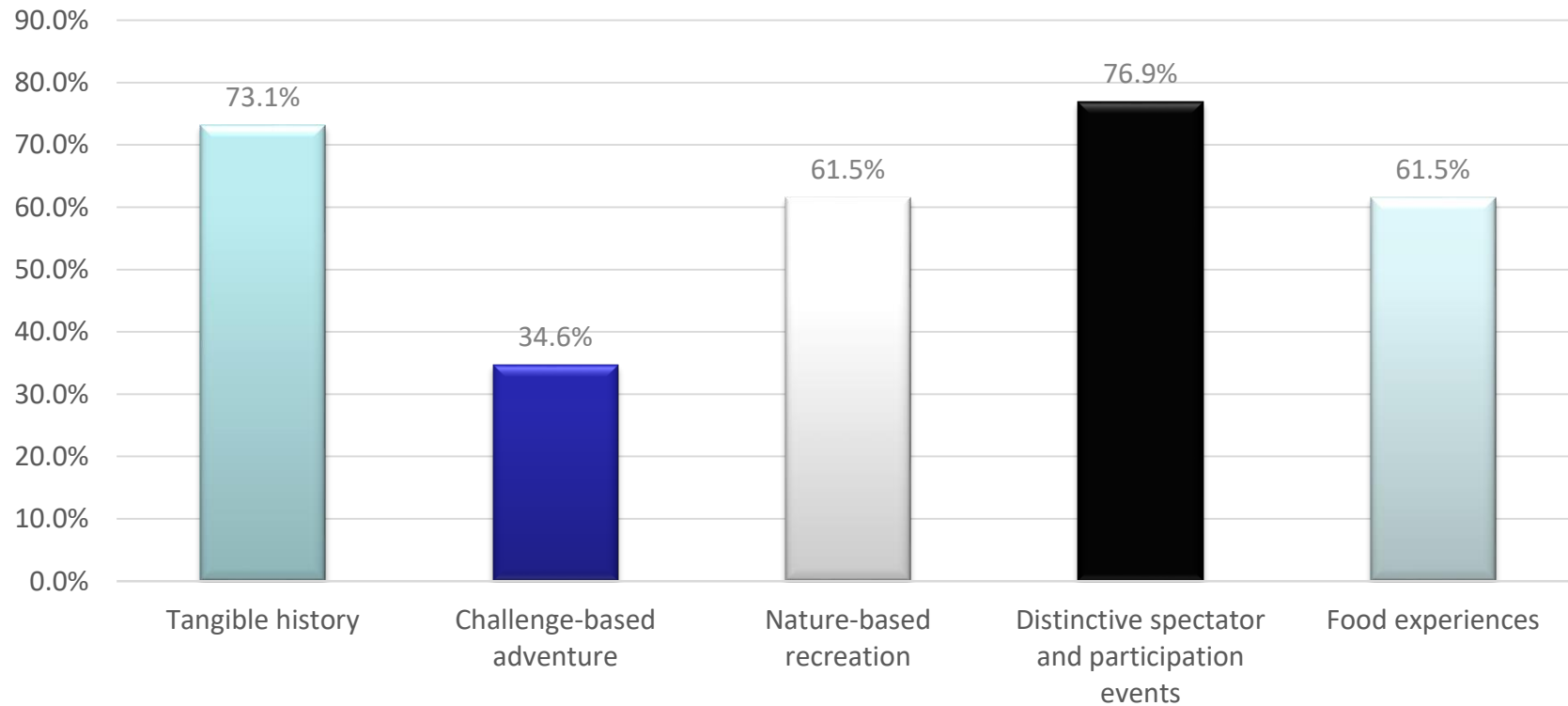
# Ipswich DMMEP Industry Survey

## Ipswich's Competitive Advantages 2018-2023



# Ipswich DMMEP Industry Survey

## Hero Experience Positioning



# 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

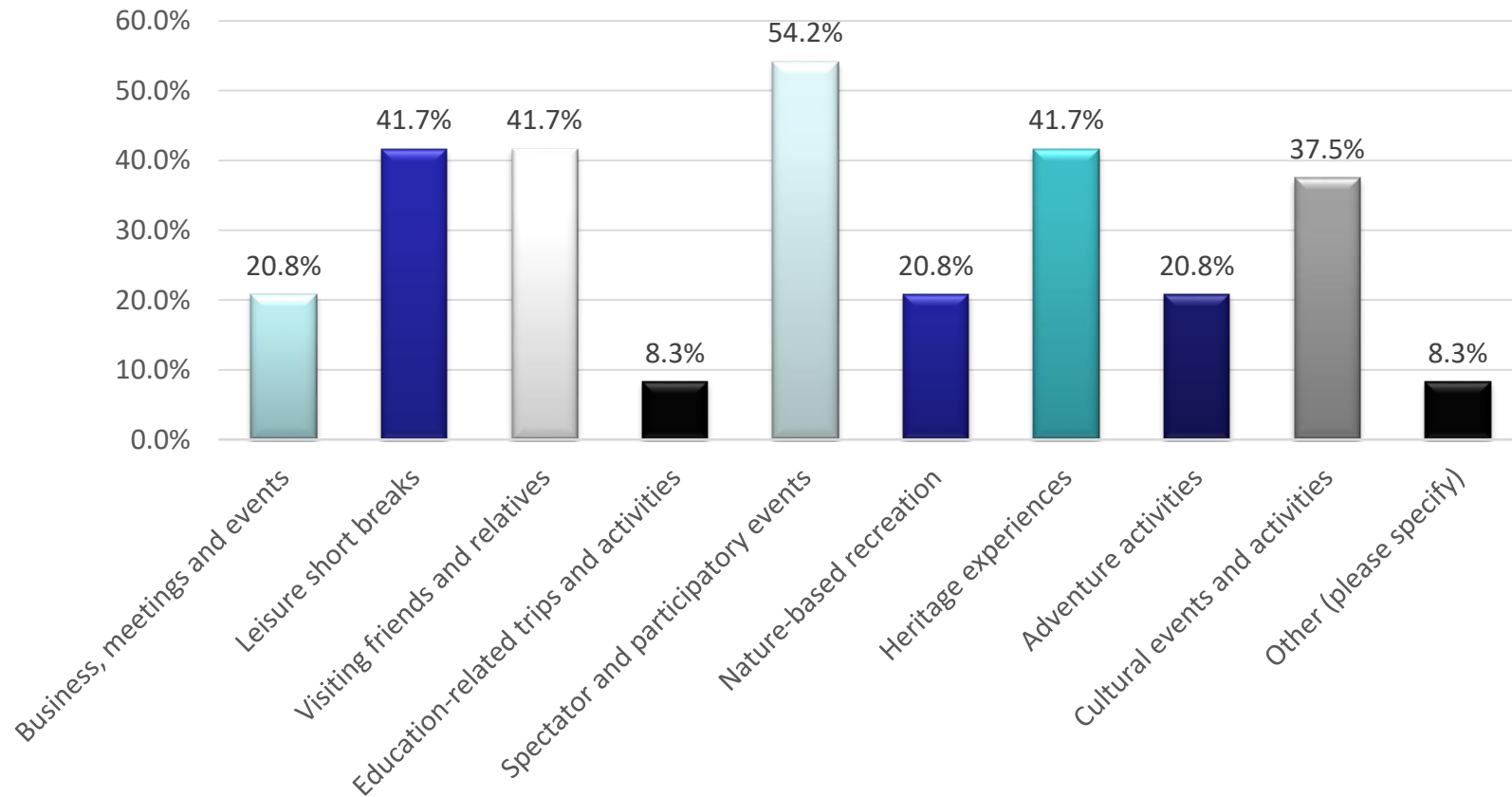
### Weaknesses:

- 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

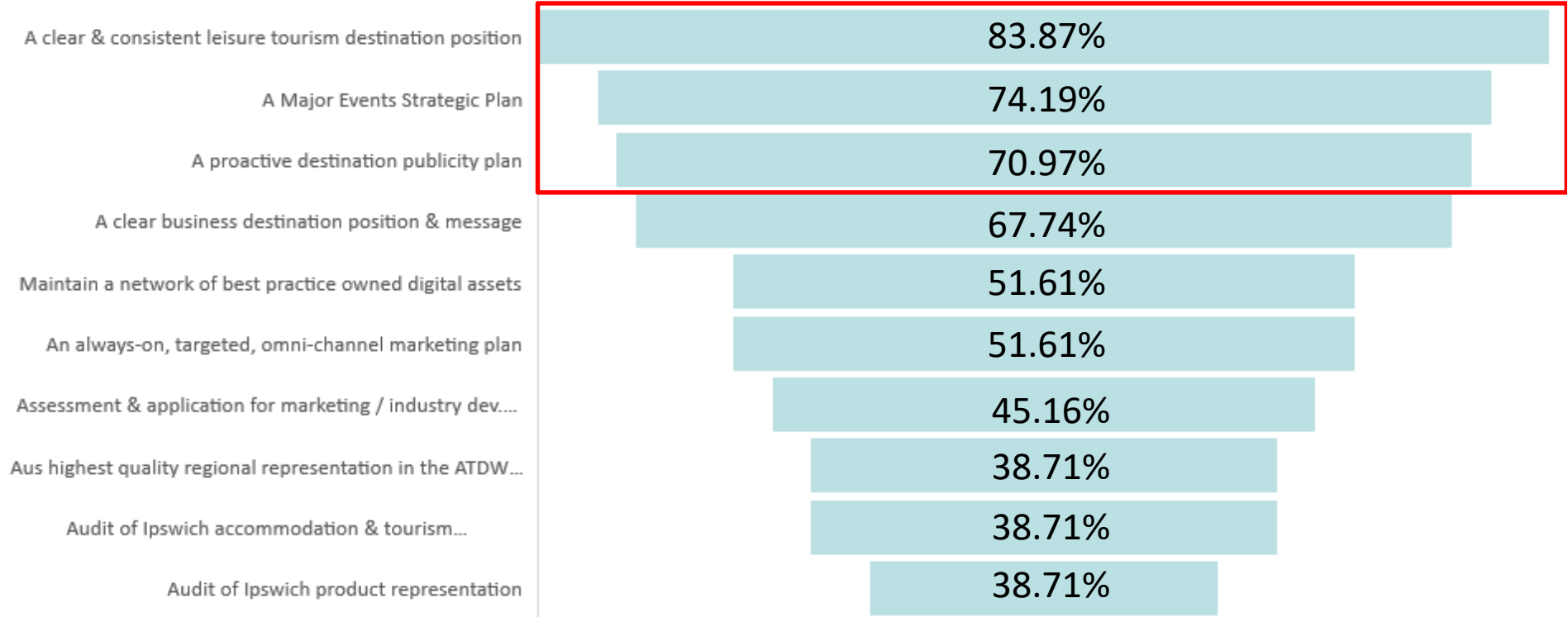
## Best Growth Opportunities – Based on City's Current Strengths



- Focus on Heritage experiences and events
- Focus on VFRs and Short-breaks

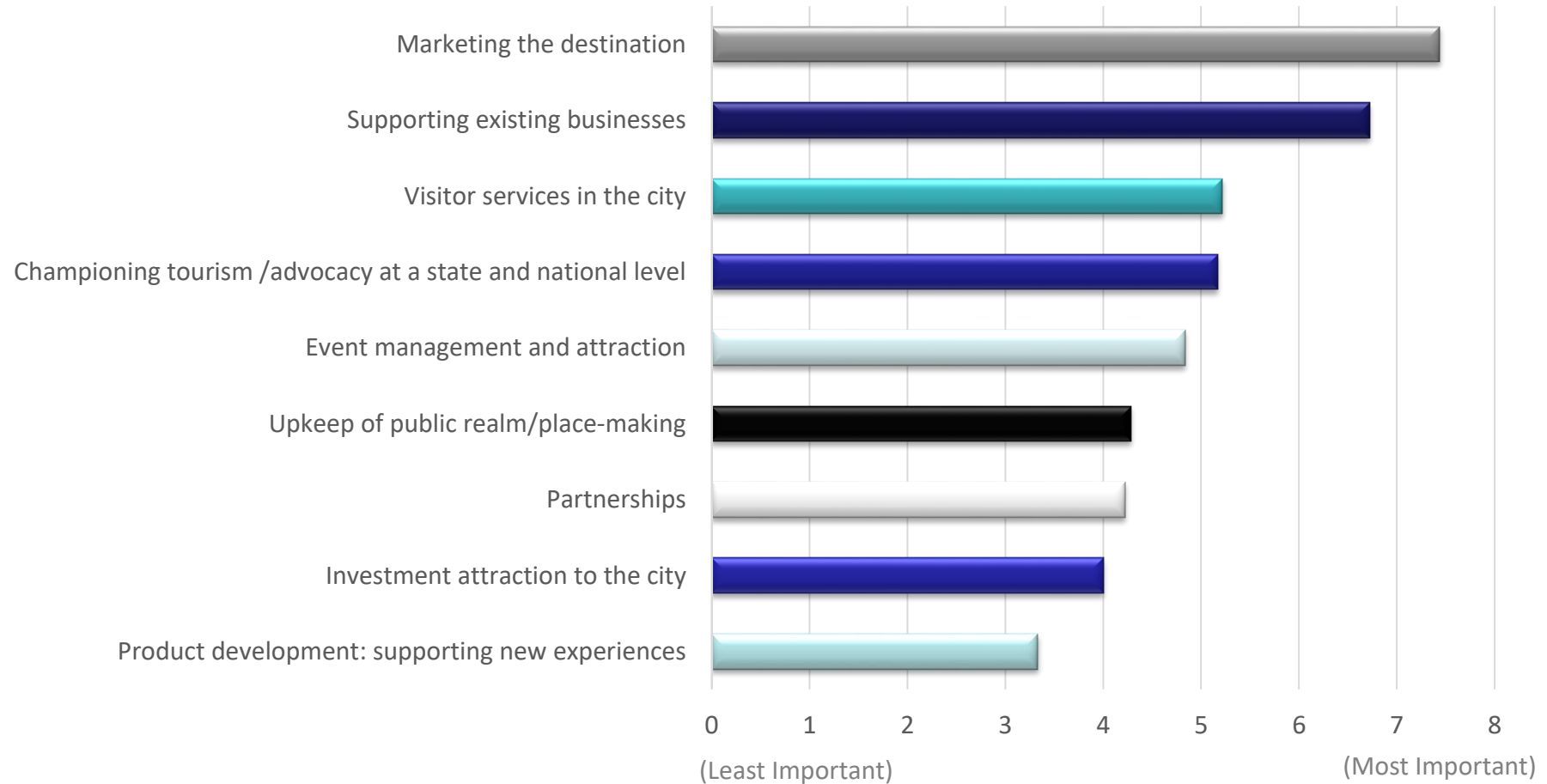
# Ipswich DMMEP Industry Survey

## Strategic Priority Action Areas Moving Forward



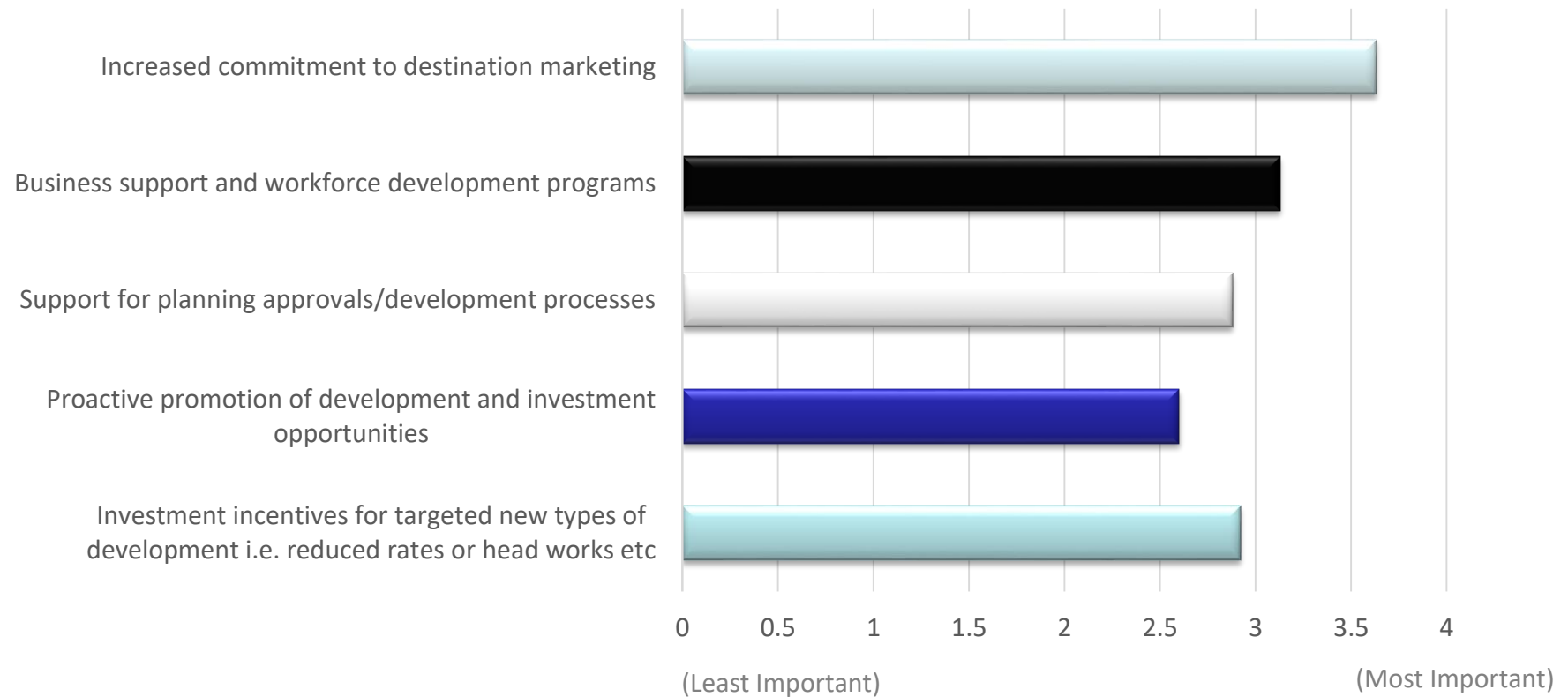
# Council's Role in Supporting the Visitor Economy

## Areas For Council Resource Investment



# Attracting New Investment into Ipswich

## Actions and Initiatives That Should Be Investigated / Pursued



# Ipswich DMMEP Industry Survey

## Game-changing New Projects, Investments or Developments

### – **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*